Request for Proposals (RfP)
Enhanced communication of the Adolescent HIV Treatment Coalition

Full Proposals – Closing date and time: 21 August 2020, 23:00 (CET)

1. About the International AIDS Society:

The International AIDS Society (IAS) leads collective action on every front of the global HIV response through its membership base, scientific authority and convening power. Founded in 1988, the IAS is the world’s largest association of HIV professionals, with members in more than 170 countries. Working with its members, the IAS advocates and drives urgent action to reduce the impact of HIV. The IAS is also the steward of the world’s most prestigious HIV conferences: the International AIDS Conference, the IAS Conference on HIV Science, and the HIV Research for Prevention Conference.

The IAS promotes and invests in HIV advocacy and research on key issue areas through our strategic programmes, initiatives, and campaigns that advocate for urgent action to reduce the global impact of HIV, including increased investment in HIV cure research; optimizing treatment and care for infants, children and adolescents with HIV in resource-limited settings; preventing and treating HIV-related co-infections; and expanding access to prevention, treatment and care for key populations vulnerable to HIV acquisition – such as men who have sex with men, people who inject drugs, sex workers and transgender people – including protecting their human rights by combatting punitive laws and discriminatory policies.

More information on the IAS can be found at www.iasociety.org.

2. About the Adolescent HIV Treatment Coalition

Adolescent HIV Treatment Coalition (ATC), hosted by the International AIDS Society, is a diverse coalition that advocates for accessible quality HIV treatment and care for adolescents living with HIV. The ATC is comprised of a wide range of stakeholders, from global to regional networks of people living with HIV, international and national non-governmental organizations, community-based organizations, researchers, research cohorts and treatment advocacy organizations. It capitalizes on collaborations between stakeholders to fill some of the urgent gaps in addressing the treatment and care needs of adolescents living with HIV.

3. Purpose of the Consultancy:
The IAS invites proposals from individuals or agencies to provide communications support for the Adolescent HIV Treatment Coalition (ATC).

The objectives of this consultancy are to:
- Improve HIV treatment literacy for adolescents and young people living with HIV
- Enhance awareness and participation of young people in the Universal Health Coverage agenda
- Support the launch and wider dissemination of the ATC’s new Strategic Plan.

The target audiences vary for each of the tasks outlined below and include: adolescents and young people living with HIV, youth-led organizations, organizations focusing on adolescents and young people living with HIV, donors, international organizations, pharmaceuticals and private companies.

4. Scope of the work:

The consultant will perform the following tasks:

**Task 1:** Develop promotional and follow up communications to ensure high engagement and participation of youth at the virtual ATC Intergenerational Summit.
Estimated number of days needed: 5 days

**Task 2:** Propose and develop communication approaches to ensure ATC material around treatment literacy and the importance of adherence is communicated in a youth-friendly manner. This could include the development of toolkits and/or animated videos.
Estimated number of days needed: 24 days

**Task 3:** Develop and support the implementation of a communication strategy to launch and disseminate the new ATC Strategic Plan ensuring a broad engagement of youth networks, donors, activists and policy makers. This could include developing materials for webinars, a low-cost animated video and other products.
Estimated number of days needed: 8 days

**Task 4:** Design key communication products around the ATC’s campaign and advocacy calendar ensuring these are appropriate and accessible for young people, including blogs, emails and ATC’s documents to be disseminated externally.
Estimated number of days needed: 12 days

**Task 5:** Develop a communication strategy to position the role of the ATC and strengthen young people’s meaningful engagement and consideration of “youth” imperatives in Universal Health Coverage (UHC). This could include the development of a UHC toolkit for adolescents and young people living with HIV to support youth-led networks to engage in UHC discussion and/or the production of an animated video around UHC.
Estimated number of days needed: 12 days
**Task 6:** Prepare content for ATC social media channels including around the Intergenerational Summit and relevant advocacy fora already identified by the ATC and its members. Estimated number of days needed: 4 days

### Timeline and deliverables

<table>
<thead>
<tr>
<th>DATE</th>
<th>DELIVERABLES</th>
<th>Estimated time</th>
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<tbody>
<tr>
<td>By August</td>
<td>Develop promotional and follow up communications to ensure high engagement and participation of youth at the virtual ATC Intergenerational Summit. <strong>Task 1</strong></td>
<td>5 days</td>
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<tr>
<td>By September</td>
<td>Propose and develop communication approaches to ensure ATC material around treatment literacy and the importance of adherence is communicated in a youth-friendly manner. This could include the development of toolkits and/or animated videos. <strong>Task 2</strong></td>
<td>24 days</td>
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<tr>
<td>By October</td>
<td>Develop and support the implementation of a communication strategy to launch and disseminate the new ATC Strategic Plan ensuring a broad engagement of youth networks, donors, activists and policy makers. This could include developing materials for webinars, a low-cost animated video and other products. <strong>Task 3</strong></td>
<td>8 days</td>
</tr>
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<td>By October</td>
<td>Design key communication products around the ATC’s campaign and advocacy calendar ensuring these are appropriate and accessible for young people, including blogs and emails. Estimated number of days needed. <strong>Task 4</strong></td>
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<tr>
<td>By October</td>
<td>Develop a communication strategy to position the role of the ATC and strengthen young people’s meaningful engagement and consideration of “youth” imperatives in Universal Health Coverage (UHC). This could include the development of a UHC toolkit for adolescents and young people living with HIV to support youth-led networks to engage in UHC discussion and/or the production of an animated video around UHC. <strong>Task 5</strong></td>
<td>12 days</td>
</tr>
<tr>
<td>By November</td>
<td>Prepare content for ATC social media channels including around the Intergenerational Summit and relevant advocacy fora already identified by the ATC and its members. <strong>Task 6</strong></td>
<td>4 days</td>
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5. **Period:** September-December Up to 65 working days for the whole consultancy.

6. **Location:** Home-based with the possibility to travel to the IAS office in Geneva and meet the IAS staff if the conditions permit.

7. **Proposal Requirements:**
The proposal should be no longer than five (5) pages in length including a budget and overall timeline. It should clearly outline how project deliverables (see point 4) will be met. Additionally, please attach:

- A recent copy of the consultant’s CV;
- One sample of recent work of a similar nature;
- Contact information of two professional referees.

8. **The following skills and qualifications are essential:**
- Solid background on content creation addressing youth engagement in the HIV response.
- In-depth understanding on HIV treatment issues among adolescents and young people living with HIV.
- Knowledge about Universal health coverage and ways to better engage adolescents and young people living with HIV.
- Strong experience in planning and delivering strategic social media campaigns and developing strong partnerships for coordinated advocacy through social media.
- Experience in designing, branding and virtual project management.
- Experience in integrating communications in Monitoring and Evaluation.

9. **Submission Details:**

Proposals should be addressed via e-mail at julian.kerboghossian@iasociety.org. The deadline for submission is **21 August 2020**