

Request for Proposals: “Ending HIV in Ontario” Creative Partnership

Deadline for Submissions: 5 pm on April 5th, 2024

1. Overview

The Ontario HIV Treatment Network (OHTN) is a non-profit organization funded by the HIV and Hepatitis C Programs at the Ontario Ministry of Health. We're a node of collaboration; our work brings together partners from across the HIV and public health sectors with the goal of improving the lives of those living with and at-risk of HIV in Ontario.

Together with a committee of representatives from AIDS Service Organizations (ASOs), Priority Population Networks (PPNs), and other partner organizations and experts, the OHTN is embarking on a **multi-year public- and sector-facing awareness campaign** that will promote messages related to HIV prevention, testing, treatment (including ‘treatment as prevention’), ongoing care, and reducing stigma.

We are looking for a creative agency who can partner with us to:

- **Strategize:** conceptualize an awareness campaign using social media and OOH (outdoor) advertising that will have measurable impacts on our audiences.
- **Coordinate:** work with the OHTN to translate Market Research and community consultation into assets and strategies that reach the audiences we want to reach and motivate them to action.
- **Collaborate:** be present in key consultations with community agencies. These consultations will be critical to creating assets that resonate with and will be used by community members. The ideal agency for this project will be comfortable in the language of this world, and excited to be part of a multifaceted team engaging in meaningful collaboration.
- **Create:** build flexible, expandable creative assets, including logos, branding, imagery/photography, outdoor advertisements, social media assets, a website, and other potential avenues, including video and interactive content.
- **Monitor and scale:** a long-term partnership that includes evaluating impact and dialing in our strategy and assets through multiple iterations.

2. Strategic Priority

Campaign Goals

The goals of the “Ending HIV in Ontario” campaign will evolve over time as we move through our consultation process. However, we know it will advance the priorities set out in the Ontario Advisory Committee on HIV/AIDS (OACHA) HIV Action Plan to 2030:

- 1) Reduce the number of new cases of HIV in Ontario;
- 2) Link people who don’t know their HIV status to testing and treatment;
- 3) Reach people who have been diagnosed but are not on treatment and help them get engaged in care;
- 4) Support those in care to overcome barriers to ongoing treatment (i.e., support them in achieving and maintaining a suppressed viral load);
- 5) Reduce stigma by raising awareness of the fact that people living with HIV with an undetectable viral load cannot transmit the virus.

Calls-to-action

Through ongoing market research and consultations with partners, we will arrive at key calls-to-action for our campaign. While these priorities will evolve over time, they might include:

- 1) **Connect members of communities at increased risk of HIV to testing.** Raise awareness of the importance of regular testing among of people who are more likely to encounter HIV. Help members of these populations access testing by reducing the barriers to testing: language barriers, cultural barriers, barriers of understanding and stigma. Connect people to forms of testing in their region, including self-testing, point-of-care testing, and the testing available through primary care providers and sexual health clinics. In particular, we wish to reach people who have never before tested for HIV, and provide them with web-based tools to help them access testing services.
- 2) **Motivate providers to learn about who to test.** Help providers who encounter patients at risk of HIV, or who may be living with HIV and be undiagnosed, better identify the symptoms of chronic and acute HIV infection; and educate these providers on how to refer a patient to appropriate testing services.
- 3) **Motivate providers to connect those diagnosed with HIV to care and those at high risk of HIV with PrEP, PEP and other forms of HIV prevention.** Stress the importance of the “status-neutral” approach, which means that any time a person tests for HIV, regardless of their test results, they are offered a warm referral to either prevention or treatment services.

3. Market Research → Successful Collaboration → Quantifiable Impact

Creative flexibility is a must for this campaign, as is an eagerness to work with our stakeholders.

The successful applicant will need to work with the OHTN to synthesize Market Research and stakeholder input into a campaign strategy that is uplifting, contemporary, engaging, true to the people it aims to reach, and driven by a compelling concept. It must be evidence-informed (drawing on market research findings), resonate with stakeholders, and be developed in such a way that it can be adaptable for different stakeholders.

Finally, it needs to achieve measurable results on the number of people who test, the number of new cases identified, and the number of people who are linked to care.

The OHTN is looking for an applicant who can work with us to develop practical strategies to:

- Reach our target audiences where they are;
- Shape creative assets in response to testing with those audiences;
- Use interactive and innovative methods to engage and drive action; and,
- Monitor outcomes on and offline, including changes in knowledge and behaviour.

Together with our stakeholders, we're engaged in an ongoing market research process to give us a better picture of how, where, and with what messaging we might reach our target audiences. The ideal creative firm for this project will be able to work with us and our in-house Communications team to translate that market research into visual content, messaging, a website, outdoor advertising, social media assets, and a website with easy-to-use web-based tools that drive campaign goals. We want to take a strategic, geographically and demographically targeted, results-oriented, iterative approach. This multi-year campaign will evolve in a data-driven manner.

4. Target Audiences

This multi-year campaign will pursue two target audiences:

1. Communities more likely to be impacted by HIV

- Gay, bisexual, two-spirit, and other men who have sex with men;
- African, Caribbean and Black communities;
- Indigenous communities;
- Newcomers;
- People who use drugs (specifically injection drugs), and
- Cis and trans women, including those from the communities above, who face systemic and social inequities, and are more likely to be exposed to HIV through sexual or drug-using partners.

An intersectional approach is key. Many of the people we want to reach belong to more than one of these groups (e.g., newcomers who are also 2SLGBTQ+).

2. **Health care providers who work with these communities.** We want to speak to providers who are not currently being reached by our network, particularly the primary care providers who serve as the first point of contact for patients entering the health care system.

These include:

- Family doctors;
- Nurse practitioners;
- Community workers, such as outreach, settlement, and shelter workers; and
- Emergency Room staff.

By filling in knowledge gaps with health care professionals who may be encountering people living with undiagnosed HIV (as well as those at risk of HIV), we can help more people be diagnosed and get on treatment sooner, improving health outcomes and halting the spread of HIV.

5. Creative assets and services required

The ideal creative agency for this project will have proven experience in many creative capacities, including OOH advertising, social media, web design and development. We are open to engaging influencers where a compelling case for their involvement can be made.

Among the creative assets we will want to produce are:

- Outdoor advertisements, including media buys
- Social media assets and/or influencer engagement
- A website or websites including tools for locating care
- Videos and other interactive content.

We are open to other avenues and innovative approaches.

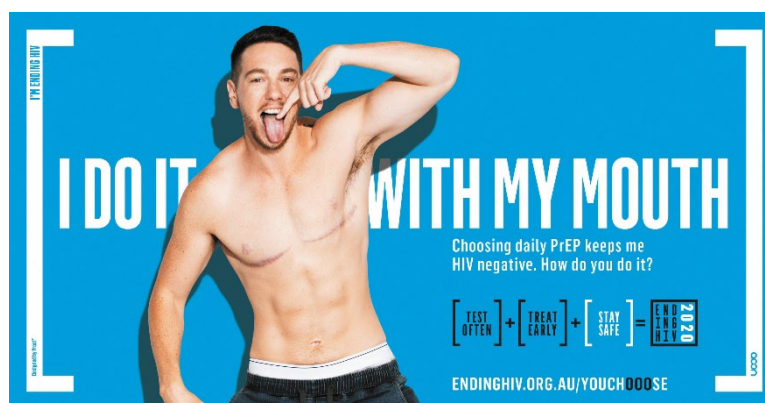
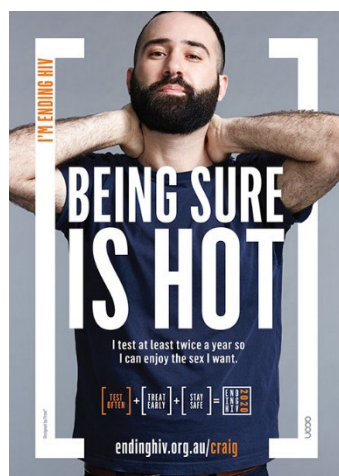
6. Similar Campaigns

The following are included to show the space the campaign will be working in. However, we don't want to imitate the approach of previous campaigns.

Ontario has a unique demographic makeup and a unique set of institutional and cultural barriers that make it difficult for some people to get care; our goal is to craft materials and messages that are driven by what our Market Research tells us about how and where we can reach our audiences, and how we can provide messaging and information that removes barriers to care. **The idea we want is one we haven't seen yet.**

ACON Ending HIV Campaign (Australia)

<https://endinghiv.org.au/ending-hiv/>



PrEP4Love Campaign (Chicago)





*Promoting excellence and innovation
in HIV research and care*



7. Budget

Please submit a budget for one-year of campaign development, that includes developing a strategy, messaging and creative assets, as well as initial media buys. The total budget should not exceed **\$900,000 CAD**.

We encourage bidders to breakdown the budget into clear stages of development. Bidders may provide multiple cost tiers to represent different levels of engagement your agency can offer. We will ultimately select the agency that presents the most compelling bid within our budget.

8. Timeline

March 2024:

- OHTN and partners to hire a Market Research agency and begin consultations

April 2024:

- OHTN to hire a creative agency
- Market Research agency to conduct environmental scan and present initial research

April – June 2024:

- OHTN and Creative agency to develop sample creative, in line with market research learnings
- OHTN to work with Market Research agency to test sample creative

June – August 2024:

- Results from Market Research testing to be presented to OHTN, partners and Creative Agency
- OHTN to work with Creative Agency on developing campaign strategy, creative materials and key messages, and media buys, drawing on Market Research findings
- Campaign to launch publicly in Fall of 2024

9. Submission Guidelines

Proposal Evaluation Criteria

The OHTN and partners will evaluate proposals based on the following criteria:

- Company experience, particularly in relevant sectors, and/or in reaching our target audiences.
- The quality of the proposal and the relevance of the approach outlined.
- The quality, relevance and ingenuity of the samples provided.
- Overall cost and ability to meet the timeline outlined above.
- References.

Guidelines for Bidders

The OHTN will accept bids for this project until 5 pm on April 5th, 2024.

The proposal should include:

- Name and contact information of the project lead
- An overview of your understanding of the scope and requirements of the project
- An outline of your approach and ways of working
- A workplan detailing key deliverables and implementation timelines
- Relevant experience and samples of relevant work
- A budget that includes cost estimates for the deliverables, broken into campaign phases (and the option of including budget tiers for levels of involvement)
- Details around any aspects of the work that would be subcontracted
- Contact information for at least three references from other organizations for whom you have completed similar projects.

All documents must be prepared and signed by those authorized to do so. All costs must be listed in CAD. Further terms are subject to development pending the selection of a bid.

Please email submissions to kte@ohrn.on.ca.