



Request for Proposal RFP # 2018-002

PATH Immunization Data: Evidence for Action, Strategic Communications Support

I. Summary of Deadlines

Release of Request for Proposal	30-January-2018
Confirmation of interest due	5-February-2018
Fact-finding questions due	5-February-2018
Answers to respondent questions	7-February-2018
Proposals due	By 23-February-2018
Selection of short-listed suppliers	By 1-March-2018
Interviews with short-listed suppliers	7/8-March-2018
Conclusion of process	By 9-March-2018

Note that PATH reserves the right to modify this schedule as needed. All parties will be notified of any changes simultaneously by email.

II. PATH Statement of Business

PATH is the leader in global health innovation. An international nonprofit organization, we save lives and improve health, especially among women and children. We accelerate innovation across five platforms—vaccines, drugs, diagnostics, devices, and system and service innovations—that harness our entrepreneurial insight, scientific and public health expertise, and passion for health equity. By mobilizing partners around the world, we take innovation to scale, working alongside countries primarily in Africa and Asia to tackle their greatest health needs. Together, we deliver measurable results that disrupt the cycle of poor health. Learn more at www.path.org.

III. Project Background and Purpose of Request for Proposal (RFP)

A. Project background: Over the past several years, there has been an increase in focused efforts to address the challenges countries face with their data quality and use of data for decisions around health service delivery. The immunization sector has recognized the importance of data and is seeking ways to improve data quality and use, as highlighted in the [Global Vaccine Action Plan \(GVAP\) Strategic Objective 4](#), and has been pursuing investments to improve the sector’s understanding of how high-quality data play a critical role in monitoring well-functioning health systems.

Evidence for Action has developed a strategy to collect, synthesize, frame, and share evidence-informed learnings and best practices around the improvement of data quality and use to improve immunization outcomes. This effort will build and expand on the work of global organizations and initiatives, including the Better Immunization Data Initiative (PATH), Improving Data Quality for Immunization (Pan American Health Organization, or PAHO), Paper Based Health Information System in Child Care (Swiss Tropical and Public Health Institute and gravitytank), World Health Organization (WHO), United Nations Children's Fund, US Centers for Disease Control and Prevention Global Immunization Division, John Snow, Inc., and work funded by Gavi, the Vaccine Alliance, under their Data Strategic Focus Area investments. The outcomes from this proposal will align with the Framework on Immunization Data being developed as a companion to the GVAP by WHO.

This body of work includes three distinct phases to achieve the goal of collecting, collating, and then disseminating the current base of learnings around global efforts to improve data quality and use.

- Phase 1 focuses on stakeholder identification and knowledge-gathering. During this phase, which is already underway, we are developing and carrying out a methodology to guide a landscape analysis of key immunization data strengthening-related activities, and identifying a framework to assess the strength, validity, and relevance of the generated evidence. We are also identifying key stakeholders to both guide the process and be active participants in gathering the learnings and knowledge. This includes forming a steering committee of core partners who will help to guide the direction of the work to ensure its relevance for multiple agencies, countries, and decision-making bodies and define the boundaries of data quality and use for this effort.
- Phase 2 includes a workshop for a larger group of stakeholders to review the knowledge gathered, and distill and prioritize the findings. This output will be the basis for developing a concise set of practical and usable learnings targeted to support key stakeholder groups in taking action to improve data quality and use. This phase also involves creating a targeted communications/dissemination plan to share findings, engage partners, drive momentum, and encourage practical application of the learnings. We will then synthesize the findings into multiple outputs, highlighting what works, what does not, and the remaining knowledge gaps related to best practices in improving data quality and use in immunization program management.
- Phase 3 focuses on dissemination, executing the communications plan, and supporting a transition of efforts to allow for a high probability of ongoing momentum.

The goal of this project is to frame the learnings in ways that will meet the needs of various audiences to allow for adoption, application, and use by country ministries, implementers, funders, and policymakers. While these learnings, and resulting suite of collateral materials, will be developed for the immunization sector, we expect the information will also be relevant to the broader global health sector, specifically for those working on overall health systems strengthening, and beyond. This work is extremely timely, taking advantage of the momentum that exists around evidence-based decision-making and providing a platform for country and global stakeholders to share and continue the conversations about how to most effectively improve immunization coverage and overall health.

B. RFP purpose: Select a service provider to help us with the following activities:

- Craft and implement a targeted communications/dissemination plan to share findings, engage partners, drive momentum, and encourage practical application of the learnings.
- Develop a concise set of practical and usable learnings/messaging targeted to support key stakeholder groups in taking action to improve data quality and use.
- Create innovative communications materials, including content, graphics, etc., that relay messaging to meet the objectives of the communications/dissemination plan.

IV. Scope of Work and Deliverables

A. Scope of work: We are looking to engage a person or firm to:

- Develop a targeted communications/dissemination plan to share findings, engage partners (including global policymakers, implementers, funders, and countries), drive momentum, and encourage practical application of the learnings. The plan should include:
 - Stakeholder/audience mapping and prioritization.
 - Channel mapping and prioritization, including channels maintained by TechNet, PAHO, PATH, the Bill & Melinda Gates Foundation, mainstream earned and owned media, social media, etc.
 - Dissemination activities, including partnerships and events, related to, and beyond, immunization and even global health.
 - Necessary communications materials and content, possibly including leadership articles, case studies, blog posts, social media content, op-eds, videos, infographics, etc.
 - Recommendations to ensure momentum beyond the grant period.
 - An implementation timeline.
 - Measurement indicators and mechanisms.
- Develop user-friendly, engaging, and actionable messages targeted and relevant to priority stakeholders/audiences, illustrating what the global community can do to better support data quality and use based on the output from the phase 2 workshop.
- Develop communications materials in a variety of formats targeted at priority stakeholders/audiences to highlight the key messages.
- Work with PATH staff to execute the communications/dissemination plan, ensuring that messaging is reaching the right audiences.
- Support PATH staff in working with key partners to translate and align the findings with and into various mechanisms, such as WHO guidance documents and agency efforts to promote best practices, or feeding the materials into the close of the “Decade of Vaccines” to ensure momentum.
- Participate in calls or meetings with PATH and key stakeholders to acquire necessary background knowledge, including participation in the phase 2 workshop.
- Prepare and submit short mid-term and final reports (maximum of five pages/slides), summarizing activities and impact.

B. Proposed start date and deliverables timeline:

Start date	16-April-2018
Work plan	4-May-2018
Draft communications/dissemination plan	1-June-2018
Final communications/dissemination plan	15-June-2018
Draft messaging	29-June-2018
Final messaging	13-July-2018
Mid-term progress report detailing activities and impact to-date from executing communications/dissemination plan	31-August-2018
Final complete package of communications materials (<i>Note: Materials should be created and shared on an ongoing basis in support of the communications/dissemination plan from 18-August-2018 through 14-December-2018</i>)	14-December-2018
Final report detailing impact of fully executed communications/dissemination plan	14-December-2018
End date	31-December-2018

V. Proposal Requirements – Financial

Provide itemized costs for the total scope of this project, based on the scope of work and deliverables outlined in Section IV. The final scope of work may be subject to negotiation; however, bidder selection will be made against the original scope of work. Bids should include itemized costs for key elements of the scope of work, as follows:

- Percent participation in total level of effort according to key staff.
- Rates of key staff.
- Estimated total level of effort and associated costs.
- Itemization of *all other costs*; e.g., agency costs, agency fees, service tax, indirect costs, administrative costs, supplies, etc.
- Estimated schedule of other anticipated expenses (travel, subcontracted resources, supplies, outside resources, etc.).

PATH's available budget for this scope of work is \$125,000. PATH communications staff (1.18 full-time equivalent) will provide additional support to implement the communications/dissemination plan.

The budget should not include costs for translation.

Special note on indirect costs

Indirect costs are overhead expenses incurred as a result of the project but not easily identified with the project's activities. These are administrative expenses related to overall general operations and are shared among projects and/or functions. Examples include executive, existing facilities costs, accounting, grants management, legal expenses, utilities, and technology support.

Indirect rate allowances: These rates are maximum allowances. If the organization has lower rates, the lower rates should be used. To the extent that indirect costs are applicable, they are subject to the following limits:

- Up to 10% for US universities and other academic institutions.
- Up to 15% for non-US academic institutions, and all private, voluntary, and nongovernmental organizations, regardless of location.
- No indirect costs will be paid to US government agencies, other private foundations, or for-profit organizations.
- Rates apply to both the primary grantee, subgrantees, and subcontracts that are part of the proposal.

Please note, insofar as possible, identifiable (allocable) costs should be documented and justified in the proposal as direct costs, including those for dedicated ongoing project management and support. Newly acquired facility costs that can be allocable to the project are acceptable as direct costs.

VI. Proposal Requirements – Technical

Provide a narrative on your technical approach to accomplish the scope of work and deliverables per Section IV, including:

- Description of technical approach.
- Discussion of project management and roles of project team.
- Timeline to meet the deliverables.
- Potential obstacles and plan to overcome them.
- Identification of major internal and external resources.

Provide information on your overall qualifications, including:

- Profile of relevant corporate qualifications.
- Profile of relevant experience and examples of related work.
- Qualifications of key members of the proposed project team (attach CVs and provide details of back-up/standby teams).
- Number of years in business.
- If your company has more than one location, please indicate these qualifications for the site that is responding.

VII. Proposal Evaluation Criteria

The following is a list of significant criteria against which proposals will be assessed. The criteria are listed in order of priority; however, they are not weighted. *Note: PATH reserves the right to include additional criteria.*

- A. Technical (as detailed in Section VI).
- B. Costs (as detailed in Section V).
- C. Experience (as detailed in Section VI).

VIII. Instructions and Deadlines for Responding

A. PATH contacts:

Procurement contact: Teresa Gingras (tgingras@path.org)

Program contact: Tara Newton (tnewton@path.org)

B. Confirmation of interest:

Please send a statement acknowledging receipt of this solicitation and your intent to respond or not respond no later than 5-February-2018. Send the confirmation to the contacts listed above.

C. Fact-finding questions:

Questions on this solicitation will be accepted via email to the contacts listed above through 5-February-2018. Questions and answers will be provided to all participants who confirmed interest per Section VIII.B through 7-February-2018. Please note that responses will **not** be confidential except in cases in which proprietary information is involved. Inquiries after this date cannot be accommodated.

D. Proposals due: by 5pm PST on 23-February-2018

Submit your completed proposal by email to the contacts listed above. The subject line of the email should read: "RFP 2018-002 PATH strategic communications support proposal [firm name]".

E. Selection of shortlist:

PATH reserves the right to select a shortlist from the bids received. PATH has the option to interview and discuss specific details with those candidates who are on the shortlist.

F. Conclusion of process:

Applicants will be notified of PATH's decision by 9-March-2018. Final award is subject to the terms and conditions included in this solicitation, as well as successful final negotiations of all applicable terms and conditions affecting this work.

IX. Terms and Conditions of the Solicitation

A. Notice of nonbinding solicitation:

PATH reserves the right to reject any and all bids received in response to this solicitation, and is in no way bound to accept any proposal.

B. Confidentiality:

All information provided by PATH as part of this solicitation must be treated as confidential. In the event that any information is inappropriately released, PATH will seek appropriate remedies as allowed.

Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential, except as otherwise noted.

C. Communication:

All communications regarding this solicitation shall be directed to appropriate parties at PATH indicated in Section VIII.A. Contacting third parties involved in the project, the review panel, or any other party may be considered a conflict of interest, and could result in disqualification of the proposal.

D. Acceptance:

Acceptance of a proposal does not imply acceptance of its terms and conditions. PATH reserves the option to negotiate on the final terms and conditions. We additionally reserve the right to negotiate the substance of the finalists' proposals, as well as the option of accepting partial components of a proposal if appropriate.

E. Right to final negotiations:

PATH reserves the option to negotiate on the final costs and final scope of work, and also reserves the option to limit or include third parties at PATH's sole and full discretion in such negotiations.

F. Third-party limitations:

PATH does not represent, warrant, or act as an agent for any third party as a result of this solicitation. This solicitation does not authorize any third party to bind or commit PATH in any way without our express written consent.

G. Proposal validity:

Proposals submitted under this request shall be valid for 90 days from the date the proposal is due. The validity period shall be stated in the proposal submitted to PATH.