

**EXPRESSION OF INTEREST
(CONSULTANCY SERVICES)**



**NATIONAL MEDICAL STORES
Plot4-12 Nsamizi Road, P.O. Box 16 Entebbe -UGANDA**

- 1. National Medical Stores** invites sealed bids from eligible **Public Relations Consultancy Firms** for **Expression of Interest For Consultancy Services** to run a Campaign on National Awareness against Misuse and Pilferage of Government Medicines

<i>PROCUREMENT REFERENCE NUMBER</i>	<i>SUBJECT MATTER OF PROCUREMENT</i>
NMS/CONS/21-22/00079	Consultancy services to run a Campaign on National Awareness against Misuse and Pilferage of Government Medicines

2. The Bidding document(s) shall be inspected and issued at **Procurement and Disposal Unit**, National Medical Stores, Plot4-12 Nsamizi Road, P.O. Box 16 Entebbe -UGANDA
3. The deadline for submission of the **Expression of Interest** shall be at **11:00 AM** on the **14th January 2022**.
4. The detailed bid notice is available at the Entity's website at www.nms.go.ug

ACCOUNTING OFFICER



NOTICE OF EXPRESSION OF INTEREST FOR CONSULTANCY SERVICES TO RUN A CAMPAIGN ON NATIONAL AWARENESS AGAINST MISUSE AND PILFERAGE OF GOVERNMENT MEDICINES ON A LUMPSSUM CONTRACT UNDER REFERENCE NUMBER **NMS/CONS/21-22/00079**

1. The **National Medical Stores** has allocated funds to be used for *Expression of Interest For Consultancy Services* to run a Campaign on National Awareness against Misuse and Pilferage of Government Medicines *on a Lumpsum contract*.
2. The Entity now invites eligible Individual Consultants to submit sealed expressions of interest for *Expression of Interest For Consultancy Services* to run a Campaign on National Awareness against Misuse and Pilferage of Government Medicines *on a Lumpsum contract*.
3. Interested Individual Consultants should provide information demonstrating that they are eligible and possess the required qualifications to perform the services supported with relevant documentation.
4. The short listing criteria will include the following requirements, documents and experience as shown below:
 - a. A copy of valid trading licence or its equivalent for 2021;
 - b. A copy of the certificate of registration or its equivalent;
 - c. A Power of Attorney which if signed in Uganda shall be registered; or if signed outside Uganda shall be notarized authorising signature of the bid on behalf of the Bidder. The power of Attorney should be specific to this Expression of Interest. A general Power of Attorney Shall be rejected.
 - d. A valid tax clearance certificate for 2021.
 - e. A statement that you are not suspended by the Authority.
 - f. A statement that you are not insolvent, in receivership, bankrupt or being wound up or subject to legal proceedings for any of these circumstances.

GENERAL EXPERIENCE OF THE FIRM

1. The assignment is open to companies or consortia with experience in publicity and communication assignments for at least five years, and are familiar with publicity for the medical logistics sector
2. Evidence of experience in:
 - Communications
 - Publicity
 - knowledge management
 - proofreading and copy editing
 - Social media management (Facebook, twitter, blogs, etc.)

3. The firm must show proof of having undertaken a national health-related sensitization/awareness campaign with a government institution or a government affiliated international organization in the last four years. Documented evidence (contract, including description, value year of commencement, year of completion, client and contact person for reference)
4. The firm must have conducted a national media outreach campaign for a government institution in the last five years.
5. The media firm should show proof of having undertaken an assignment in collecting, compiling and analyzing data.
6. The firm must demonstrate financial capacity to undertake the assignment. Provide audited books of accounts with an annual turnover of UgShs100 Million in the last three years.
7. Digital media campaigns: The firm must show evidence of designing and executing a successful digital campaign.
8. The firm should provide evidence of a formal partnership of disseminating audio-visual content through a professional digital news media association registered with Uganda Registration Services Bureau.
9. The firm should demonstrate evidence of undertaking online news service campaigns for a health-related government body in the last two years.
10. The firm must show proof of at least five years' experience in social media marketing with documented evidence of conducting at least one nation online campaign for a government agency.
11. The firm must provide evidence of having conducted a national survey on drug and medical supplies with a health-related government entity in the last two years. The firm must show proof of existing data collectors across Uganda
12. The firm must show proof of having conducted national media monitoring for a medical logistics supply campaign exercise
13. The firm must show proof of having designed a communications strategy for a health-related government body

5. SCOPE OF WORK

The firm will implement a number of activities designed to:

- Use digital, print and broadcast media to sensitize the public about the dangers of misuse and pilferage of government medicines and the collective effort needed to address the challenges.
- Create awareness among all stakeholders about NMS' interventions to address the misuse and pilferage of EMHS.
- Shed light on loopholes exploited to facilitate misuse and pilferage of EMHS to enable relevant authorities identify and address them.
- In collaboration with key stakeholders, sensitize the public on the misuse of government medicines and the emergence of antimicrobial resistance in Uganda.

The detailed Terms of Reference for the consultancy will be shared with the successful Public Relations Consultancy Firms.

6. Interested eligible providers may obtain further information at the address given below from Monday to Friday between 0800hrs to 1700hrs:

The General Manager,
National Medical Stores,
Plot4-12 Nsamizi Road,
P.O. Box 16 Entebbe –UGANDA
[Tel: 256 414 320542](tel:256414320542), E-mail: nms.go.ug.

7. Sealed Expressions of Interest must be delivered to the address above by **11:00AM** local time on **14th January 2022**. (*Address in number 6*).

8. The notice of expression of interest is available at the Entity’s website at www.nms.go.ug

9. The planned Procurement schedule (Subject to changes) is as follows:

Activity	Date
a. Publication of Notice of Expression of Interest	21st December 2021
b. Closing date for receipt of Expression of Interest	14th January 2022
c. Evaluation of Expressions of Interest	Within 15 working days after closing date.
d. Display of shortlist	Within 2 working days after Contract Committee`s approval

ACCOUNTING OFFICER



TERMS OF REFERENCE

CONSULTANCY SERVICES TO RUN A CAMPAIGN ON NATIONAL AWARENESS AGAINST MISUSE AND PILFERAGE OF GOVERNMENT MEDICINES ON A LUMPSUM CONTRACT UNDER REFERENCE NUMBER NMS/CONS/21-22/00079

DURATION: 3 MONTHS

BACKGROUND

The National Medical Stores was established in 1993 by the National Medical Stores Act Cap (207) as an autonomous government corporation mandated to procure, store and distribute essential medicines and medical supplies to public health facilities in Uganda.

To ensure sustained delivery and utilization of essential medicines and cold chain supplies to intended recipients, NMS has been implementing several measures to address the misuse and pilferage of government medicines in public health facilities.

In its strategic plan 2020-2025, NMS undertook to conduct community awareness campaigns against the misuse and pilferage of Essential medicines and Health Supplies (EMHS).

Increased access to information about misuse and pilferage of medicines will encourage stakeholders, especially the general public, to make a collective effort to ensure all supplies of EMHS are fully accounted for.

The public will be equipped with information about the movement of government medicines to their respective public health facilities and also report suspected wrongdoers to relevant authorities for remedial action.

Uganda's population with access to the internet is growing. As local audiences obtain greater access to the mobile telephone and the internet, social media has become a dominant communication platform.

This digital space provides an opportunity for NMS to supplement traditional media to conduct community sensitization, shaping narratives on misuse and pilferage of government medicines, disseminating information on supply chains in a fast and cost-effective manner, and obtaining valuable feedback.

To this end, NMS intends to procure a media firm for the conceptualization, formulation and implementation of a well-coordinated 360 degrees' publicity campaign to create awareness about the misuse and pilferage of government medicines.

OBJECTIVES

The objective of the assignment is to design, develop and implement a well-coordinated media campaign to address information challenges related to the misuse and pilferage of government medicines.

The campaign should detail an action plan with clear measurable milestones.

SCOPE OF WORK

The firm will implement a number of activities designed to:

- Use digital, print and broadcast media to sensitize the public about the dangers of misuse and pilferage of government medicines and the collective effort needed to address the challenges.
- Create awareness among all stakeholders about NMS' interventions to address the misuse and pilferage of EMHS.

- Shed light on loopholes exploited to facilitate misuse and pilferage of EMHS to enable relevant authorities identify and address them.
- In collaboration with key stakeholders, sensitize the public on the misuse of government medicines and the emergence of antimicrobial resistance in Uganda.

Under the guidance of the Principal Public Relations Officer (PPRO), the media firm will be responsible for the conceptualization, formulation and implementation of the media campaign against drug pilferage. Specifically, the media firm will be expected to:

- Conduct a public survey on the extent of the misuse and pilferage of government medicines and health supplies in Uganda
- Develop and implement a national awareness media campaign against the misuse and pilferage of government medicines and health supplies across Uganda
- In consultation with the PPRO, coordinate the generation and dissemination of content about misuse and pilferage of government medicines and health supplies
- The firm will be responsible for identifying, assessing, determining and buying the best media channels to achieve the campaign's goals.
- Develop relationships with journalists, publications, and key players in the health sector and the mass media; with a view to raising awareness about misuse and pilferage of EMHS.
- Provide support to the day-to-day monitoring of the media campaign results
- Produce and coordinate creative content and strategies for digital media

In undertaking the assignment, the media firm will be required to constantly work with the NMS Public Relations Section.

REQUIRED QUALIFICATION GENERAL EXPERIENCE OF THE FIRM

1. The assignment is open to companies or consortia with experience in publicity and communication assignments for at least five years, and are familiar with publicity for the medical logistics sector
2. Evidence of experience in:
 - Communications
 - Publicity
 - knowledge management
 - proofreading and copy editing
 - Social media management (Facebook, twitter, blogs, etc.)
3. The firm must show proof of having undertaken a national health-related sensitization/awareness campaign with a government institution or a government affiliated international organization in the last four years. Documented evidence (contract, including description, value year of commencement, year of completion, client and contact person for reference)
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KEY PERSONNEL

The Firm should have adequate personnel including the following key personnel:

- **Team Leader:** With a degree, preferably in Mass communication. He/she must have a minimum of five years of working experience in undertaking publicity and communication
- **Publicity Specialist/Public relations expert**

Must possess a Master's degree in Mass communication/Journalism/Humanities, public relations, Marketing or any other related field with a minimum of eight years' experience. He/she should have performed in a similar role on at least two previous similar assignments within the last five years

DELIVERABLES AND REPORTING REQUIREMENTS

The following reports shall be submitted to the client.

- An inception report after the contract commencement. The inception report shall detail the objective of the assignment, the methodology to be followed to achieve the objectives, assignment, work schedule, and the consultant team to undertake the assignment and how it will be deployed.
- Weekly progress reports detailing the status of the assignment, challenges, experiences and identified ways of addressing these challenges
- A final report after the completion of the assignment detailing the lessons learnt, challenges faced, and any recommendations for further improvements for future national campaigns.

Payment for the rendered service will be made upon submission of the final report to the NMS PR department.