



الجمعية الملكية للتوعية الصحية
Royal Health Awareness Society

صحتي قراري
Choose Health

Request for Proposal (RFP)

For

Obesity Among Children Campaign

July 2022



الجمعية الملكية للتوعية الصحية
Royal Health Awareness Society

Request for Proposal PFNCDsR

Royal Health Awareness Society

Muhammad As-Saeed Al-Batayni St.

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E. info@rhas.org.jo

Project Name	: Partners For NCDs Response
RFP Release Date	: 7 July 2022
Question/Inquiry Submission Deadline	: 17 July 2022
Proposal Submission Deadline	: 4 August 2022
Agency selection	: Based on evaluation of offers
Contact Person for Inquiries/Questions	: Hanan Aranki
Contact Email for Inquiries/Questions	: haranki@rhas.org.jo

Dear Sir/Madam,

You are invited to submit a proposal for the *Partners for Health* project with the requirements set forth in the request for proposal (RFP) below. The purpose of this RFP is to identify the suitable vendor for the Obesity Campaign as related to this project.

The Royal Health Awareness Society (RHAS) was established in 2005 with a mandate to raise health awareness for local communities, through designing programs that address national health priorities and meet beneficiaries' changing needs, while engaging them in the design and implementation of health interventions. RHAS aims at building the capacities of beneficiaries to enable them to adopt healthy and safe lifestyles, and works to build beneficiaries' experiences and practical skills so they can be agents of change in their communities. RHAS' awareness programs on public health and safety target different categories of the Jordanian community, including girls' and boys' schools' students all over the Kingdom.

This project is designed to support the Ministry of Health in preventing Non-Communicable Diseases (NCDs) through raising awareness and influencing behaviors toward obesity control in Jordan, through promoting healthy eating, physical activity and its role in weight management and prevention from NCDs. The campaign will shed the light on obesity as the main risk factor for all non-communicable diseases, and the main healthy behaviors, Jordanian families should adopt, for healthy weight management.



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We anticipate that the provider, whose proposal is the optimal solution for our project (as per the requirements detailed within), will be selected in October 2021. We will notify all participating vendors whether they are disqualified or unsuccessful or require further details/amendments from them.

We thank you for your time, effort, and interest in conducting the Obesity Campaign as part of Partners for Health project.

Sincerely,

Dima Jweihan

Director General

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1. Introduction

The growing burden from non-communicable diseases (NCDs), such as diabetes, cardiovascular disease, cancer, and chronic lung diseases, is transforming the global health and development agenda and affects the population and the healthcare systems in countries where they are prevalent.

The obesity health awareness campaign aims to shed the light on obesity as the main risk factor for all non-communicable diseases, and the main healthy behaviors, Jordanian families should adopt, for healthy weight management, and support the Ministry of Health in preventing NCDs through raising awareness and influencing behaviors toward obesity control in Jordan, through promoting healthy eating, physical activity and its role in weight management and prevention from NCDs.

2. The Services

The agency to be selected is expected to provide all services related to the management and launch of the obesity campaign. The agency will organize and coordinate the press-conference launch event for the campaign and will manage all activities related to the online and traditional media posts to raise awareness related to the campaign.

3. Scope of Work

The agency will be the point of contact for all services and is responsible for developing and designing content for the dissemination to the public upon receipt of approval from RHAS. All messages to be published will be provided to RHAS based on written agreed timelines.

4. Deliverables

The vendor is expected to deliver the following throughout the duration of the obesity campaign, all messages and content is expected to be released in **Arabic**:

Deliverable	Timeline
Develop and design the overall campaign slogan and single-minded messages	15 September
Develop and design key content messages based on provided information and research	15 September
Organize and coordinate the press-conference launch event for the campaign (including logistics and hospitality)	10 October
Develop and design key content to be distributed through traditional media channels as follows:	15 September



<ul style="list-style-type: none">• Radio Spots: book spots on radio channels and provide RHAS with expected frequency• TV Spots: book spots on TV channels and provide RHAS with expected frequency• SMS: book and ensure distribution of SMS messages to reach 2,000,000 Jordanians• Buses with campaign production/ branding• Outdoor activities: develop and design content for outdoor venues, including the production, assembly and de-assembly of campaign materials for roundabouts for 1 month• Digital screens: book, develop and design content for outdoor digital screens in institutions, doctor clinics, malls, gas stations for 1 month• Bridges: book, develop and design content to appear on GAM Bridges for 1 month	
<p>Develop and design key content to be distributed through online media channels as follows:</p> <ul style="list-style-type: none">• Social Media Kit:<ul style="list-style-type: none">○ Daily social media posts○ Social media challenge for healthy individuals from the community○ Images and frames○ Twitter messages○ Facebook posts○ Banners for official websites• Social media activity (including engagement of local influencers to reach as many people as possible)• Digital communication material	15 September
<p>Develop and distribute branded giveaways:</p> <ul style="list-style-type: none">• Press-conference giveaways (e.g., pens and notebooks)• Social media challenges giveaways (branded prizes/ items)	15 September

Note that RHAS must review and approve all developed and designed content and messages related to the campaign PRIOR to their release to the public.

5. The Methodology

The above section provides preliminary scoping as how RHAS' management envisions the process would go. If the agency proposes a different way to approach the services, they should provide the alternative approach in the submitted proposal with clear rationale. However, the agency is expected to provide a detailed description of the methodology of service provision, whether it is in line with the above approach or a different one.

6. The Time Frame

RHAS is planning to start this campaign in November 2022, and would need to report on a final deliverable to the Board of Trustees by December 2022. If the agency predicts a different time frame based on experience or initial information provided in this ToR, they are expected to clarify that in the submitted proposal and to provide an alternative reasonable schedule. However, the agency is expected to provide a high-level action plan for the service provision with main milestones in the submitted proposal.

7. Payment Schedule

The payment for the entire campaign will be paid split equally in half, 50% will be paid upfront prior to receipt of any of the deliverables while ensuring through the execution of a legal agreement the binding requirements from the agency to avoid liability and litigation, and 50% will be paid upon completion.

8. Proposal Submission

The interested bidders are required to submit a **technical proposal** and a separate **financial proposal** for the proposed work. The technical and financial proposals should be developed with the following in mind:

- i) **Language:** Proposals submitted must be written in English.
- ii) **Format:** The signed and stamped soft copies of the proposals must be provided in pdf format.
- iii) **Validity of Proposal:** All prices quoted shall be valid until the completion of the campaign and no cost escalation or variation will be permitted.



- iv) **Prices and Currency:** All prices shall be quoted in Jordanian Dinars (JOD). The quotation must include unit prices (where applicable) and total price of services proposed. Any taxes should be clearly indicated in separate lines.
- v) **Organizational Profile:** The technical proposal should contain an organizational profile section that lists: the name and address of the organization, year of establishment, principal nature of activities undertaken, organizational structure (names, titles, responsibilities of key personnel working on this project along with their curriculum vitae), and legal status of the organization (registration details, name of partners, Managing Directors, Chief Executive Officers, etc.)
- vi) **Specialization and Past Experience:** The following must be listed in the technical proposal: area of specialization of the organization, list of relevant studies conducted by the organization in the last 5 years with a small excerpt on each study describing main tasks/achievements, and name and addresses of clients for whom the earlier research projects were conducted (key contact details).
- vii) **Operational Plan:** The technical proposal should contain a detailed operational plan for the campaign, incorporating all requirements listed in this RFP, along with a detailed timeline of the proposed work.
- viii) **Approach/Methodology:** The vendor should provide detailing of the proposed methodology in this RFP, or suggest an alternative approach or methodology, with a clear and detailed justification for the suggested variation.
- ix) **Suggested Quantitative Research Approach:** The vendor should propose a suggestion on the approach and timeframe of the subsequent quantitative research, which is expected to be implemented immediately after this project and based on its findings, noting that this section will not be a basis for award this project.
- x) **Submission of Proposal:** The vendor must submit two signed and stamped hard copies of the Technical Proposal in a sealed envelope, and two signed and stamped hard copies of the Financial Proposal in a **separate** sealed envelope. The documents should be delivered by hand to the following address on or before the proposal submission deadline:

Royal Health Awareness Society (RHAS)
RFP for the Obesity among children in Jordan
Muhammad As-Saeed Al-Batayni St.

In addition to the above, the vendor is requested to send separate electronic copies (signed and stamped PDF versions) of the Technical Proposal only via email to haranki@rhas.org.jo on or before the proposal submission deadline.

- xi) **Late Bids:** Proposals must be delivered to the office **and** electronically on or before the date and time specified in this RFP. Any proposal received by RHAS after the deadline for submission shall be automatically rejected.

9. Evaluation of Proposals

7.1 Selection of Vendor

Each proposal will be evaluated out of 100 points in terms of its responsiveness to the RFP specifications shown in this document. The total number of points which a vendor may obtain for their Technical and Financial Proposals is 100 points (both Financial and Technical Proposals shall score out of 100) in accordance with the criteria listed in the tables below. The scores will then be weighted 60% for the Technical Proposal and 40% for the Financial Proposal.

7.2 Technical Evaluation

The technical evaluation shall be carried out based on the following:

Criteria	Score
1 Organizational Profile Including Name and Address of Organization, Year of Establishment, Principal Nature of Activities Undertaken, Organizational Structure, Legal Status of Organization	5
2 Experience and Area of Specialization Including Area of Specialization, List of relevant research projects in Past 5 Years, Name and Addresses of References	10
3 Proposed Key Staff Details and Team Structure for Implementation	5
4 Operational Plan Including details on the methodology and implementation plan according to the requirements of the RFP	60
5 Appropriateness of Time Schedule	20
Total	100

7.3 Financial Evaluation

The financial evaluation shall be carried out based on the following:

Criteria	Score
Ratio of proposal's rate to the lowest rate received for this RFP	100
Total	100

7.4 RFP Re-Launch



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RHAS reserves the right to re-launch the RFP, or part of the RFP, with different requirements should there be an over-estimation or under-estimation in price quotations (relative to the allocated budget for this project). Under this re-launch, vendors should send revisions on the Technical and Financial Proposals with the revised requirements.

RHAS shall reserve the right to negotiate with the vendor whose proposal scored the highest on the basis of technical and financial evaluations.

RHAS shall reserve the right to commission only part of the project to a vendor contingent on the budget(s) allocated for this project.

RHAS shall reserve the right to stop and cancel the solicitation of the services anytime during the RFP process.

10. Contact for Further Information

Hanan Aranki, Senior Procurement Officer
Royal Health Awareness Society (RHAS)
RFP for Obesity Among Children in Jordan
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Creative brief for Obesity Campaign

<p>Goal: [RHAS Campaign Creative Objective]</p>	<p>Support the Ministry of Health in preventing NCDs through raising awareness and influencing behaviors toward obesity control in among children in Jordan, through promoting healthy eating, physical activity and its role in weight management and prevention from NCDs.</p> <p>The campaign will shed the light on obesity as the main risk factor for all non-communicable diseases, and the main healthy behaviors, Jordanian families should adopt, for healthy weight management.</p>
<p>Primary Audience(s): Secondary Audience (s): [Target Audience]</p>	<p>Parents of school children; males and females (18 years and above) within the 12 governorates of Jordan. School children; males and females (8 – 12 years old)</p>
<p>Desired changes: [Social behavioral change communication (SBCC) expectations]</p>	<ul style="list-style-type: none"> • Individuals acknowledge the health issue revolving around overweight and obesity and its probability in increasing the risk of non-communicable diseases. • Individuals acknowledge how they can assess their weight and risk factors, alarming them of the importance of managing their weight and health. • Individuals taking responsibility and informed decisions around their health and weight. • Individuals use trusted sources of information when seeking healthy eating and physical activities, not perpetuate trending diets, nor un-balanced healthy diets. • Enable individuals to acknowledge their roles, as role models within their families and to their children, when they choose healthy living. • Identify sedentary behavior’s role on un-healthy living and non-communicable diseases.
<p>Behavioral Objective: [SBCC objective]</p>	<p>By the end of the Obesity Campaign, there will be an increase in the number of people acknowledging right and healthy weight management behaviors, where some individuals who are aged 18 years and above, will be motivated to adopt a healthy lifestyle influencing people and peers surrounding them.</p>
<p>Agency customization and development of messages</p>	<p>Creative agency has to attend several focus group discussions in order to customize the messages to be developed and designed for the campaign</p>
<p>Strengths</p>	<ul style="list-style-type: none"> • RHAS is collaborating with different stakeholders including various ministries in Jordan; ministry of health and ministry of education to conduct this campaign. • There is a sense of ownership and collaboration between the various stakeholders and the Royal Health Awareness Society

	<ul style="list-style-type: none"> • RHAS is working to build capacities of MOH through working with health centers to be able to provide nutrition and health services with access to all people across Jordan • RHAS is uniquely positioned within the local community and is able to strategize the use of social norms in order to influence people to take charge of their health and nutrition
Weaknesses	<ul style="list-style-type: none"> • Limited resources • Tight timeline
Opportunities	<ul style="list-style-type: none"> • Available health centers with nutritionists trained to provide education and awareness to people who need help taking control of their health • Establish a hotline to answer people's enquiries about healthy lifestyle and how to manage their conditions (through working with community volunteers) that is executed in collaboration with MOH • People are looking for information resources that are trustworthy that help them with their health goals • People perceive healthy and fit individuals, with higher self-confidence, which will motivate them to adopt a healthy life style • Availability of multiple social media outlets to influence people to effect change in behavior at a community level • People are more likely to follow a healthy lifestyle/diet once they become aware of the resources available that do not impact them economically (availability of in-season vegetables and fruits that do not increase cost/ financial burden)
Threats	<ul style="list-style-type: none"> • People do not feel threatened by non-communicable diseases, as its perceived to be related to older ages and people with family history • People don't necessarily know the link between obesity and NCDs • People are unaware of the resources or services accessible and available for the public, in relation to this matter • People exchange incorrect information about healthy lifestyles and physical activity without finding the resources with the correct information easily • Lack of trust between people and MOH resources may contribute to people seeking other sources of information • Inconsistent commitment to healthy living leads people to follow unhealthy diets that leads them to starve themselves • Past negative experiences and failure in weight management and weight relapses, drive people away from healthy dieting and healthy living • People are unaware of Body Mass Index (BMI), accordingly they are unable to identify their weight status • People think that physical activity is limited to gyms, not considering planned and monitored walking as part of effective physical activity due to lack of available spaces for safe walking • People do not acknowledge their eating habits (emotional eating, social eating, mood-related eating)
Communication Objectives:	By the end of the obesity campaign there will be an:

	<ul style="list-style-type: none"> • Increase in the proportion of audiences who feel that they are at increased risk of non-communicable diseases, related to their weight status and physical activity. • Increase the proportion of people who feel capable, to start immediately an affordable healthy living. • Increase in the proportion of audience who understand the importance and techniques of adopting a healthy, cost-effective regimens. • Increase in the proportion of audiences who feel a shared sense of responsibility toward their families and peers, influencing and challenging them to adopt healthy living and practices. • Increase in the proportion of audiences who know where to access trusted, affordable, credible and healthy, weight management regimens at surrounding health centers. • Increase the proportion of the audience who feel comfortable to deal with hospitality and social gathering properly, without negatively affecting healthy living.
Promise:	If you adopt a healthy weight managed life style, you will feel better about yourself and you will inspire others to adopt healthy livings, influencing your family and friends, driving them toward a healthier and happier life.
Support Statement: [Single-minded message]	Start today, start with baby steps, healthy living is affordable, healthy living will make you happier.
Call to Action:	Come down to any health center near you for a free consult today!
Lasting impression:	Committed individuals are happier and healthier. Commitment and responsibility can drive your lives and others toward a positive, illness free life.
Tone [Tone of voice]	Emotional, positive, encouraging, challenging, influencing.
Key Content: (Messages concepts)	Healthy eating <ul style="list-style-type: none"> • Healthy eating can help you lose weight and can reduce your risk of developing diseases such as diabetes or high blood pressure • Adopting healthier food preparatory methods is easy (grilling vs. frying), (lean meat vs. fatty meat) • Adding 5 servings of vegetables and fruits daily to your diet is affordable (e.g. lettuce, parsley, cucumbers, tomatoes, bell peppers apples, oranges, peaches) • Limit the amount of foods you eat that have hidden sugar/ carbohydrates content (e.g., Maggi seasonings, instant soup, instant noodles, tomato sauce, tomato paste, cereals) [Source: NHS] • Use almonds or walnuts in your diet in small amounts to decrease cravings between meals

- Give children healthy snacks such as carrots, cucumbers, apples, cheese sticks instead of chips and chocolates in order to keep them healthy in between meals
- If a person is not sure what food items to include in a healthy eating plan, he/she can easily consult with a nutritionist (by visiting a nearby health center) who can help develop a healthy diet plan based on nutritional needs of the body

Physical Activity

- Moderate physical activity significantly reduces the risk for heart disease, and diabetes, and helps achieve weight loss goals
- It is recommended by the CDC for people between 18-64 years of age to perform at least 30 minutes of moderate intensity exercise 5 days a week such as fast walking (e.g., count steps using your phone and aim for 10,000 steps/day), and/or using the stairs instead of the elevator whenever possible
- It is also recommended by the CDC to perform at least 30 minutes of muscle strengthening activity 2 days a week such as weight-lifting
- Exercise increases a general sense of well-being which makes people feel better about themselves and gives them motivation to achieve their health goals

Weight Management

- Healthy eating, physical activity and weight management are the first line of defense against non-communicable diseases such as heart disease and diabetes
- Develop a weight management plan that's easy for you to follow, be reasonable and challenge yourself (set a challenging goal for yourself)
- Acknowledge that weight loss is a journey, don't fall for diets that achieve quick wins at the cost of your health
- Stress may lead to overeating (emotional eating) which will not help you reach your health goals
- Involve your family and friends in your weight management program, having a support system can help you follow your health goals

Social Norms

- When having guests over, it is part of the culture to offer vegetables and fruits (e.g., apples, cucumbers, bananas, oranges)
- Healthy diets do not have to be costly, there are many available alternatives on the market that can provide the needed without increasing the cost (you can eat beans and lentils for protein, spinach, parsley, and green beans for iron, tuna or sardines for vitamins and minerals, apples, carrots, peas, and lettuce for fibers)
- The Mediterranean diet contains low salt, sugar and fat content in comparison with other diets which is why it helps prevent and control non-communicable diseases such as heart disease (high blood pressure) [AHA recommendation]

- Don't feel pressured when visiting with family or neighbors to eat whatever they offer you, don't be shy and speak up about your diet plan. Don't forget getting them involved will also provide you with much needed support
- Listen to what your body is telling you, if you can determine the reason why you're eating or if you can control the quantity you can start changing your habits so you can change your life and achieve your health goals

Myths Vs. Facts [Highlights]

Myth	Fact
Obesity is genetic, nothing can be done about it [Source: Harvard – School of Public Health]	Obesity is a complex health issue that is not just limited to genetics. Understanding the environmental risk factors can SIGNIFICANTLY reduce obesity rates in the population and by extension reduce the risk for non-communicable diseases such as heart disease and diabetes
You will lose weight if you skip meals and stay hungry [Source: Cleveland clinic]	Skipping meals and healthy snacks during a day will make people feel frustrated and irritable which may lead to overeating, it is better to plan healthy snacks and prepare healthy meals throughout the day to feel satisfied and to prevent emotional overeating (eating unhealthy options when healthy options are available are a sign of emotional eating)
Being thin means you're healthy [Source: Health Link – British Columbia – Health Canada]	Thin people can also suffer from NCDs if their diets are not healthy and balanced and they are not conducting any physical activity
Obese children are just lazy [Source: World Obesity Foundation]	Obesity, especially in children, is primarily influenced by the surrounding environment. Easy access to cheap junk food, living in areas with no space for children to play or run outside, and having social influencers (family members, friends) who do not have healthy lifestyle choices, are some of the reasons why childhood obesity is on the rise

	<p>Consuming dairy products (yogurt, milk, cheese) make you gain weight [Source: <u>National institute of diabetes and digestive and kidney diseases</u>)]</p>	<p>Dairy products are a great source for calcium and vitamin D, they should always be part of a diet, controlling their quantity or their fat content can actually help weight loss while supporting the body with needed nutrients</p>
	<p>If you don't exercise for long periods of time you won't lose weight [Source: <u>National institute of diabetes and digestive and kidney diseases</u>)]</p>	<p>According to CDC physical activity guidelines, people should have at least 150 minutes of moderate exercise a week (such as walking, gardening, vacuuming a room). Try to spread them throughout the week and include them in your daily routine (walk instead of sit at meetings, walk outside your house to the supermarket instead of take your car, use stairs frequently if possible instead of elevators, walk with your kids in areas designated for walking)</p>
	<p>Non-communicable diseases such as heart disease or diabetes are not preventable [Source: <u>Pan-American Health Organization – WHO</u>]</p>	<p>There are many modifiable and preventable factors for non-communicable diseases such as obesity, unhealthy diets, lack of physical activity, and tobacco use. It is important to note that if a person changes their behavior to control these risk factors early on it will have a huge impact on their health in the long-term. It is important to ask for help from a healthcare provider in order to identify the risk factors and develop a plan to reduce their effect on overall health.</p>
<p>Traditional Media Channels</p>	<ul style="list-style-type: none"> • Radio Spots: book and develop content for spots daily for 1 month on radio stations (e.g., Hayat FM) • TV Spots: book, develop and design content for spots with high frequency rotation daily for 1 month on Roya TV • SMS: book, develop and design SMS messages to reach 2,000,000 Jordanians • Buses with campaign production 	

	<ul style="list-style-type: none"> • Outdoor activities: develop and design content for outdoor venues, including the production, assembly and de-assembly of campaign materials for roundabouts for 1 month • Digital screens: book, develop and design content for outdoor digital screens in institutions, doctor clinics, malls, gas stations for 1 month • Bridges: book, develop and design content to appear on GAM Bridges for 1 month
Press-conference (Campaign launch)	Book and host 30 people at a 5-star hotel, provide cocktail type hospitality, ensure there is a sound system – should be planned a week ahead of the campaign launch date (first week of November 2021) – should include roll-ups, pop-ups, printed materials (e.g., branded pens and notebooks) and branding of the venue
Online Media Channels	<p>Social media planning management and reporting (social and digital media engagement of influencers and official news websites)</p> <ul style="list-style-type: none"> • Social Media Kit: social media posts, and social media challenge for healthy individuals, from the community, images, Frame, Twitter messages, Facebook posts, banners for official websites. • Social media activity • Digital communication material
Branded giveaways	<ul style="list-style-type: none"> • For the social media challenge; provide ideas and designs for branded giveaways related to the campaign • Mall activation: provide ideas and designs for branded giveaways related to the campaign
Creative Considerations	<ul style="list-style-type: none"> • WDF Project logo, MOH and Royal Health Awareness Society • The visuals and content need to target all citizens with a focus on low- middle classes. • Visuals, content and tone should give a positive feeling and avoid frustration and confusion.