



# Request for Proposal

## Me and my healthcare provider campaign

**Proposals will be received until 25 November 2022 at 17:00 UTC +02:00**

### 1. Purpose:

This RfP is a call for organisations based in Hong Kong, South Korea and Taiwan to express interest in partnering with IAS – the International AIDS Society – on the Me and My Healthcare provider campaign. The partner organization should have a website and must be a locally registered network of people living with HIV or organization run by or advocating for and delivering services to people living with or most affected by HIV. The organization should have been registered for at least 2 years.

### 2. About the IAS Me and My Healthcare Provider campaign

The [IAS Me and My Healthcare Provider campaign](#), established in 2016 as part of the IAS Nobody Left Behind initiative, promotes best practice in healthcare service delivery that reduces stigma and discrimination. The campaign recognizes doctors, nurses, clinic receptionists, pharmacists and other frontline healthcare workers who provide stigma and discrimination free services to people living with and most affected by HIV and promotes efforts to increase access to services, often in the face of discriminatory laws, traditions and belief systems. Based on the personal experiences and stories shared by these Healthcare Champions, the campaign fosters a better understanding of the factors that enable healthcare practitioners to “do the right thing”. This year’s campaign objective is to celebrate and recognise the achievements of the healthcare provider Champions and/or team Champions (that include healthcare providers from the same unit or institution or network of services), with an aim to learn from and replicate the innovative methodological approaches used by the Champions and ensure a meaningful and active engagement of people and communities living with and affected by HIV in the HIV response.

The campaign solicits nominations from people living with and most affected by HIV to honour Champions’ work and commitment to service provision. Accompanied by their nominators, the representative Champion will be invited to attend the International AIDS Conference virtually. They will be honoured during an award ceremony in a high-profile conference session, take part in press conferences and discussions with key experts, attend relevant conference sessions, and have an opportunity to network with professionals in the HIV community.

To continue inspiring replication of stigma- and discrimination-free practice, the selected Champions will feature in multimedia profiles that are promoted after each conference through a social media campaign.

This round of the campaign was made possible with the support of Gilead Sciences.



### 3. Partnership agreement

The IAS Me and My Healthcare provider campaign will support three seed grants to each local partner organisations for a period of 13 months (15 November 2022 – 15 December 2023). There will be one partner organization in each of these locations: Hong Kong, South Korea and Taiwan. The amount for the seed grant corresponds to USD 20,000 in each location. Each partner organization will be responsible for monitoring and reporting on progress of the grant and post training report.

### 4. Deliverables

The partner organizations will be expected to complete two stages:

Stage 1 (1 December 2022 – 31 July 2023): Co-design and implement a national round of the campaign

- Create the nomination form online (or paper form), solicit applications and support the translations on the nomination forms
- Take part in the review panel of the applications received
- Select Champions (individual and/or team/unit of healthcare providers) that cover a diversity of nominator and/or healthcare providers profiles
- Identify at least 1 local highly visible event where the healthcare provider champions could be publicly recognised
- Film the representative healthcare provider champion and nominator stories, following a format agreed with the IAS and support the subtitling. The films will form part of the global IAS campaign while also supporting local stigma reduction efforts.

Stage 2 (1 August – 15 December 2023): Work with the champion pairs to enhance training activities for healthcare workers (in-person or online) to promote stigma-free service delivery

- Plan trainings run by the partner organisation for healthcare workers that the healthcare provider champions and nominators could participate in
- Conduct survey before and after the training to measure the impact it had on understanding the issues around stigma and discrimination in healthcare settings
- Building on the experience from the campaign implementation, co-develop with IAS local calls to action (such as local positioning paper, manuscript, an awareness campaign or other relevant activities to amplify learning from the local champions) with suggestions on how to address stigma and discrimination in healthcare settings.
- Share the stories of the winning Champion pairs with the wider public via media outreach.

Timeline:

- 9 December 2022 – Call with the selected partner organizations to discuss the deliverables, timelines, and local visible events
- 28 February 2023 – Call with the partner organizations on the progress of the nomination process
- End-March 2023– Closing Me and My Healthcare Provider applications
- End-April 2023 - Call with the partners to finalize the selection of champions in each location



- May-June 2023 – Progress update call with the partner organizations (filming requirements and upcoming conference activities). Announcing to the finalists of their selections.
- July 2023 - IAS 2023 and announcement of the champions on the global stage
- Mid-August 2023 - Progress update call with the partner organizations and follow-up on local calls to action activities.
- End-November 2023 – Final call with the partner organizations for evaluation/Wrap-up.

Campaign output materials (campaign videos, training survey results, local calls to action), financial and narrative reports are due 8 December 2023. Upon the review of the campaign materials, IAS will sign off on the campaign materials received, by 29 December 2023.

**6. Period:** 15 November 2022 to 15 December 2023

#### **7. Proposal requirements:**

The proposal should clearly outline how project deliverables (see point 4) will be met. It should be no longer than 2 pages in length and include a description of:

- 1) past experience of the organization (including experience in working with regional or international organizations on HIV care and services, healthcare settings)
- 2) dissemination and advertisement plan for the nomination forms and campaign videos
- 3) ideas of at least 1 local highly visible event where the healthcare provider champions could be publicly recognized
- 4) existing or planned training activity where the healthcare provider champions could be integrated
- 5) media outreach plan to share the stories of the winning champion pairs with the wider public.
- 6) biography of the coordinator within the local partner organization
- 7) a detailed budget and timelines should be included as annexes (including salary contribution), direct costs (venue if applicable, filming, printing, and translation costs) and indirect cost)).
- 8) Ideas for the call to action to amplify learning from the Champions in local communities.

#### **7. Submission details:**

Proposals must be received via e-mail, before 25 November 2022 at 17:00 UTC +02:00. Proposals should be addressed to Tuuli Reissaar, HIV Programmes & Advocacy, IAS, with "RfP (name of your organisation) – Me and My Healthcare Provider campaign" listed in the title. Please email all proposals to [advocacy@iasociety.org](mailto:advocacy@iasociety.org).

If you do not hear back from us by 1 December 2022 then your submission has not been selected.



## 8. About the International AIDS Society:

IAS – the International AIDS Society – 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. For more information, visit [www.iasociety.org](http://www.iasociety.org).