

Solicitation Title:	Information, Communication, and Technology (ICT) and Social Media Mapping Surveys
Solicitation Number:	RFQ.FY24.EpiC-022-ICT
Submit Questions and Proposal to:	Mr. Toch Kosal, Senior Procurement Officer Tel: +855 89 688 136, Email: Tkosal@fhi360.org
Date of Issue of RFP:	July 16, 2024
Date Questions from Supplier Due:	July 25, 2024
Date Answers due from FHI 360:	July 25, 2024
Date Proposal Due:	July 26, 2024 at 5:30 pm
Approximate Timeframe Agreement Issued to Successful Candidate(s):	Mid-August to End of September

Background

FHI 360 is a nonprofit human development organization dedicated to improving lives in lasting ways by advancing integrated, locally driven solutions. Our staff includes experts in Health, Education, Nutrition, Environment, Economic Development, Civil Society, Gender, Youth, Research, and Technology- creating a unique mix of capabilities to address today's interrelated development challenges. FHI 360 serves more than 60 countries, all 50 U.S. states, and all U.S. territories.

Meeting Targets and Maintaining Epidemic Control (EpiC) (Cooperative Agreement No. 7200AA19CA00002) is a five-year, global project funded by the President's Emergency Plan for AIDS Relief (PEPFAR) and the United States Agency for International Development (USAID), with a period of performance from April 15, 2019, to December 31, 2025.

Building upon the successful investments in key populations (KP) programming from the USAID-funded, FHI 360-led Linkages Across the Continuum of HIV Services for Key Populations Affected by HIV (LINKAGES) project (2014 - 2020), EpiC is designed to break through remaining, persistent barriers to the 95-95-95 goals and promote self-reliant

management of national HIV programs. In response to USAID Mission and country needs, EpiC will deliver efficient, affordable, results-based technical assistance and direct service delivery tailored to context and epidemiology that is effective in surging, scaling, and sustaining HIV services and systems for long-term epidemic control. EpiC Cambodia will focus on the following global EpiC objectives:

Objective 1: Attain and maintain HIV epidemic control among at-risk adult men, women, and priority populations;

Objective 2: Attain and maintain HIV epidemic control among key populations (KPs);

Objective 3: Improve program management (including HIS and HRH) and financial systems to ensure attainment and maintenance of epidemic control.

Background

EpiC conducts a range of activities to reduce HIV transmission among key populations (KP) — entertainment workers, men who have sex with men, transgender persons and people who inject drugs — and improve their enrollment and retention in prevention, treatment, and care across the HIV cascade. The EpiC will accelerate the ability of governments, key population leaders, organizations working with key populations, and private-sector providers to plan and implement services that reduce HIV transmission among key populations and their sexual partners and extend the lives of those already living with HIV. In Cambodia, EpiC works closely with its principal partner, the National Center for HIV/AIDS, Dermatology and Sexually Transmitted Infections (NCHADS) and provides technical assistance in the areas of HIV and STI prevention and strategic information.

Community-based organizations (CBOs) with Global Fund support test sizeable proportions of all estimated key populations (KPs) annually but the number of estimated new infections continues to edge up, particularly among young, <24-year-old, MSM, and TGW. The bulk of CBO outreach efforts is still on physical outreach. Where CBOs do explore and use online or virtual outreach and sexual network testing (Peer Driven Intervention Plus - PDI+), infection rates among those tested are often three to six-fold higher than among those reached with physical outreach. Still, there is a gap in the number young KPs tested and enrolled in pre-exposure prophylaxis (PrEP) or referred to treatment if they are positive. When young TGW are tested at age 18, 8-10% are often positive. We are currently seeking qualified consultant team/firm to conduct a social media mapping and information communication and technology (ICT) survey among young (<24 years old) men who have sex with men and transgender women.

The last ICT and social mapping exercise in Cambodia was in 2018. EpiC on behalf of NCHADS is interested in a comprehensive stocktaking and virtual landscape analysis of online outreach, demand generation efforts for testing and PrEP, and digital platforms in use and any current online campaigns in Cambodia. There is a need to update knowledge of where and how to find and reach vulnerable, young key populations. Where do they find health information online and their knowledge about HIV, PrEP and STI? Where do they find sex partners online? How and where to reach them online and who their online influencers might be? Online surveys, focus-group discussions, in-depth interviews combined with a rapid information, communication, and technology (ICT) survey and social media mapping exercise are needed to provide this more granular information key to successful programming. This information will allow us to update and better understand how YKP find partners, where they source health information, rapidly assess their HIV/STI testing knowledge and experience and identify key influencers and social media use.

Summary of the TOR

With funding support from PEPFAR and USAID, FHI360/EpiC Cambodia is seeking proposals from an experienced agency to:

- Conduct a brief but comprehensive assessment and virtual landscape analysis of online outreach and demand generation efforts for HIV testing and PrEP. This includes evaluating digital platforms in use and current online campaigns targeting key populations in Cambodia.
- Conduct assessment of online target audiences and share results (social media mapping, audience size estimation, online surveys, and community advisory groups)
- Conduct rapid assessment of information, communication and technology used by YKP
- Conduct a social media mapping exercise highlighting media used by <24-year-old KPs and Identify who their online influencers might be.

This information will allow us to update and better understand how YKP find partners, where they source health information, rapidly assess their HIV/STI testing knowledge and experience and identify key influencers and social media use. This information will be used to strengthen online and offline messaging, use dating app advertising in a more focused way and identify social media influencers who might help to better target messaging to YKP.

Goal and Objectives of the TOR

Goal

FHI360/EpiC Cambodia on behalf of NCHADS wishes to update and better understand how YKP, young MSM and TGW source health information; their current HIV/STI knowledge and experience with testing for HIV and PrEP;

identify key influencers; what social media they use most frequently; and, where they find sexual partners.

FHI360/EpiC Cambodia will be open to agency input regarding ideas/initiatives that will facilitate the accomplishment of the objectives.

Objectives

- To how to reach YKP online using online surveys and FGDs
- To better understand how YKP find sexual partners
- To know where YKP's source health information, rapidly assess their HIV/STI testing knowledge and experience.
- To identify YKP key influencers and social media use

Tasks & Key Deliverables

Tasks

The selected consultant team/firm shall conduct the following tasks:

- Develop concept notes detailing activities and tools for FGDs and ICT surveys, and social media mapping. Identify data collection sites: Phnom Penh, Siem Reap, Banteay Meanchey, Sihanoukville. Define analytical strategies to interpret data from young MSM and TGW, emphasizing ages <24 years old and during sexual debut and transitioning.
- Participate in consultative meetings with NCHADS (National Center for HIV/AIDS, Dermatology and STD) and partners to discuss methodologies, and expected outcomes.
- Lead field work and qualitative data collection using online surveys, focus group discussions, and in-depth interviews of young MSM and TGW with special attention to those <24 years old around the time of sexual debut and transitioning for young trans women. FGDs and online surveys should be conducted in Phnom Penh, Siem Reap, Banteay Meanchey and Sihanoukville.
- Work with SI team to conduct data analysis and produce a slide presentation of preliminary findings.
- Present preliminary findings to NCHADS and project partners, emphasizing key insights and implications for online outreach and demand generation activities for YKPs.
- Produce draft versions of the final report documenting the research process, findings, and recommendations for further action.

Key Deliverables

No.	Deliverables	Period
1.	<p>Concept notes with detailed field, online data collection plan presented to NCHADS and partners for:</p> <p>a) Focus Group Discussions and Online Survey b) Social Media Mapping</p>	August 2024
2.	<p>Draft assessment of YKPs. This is commonly called a “target audience brief” and will help the HIV program and its marketing partners to better understand TG and MSM (YKPs) that can be reached online and to tailor future online marketing and service delivery strategies for YKPs. The report will analyze data from online surveys and FGDs for key findings and provide recommendations. FHI 360 will review and provide technical input on the assessment and notes of meeting feedback before finalizing.</p>	August 2024
3.	<p>Present results of assessment of YKPs including online survey and FGDs results to NCHADS and stakeholders. This will involve</p> <p>creating a PowerPoint presentation (~15 slides) to summarize the analysis, key findings, and recommendations. The consultant will present these live during an in-person or virtual meeting and summarize feedback provided by meeting participants.</p>	September 2024
4	<p>Conduct Social Media Mapping activity: Identify and list the online places where Young Key Population people “gather”, “socialize”, “find partners” , such as (1) Facebook groups and pages, (2) social media influencers (people popular on a variety of social media platforms), and (3) group chats (4) Dating Platforms (5) Any other popular platform.</p>	September 2024
5	<p>Presents results from Social Media Mapping (SMM) to NCHADS and stakeholders. This will involve creating a PowerPoint presentation (15 slides) to summarize SMM results, key findings, and recommendations. The consultant will present these live during an in-person or virtual meeting and summarize feedback provided by meeting</p>	

	participants.	
6	<p>Final report and slide presentation for dissemination that include</p> <ol style="list-style-type: none"> 1) A report and presentation on ICT survey and FGDs with survey results, key findings, and recommendations. 2) A report and Excel file with SMM results and a presentation of SMM results, analysis, key findings, and recommendations. 	September 2024

Details for TOR submission requirements

1. Materials for Submission

- Proposal
- Workplan
- Proposed budget details