

Request for Proposals: AmeriCares COVID-19 Vaccine Confidence Project



Request for Proposals

AmeriCares, the health-focused relief and development organization, is seeking a marketing and communications agency experienced in public education campaigns and health behavior change to produce communications materials educating health workers at safety net health centers about COVID-19 vaccines.

About AmeriCares

AmeriCares saves lives and improves health for people affected by poverty or disaster. Each year, AmeriCares reaches 90 countries on average, including the United States, with life-changing health programs, medicine, medical supplies and emergency aid. AmeriCares is the world's leading nonprofit provider of donated medicine and medical supplies.

AmeriCares health programs:

- Help communities prepare for, respond to and recover from disasters;
- Increase access to critical medicine and medical supplies;
- Improve and expand clinical services;
- Prevent disease and promote good health.

By supporting over 4,000 health centers worldwide with transformative health projects and donations of medicine, AmeriCares improves the health of millions of people in need every year. Since it was established more than 40 years ago, AmeriCares has provided over \$19 billion in aid to 164 countries, including the United States.

AmeriCares COVID Response

AmeriCares is responding to the COVID-19 pandemic in over 30 countries, providing critically needed protective gear, training and emotional support for frontline health workers to ensure they can continue their lifesaving work. AmeriCares is delivering critically needed protective supplies—masks, gowns, gloves and disinfectants – as well as leading skill-building workshops for health workers.

In addition, AmeriCares is providing frontline health workers with critical training in disaster preparedness, infection prevention and control, mental health and psychosocial support, water, sanitation and hygiene, and other topics. AmeriCares is also continuing to care for patients at its primary care clinics in Colombia, Connecticut, El Salvador and India.

AmeriCares is also working to combat the spread of misinformation and promoting science and healthy behaviors that can help stem the spread of the virus.

Reinforcing Confidence in COVID-19 Vaccines

A key component of AmeriCares COVID-19 response strategy is health education and advocacy. While health workers were given priority for COVID-19 vaccines in many states, some have declined or delayed vaccination. Others remain undecided on whether to be vaccinated. As of early March, nearly half of health workers still had not been vaccinated.

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The health-focused relief and development organization will work with hundreds of clinics, the National Association of Free and Charitable Clinics and state associations in the coming months to dispel myths and educate staff and volunteers about the importance of vaccination. AmeriCares aims to reinforce confidence among healthcare personnel, and in turn the patients they serve, by working with its network of partners to implement a number of informational, marketing and networking activities.

AmeriCares is seeking an experienced marketing and communications agency to support the development of informational and marketing materials encouraging health workers to get vaccinated. The agency will work with AmeriCares, and key stakeholders, to co-develop, test and refine messaging that resonates with the target audience.

Scope of Services

Proposals should include the following services:

- Create and refine effective messaging encouraging health workers to get vaccinated against COVID-19;
- Support production of a weekly email newsletter for safety net providers aggregating news and information about COVID-19 vaccinations with a focus on vaccine acceptance;
- Launch, produce, distribute and promote a bi-weekly podcast to disseminate critical information and vaccine updates; (minimum of 10 episodes)
- Create, script and produce bi-weekly 3-5-minute explainer videos highlighting new vaccine developments (some elements of production to be handled in-house, include production allowance in proposal); (approximately 10)
- Develop a strategy for and implement a paid social media campaign targeting vaccine hesitant populations highlighting health worker vaccination stories with encouragement for patients to get vaccinated. Include costs of photography/videography for content featuring at least five health workers;
- Media planning and buying with a focus on digital and social. Include proposed budget;
- Creation of promotional materials;
- Graphic design services to support production of project deliverables as needed;
- And include an itemized budget with appropriate justification.

Qualifications

AmeriCares is seeking a marketing and communications agency experienced in health behavior change marketing. Agencies must be able to demonstrate the capabilities needed to produce the deliverables included in the scope of services, as well as a proven track record of success with social change campaigns and/or health education campaigns. Experience developing campaigns for the safety net a plus. Experience producing promotional materials in multiple languages a plus.

Terms of Engagement

The six-month engagement would commence in April and run through September 29, 2021. The agreement may be extended upon agreement of both parties in writing. The project may be extended pending available funding.

Deliverables/Expected Outcomes

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In addition to the deliverables outlined in the scope of services, we expect monthly progress reports detailing project activities and impact.

Proposal Deadline: Proposals will be reviewed beginning April 16, 2021.

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