Southeast Asia Tobacco Control Alliance

Request for Proposal:
Digital Campaigns Consultant to support a Public Health Campaign 2024

Date: November 21, 2023

Background:

Every year, 8,000,000 individuals die due to tobacco use. Consumption of tobacco products remains the world's leading cause of preventable diseases. To counter the tobacco pandemic and support governments to address the challenges brought about by this health crisis, a global health treaty was negotiated under the World Health Organization and this became the WHO Framework Convention on Tobacco Control (FCTC).

Article 5.3 of the WHO FCTC has guidelines for governments to implement public health policies and to protect these policies against the vested interest of the tobacco industry. In the Association of Southeast Asian Nations (ASEAN) region, tobacco industry interference remains an impediment blocking the way for a robust and efficient policy framework to protect people's health and well-being.

Recognizing this challenge, the Southeast Asia Tobacco Control Alliance (SEATCA) launched a multimedia campaign to raise awareness about tobacco control and to contribute to policy reforms in ASEAN states. The campaigns also aimed to support active advocates against tobacco industry interference and manipulation.

SEATCA has conducted public awareness campaigns exposing the tobacco industry's interference and harms on society in 2020 to 2023. Building on this momentum, SEATCA is gearing up for the 2024 edition of the campaign and is now on the lookout for a digital campaigns consultant to support the development, production, and implementation of the advocacy campaign to **Make Tobacco History**. For more information, please see: https://seatca.org/make-tobacco-history-2023/

Objectives of the campaign:

The campaign aims to achieve the following:

- Raise awareness and spark conversations and engagement about tobacco industry interference (influence in public policy) through media work, digital communications, research, and capacity building.
- Build and contribute knowledge and capacity towards informed and people-centric policy recommendations that move away from the interests of the tobacco industry and instead promote and uphold public health and sustainable development; particularly policies that adhere to the WHO FCTC.
- Engage tobacco control advocates and partners in the region in a way that contributes to sustainable and wider network-building; aiming to coalesce in-silo movements to come together and collectively advocate against tobacco industry misinformation.
- Converse with civil society and build awareness and advocacy on how to protect against tobacco industry interference (influence on policymakers).

- Build public engagement and support for the "Make Tobacco History" campaign which integrates our endgame strategy, tobacco industry denormalization, and implementation of Article 5.3 measures.

Target Audience:

1. General public including civil society organizations, labor rights organizations, environmental advocates, youth groups, women's groups, and others depending on the issue focus
2. Policymakers (national level) in health and non-health departments/ministries
3. Tobacco control advocates
4. Intergovernmental agencies and caucuses such as UN agencies, ASEAN, and others
5. Journalists and media organizations

Deliverables Needed (Summary):

1. Updating of the visual design and branding for the TID sub campaigns for 2024:
    - World No Tobacco Day, aligning with the WNTD 2024 theme: For more information about WNTD 2023 theme, please see https://www.who.int/news/item/07-11-2022-we-need-food--not-tobacco---focus-of-the-world-no-tobacco-day-2023
    - Electronic Smoking Devices (ESDs)
    - Denormalizing Tobacco Industry's Corporate Social Responsibility Activities (CSR)

2. Development of social media art cards, video clips, and other relevant social media materials for our TID sub-campaigns.

3. Layout and design of briefers for World No Tobacco Day, ESDs, and CSR.

4. Media work for submission of op-eds and press releases.

5. Digital marketing for the campaign (Facebook, Google Display Network Banner).

Timeline: January – December 2024

Evaluation Criteria:

The submitted proposals for this project will be assessed through the following criteria:

Criteria	Percentage
Demonstrated experience with non-profit	20%

organizations specifically in supporting the planning and activation of communication and advocacy campaigns	
Experience popularizing and presenting technical topics into forms that are easily consumable by the target audience	30%
Experience developing communication materials including social media artcards, video clips, and briefers	25%
A cost estimate that is reasonable vis a vis the deliverables and support needed	25%

Instructions for sending the proposal:

- Please send a proposal outlining the deliverables above and a cost estimate to info@seatca.org by December 15, 2023, 5:00 pm Bangkok time. Please kindly include CVs of team members (for vendors who will apply as a group).
- Please include your work samples of previous digital campaigns projects.