

**REQUEST FOR SERVICE (RFP)  
MEDIA PRODUCTION SERVICES**

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## 1. BACKGROUND INFORMATION:

FIND is a global non-profit organization that drives innovation in the development and delivery of diagnostics to combat major diseases affecting the world's poorest populations. Diagnosis is the first step on the path to health, yet almost half the world's population do not have access to accurate, reliable diagnosis. FIND's vision is to ensure that everyone has access to high-quality, affordable, and reliable diagnostics when and where they need them (#DiagnosisForAll). FIND established in Geneva, Switzerland, in 2003, and operates regional hubs in Kenya, India, South Africa, Vietnam, and Indonesia.

Cervical cancer (CxCa) is the fourth most common cancer in women, with an estimated 660,000 new cases and 350,000 deaths in 2022 worldwide. Approximately 94% of these deaths occur in low- and middle-income countries. The highest incidence and mortality rates are in sub-Saharan Africa, Central America, and Southeast Asia<sup>1</sup>. In Viet Nam, CxCa is the fifth most common cancers in women. It is estimated that more than 3,000 women die from CxCa annually in Vietnam. In 2021, CxCa accounted for 4369 deaths, with age standardized incidence, prevalence, and mortality per 100,000 was 17, 88, and 8 cases, respectively<sup>2</sup>.

During 2023 - 2024, FIND Viet Nam successfully implemented the introduction of a primary health care (PHC)-based HPV DNA testing model for CxCa screening to facilitate the expanded access to testing in Hai Phong province, Viet Nam. In the model, decentralized sample collection with self-sampling option was conducted at Commune Health Stations (CHSs) and centralized testing was performed at the provincial Centre for Disease Control (CDC) laboratory.

The activities were supported with the deployment of an efficient sample transportation system that directed the flow of samples through District Health Centers (DHCs) which played the role of intermediate transportation hubs, and the application of a dedicated software system, which streamlined operations at every stage from sample collection to result dissemination. This enabled CHSs, with lack of sufficient human capacity, infrastructures and resources, to deliver services previously unavailable at this grassroots level.

The project provided strong data evidence indicating that the HPV testing model was highly efficient, operationally feasible and well-received at multiple levels of the health system. However, the scale up would face many challenges, including the lack of budget allocation, policy framework, and a formal payment mechanism.

Results of a supplementary study of FIND, suggested a substantial demand and financial readiness among the target population to support such a service through co-payment. However, the supply-side remains constrained by the lack of procurement, payment mechanism, and policy framework at PHC level.

In response to the country's need, FIND aims to support the Hai Phong Department of Health to develop a proposal for payment to amplify the CxCa screening activities. The payment model will be based on co-funding mechanism, exploring funding opportunities from the local government (Hai Phong People Committee), service recipients' out-of-pocket-money, and donors such as enterprises (to pay for their female workers), etc... This proposal will form the basis for fund mobilization in Hai Phong province for the province-wide screening of CxCa. This initiative has been recognized as a potential scalable model for countrywide replication.

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<sup>1</sup> Cervical cancer. WHO key facts <https://www.who.int/news-room/fact-sheets/detail/cervical-cancer#:~:text=Cervical%20cancer%20is%20the%20fourth,%2D%20and%20middle%2Dincome%20countries.>

<sup>2</sup> Burden and risk factors of cervical cancer in Vietnam from 1990 to 2021 and forecasting to 2050—a systematic analysis from global burden disease. 2025. <https://doi.org/10.1016/j.xagr.2025.100526>.

## 2. STATEMENT OF PURPOSE:

Based on FIND Vietnam’s Advocacy and Communication plan for the project, the selected service provider shall provide communication services to support the implementation of the following objectives:

- Build understanding and acceptance of the co-payment model among key partners.
- Strengthen multi-sectoral collaboration between health authorities, social organizations, and private sector actors.
- Enhance visibility of project activities, progress, and results.

## 3. SCOPE OF WORK:

The services to be provided include:

- Design **2 policy briefs** (web + print format), up to 100 printed copies.
- Produce **3 photo series** capturing project impact stories.
- Produce **3 short videos (7-8 minutes)** then shortened them to 1-2 minutes for social media **showing project impact**.
- Produce **1 advocacy video** (9-10 minutes) showcasing project activities and results.
- Write and publish **6 newspaper articles** (national + local outlets).
- Run **Facebook ads** with a target of 1 million reaches.
- Monitor **audience engagement** across digital platforms.
- Provide **photo and video documentation** for 3 project workshops (half-day to full-day).

## 4. DELIVERABLES:

| Type of Deliverable                     | Description / Content   | Estimated Output / Quantity        |
|---|---|------------------------------------|
| <b>Policy Briefs</b>                    | Design and produce two policy briefs (for web and print)  | 2 briefs (max. 100 printed copies) |
| <b>Photo Series</b>                     | Curated visual stories capturing project activities.  | 3 photo series                     |
| <b>Short Social Media Videos</b>        | Short, 7-8 minutes (then shortened them to 1–2 minute videos) capturing project activities and impact stories for online platforms. | 3 videos                           |
| <b>Advocacy Video Clip</b>              | A 9-10 minutes, serve as a key advocacy and visibility tool for policy and project/partner events.                                  | 1 video clip                       |
| <b>Newspaper Articles</b>               | Develop and publish articles in national and local newspapers (both print and online).  | 6 articles                         |
| <b>Digital Advertising</b>              | Run targeted Facebook ad to amplify reach and engagement.   | Target 1 million reaches           |
| <b>Monitoring of Digital Engagement</b> | Track and analyze audience engagement (views, shares, comments) across platforms.   | Continuous                         |
| <b>Workshop Documentation</b>           | Professional photo and video coverage of three project workshops (0.5–1 day each).  | 3 events                           |

## 5. REQUIREMENTS:

- **5–7 years of proven experience** in producing and publishing newspaper articles, video clips, and TV programs/reportages, particularly in the areas of **health policy advocacy, public health, or health-related communication**.
- **Established relationships and long-term collaboration** with government-run and public newspapers, with a demonstrated ability to secure media placement in reputable national and local outlets.
- **Familiarity with working alongside government agencies, policymakers, technical officers, and key opinion leaders**, including experience navigating formal communication protocols.
- **Strong understanding of audience behavior, content preferences, and media consumption patterns** to ensure effective and targeted communication outputs.
- The service provider must **use their own equipment and technical resources** necessary for the production of materials.
- If travel is required, the service provider will be **responsible for covering their own travel expenses**.

### Copyright

All products and materials developed under this RFP are the property of FIND Vietnam. The service provider may not share, reproduce, distribute, or use these products for any purpose outside this contract without prior written permission from FIND Vietnam.

## 6. TIMELINE

The service will be in the period from December 2025 through July 2026.

## 7. APPLICATION GUIDELINES:

Interested service providers in this RFP should submit an application including the following:

- **Technical proposal**  
Key sections include contact information, work experience, qualification of team lead and team members, portfolio/examples of similar work.
- **Estimated budget:**  
Budget should be estimated for each task, inclusive of all related costs and applicable taxes.

**8. EVALUATION CRITERIA:**

Proposals will be evaluated based on the following criteria:

| Criteria   | Weighting |
|--|-----------|
| Technical Expertise, Relevant Experience & Portfolio Quality | 40%       |
| Understanding of Assignment, Proposed approach & Creativity  | 30%       |
| Delivery Capacity & Resources                                | 20%       |
| Past performance & References                                | 10%       |

- **Technical Expertise, Relevant Experience & Portfolio Quality (40%)** – Relevant experience in media production, journalism, public health communication, and advocacy; quality and relevance of portfolio; experience with media placement and government agencies.
- **Understanding of Assignment, Proposed Approach & Creativity (30%)** – Clarity and relevance of proposed methodology; creativity; suitability for videos, photo series, policy briefs, articles, and digital engagement.
- **Delivery Capacity & Resources (20%)** – Ability to deliver full scope; availability of technical equipment and production resources; feasible timeline and work plan.
- **Past performance & References (10%)** – Strength and relevance of references; evidence of successful delivery in similar assignments; reliability and quality of work of previous work.

**9. SELECTION TIMELINES:**

|   | Activity   | Expected date                                      |
|---|--|--|
| 1 | Publication of RFP                                 | Nov 25 <sup>th</sup> , 2025                        |
| 2 | Closing date for submission of applications        | Dec 3 <sup>rd</sup> , 2025                         |
| 3 | Evaluation of proposals and candidates’ interviews | Dec 4 <sup>th</sup> to Dec 11 <sup>th</sup> , 2025 |
| 4 | Communication of the selection                     | Dec 12 <sup>th</sup> , 2025                        |
| 5 | Contract signed with selected candidate            | by Dec 19 <sup>th</sup> , 2025                     |

**10. AWARD CONDITIONS:**

Applicant that is selected is required to:

- Be legally permitted to perform work in the country where the contract will be performed.
- Sign a declaration confirming no [Conflict of Interest](#).
- Commit to and sign the [FIND Code of Conduct and Ethics](#).
- Sign the [Due Diligence Self declaration form](#).

**11. CONTRACTUAL TERMS AND CONDITIONS:**

- The contract will be awarded to the successful application following the completion of the evaluation and selection process.
- The agreement shall become legally binding only upon both parties signing the contract.
- The consultant must execute the services in accordance with the scope of work outlined in this RFP.
- The consultant is responsible for ensuring high-quality performance, timely deliverables.
- FIND reserves the right to terminate the contract if the consultant fails to meet agreed-upon performance standards.
- All information received, created, or shared during the consultancy will remain confidential and must not be disclosed to third parties without FIND's prior written consent.
- The consultant must comply with applicable data protection laws and ensure the security of sensitive information.

**12. TERM OF CONTRACT:**

- The contract will become effective upon signature by both parties and the issuance of a formal contract agreement by FIND. The consultant is expected to begin work immediately upon contract execution.
- FIND reserves the right to renew or extend the contract for additional phases of work if further engagement is necessary. Renewals will be based on the consultant's performance, availability of funding, and evolving organisational needs.

**13. HOW TO APPLY:**

Please email the application in English, in PDF format to: [procurement@finddx.org](mailto:procurement@finddx.org).

It is recommended that the entire Proposal be consolidated into as few attachments as possible.

All files must be free of viruses and not corrupted.

The application should receive an email acknowledging receipt of the proposal

Applications will be accepted and responded to expediently until December 3<sup>rd</sup>, 2025, 23:59 CET.

**14. CONFIDENTIALITY**

FIND considers any proposal received under the RFP as confidential. If required, FIND can sign a Confidentiality Disclosure Agreement (CDA) with interested Applicants/Bidders prior to proposal submission. FIND will not disclose the proposal to third parties without the prior written agreement of the proposal submitter. Review of proposals will be carried out by an internal FIND team as well as a team of external experts (which may or may not include members of FIND's independent Scientific Advisory Committee), all of whom are under confidentiality and are recused if found to have a potential conflict of interest (which they are obliged to disclose). Any specific questions concerning confidentiality should be addressed to the FIND team.