



CALL FOR REQUEST FOR PROPOSAL (RFP)

Project Title: Development of 2x Digital & Print-Ready HIV Treatment Literacy Booklets

Project Background & Objective

We are seeking a qualified vendor to develop **2 distinct HIV treatment literacy booklets** to improve treatment adherence and health outcomes. The core objective is to translate complex, technical clinical information into highly simplified, empathetic, and engaging content.

The booklets must serve two target audiences:

1. **Early Adolescents (Aged 12–14) living with HIV:** Individuals who struggle with technical medical language and do not speak or read English fluently. Content must be highly visual, age-appropriate, and engaging (e.g., comic, narrative, or story-driven format).
2. **Caregivers of Children with HIV:** Adults who require clear, practical guidance on administering medication, disclosure, and emotional support.

Scope of Work & Deliverables

The selected vendor will be responsible for the following deliverables:

- **Content Simplification:** Strip away clinical jargon (e.g., viral suppression, ART adherence, CD4 counts) and explain these concepts using simple metaphors, stories, or everyday language.
- **Dual-Format Graphic Design:** Create vibrant, culturally relevant illustrations. The final products must be delivered in two formats:
 - **Digital Version:** Lightweight, mobile-friendly files optimized for sharing via platforms like WhatsApp or data-free links.
 - **Print-Ready Version:** High-resolution (300 DPI) layouts perfectly scaled to **A6 booklet size** with proper print bleeds and margins.

Required Vendor Profiles & Competencies

Proposals must demonstrate strong capabilities in the following domains:

- **Adolescent & Health Literacy:** Documented experience writing for children, teens, or sensitive healthcare topics (ideally HIV/AIDS or child welfare).
- **Dual Production Design:** Proven track record of handling physical print production setups (specifically booklet formatting) alongside digital assets.

Submission Instructions & Deadline

All proposals must be submitted through our official intake platform.

- **Strict Submission Deadline:** Sunday, 07 June 2026, at 09:11 AM.
- **Late Submissions:** The portal will close automatically at the deadline. Incomplete or late submissions will not be considered for evaluation.

Required Submission Documents


Vendors must upload the following files via the submission form:

1. **Technical Proposal:** Outlining your approach to simplifying messaging, managing translations, and ensuring layout suitability for 12–14-year-olds.
2. **Financial Proposal / Budget:** Fully itemized cost breakdown covering technical expertise, illustration, digital optimization, and print-ready formatting.
3. **Portfolio of Evidence:** At least two (2) examples of previous design or translation work targeted at children, adolescents, or layout design for printing

How to Apply

All submissions must be logged through the official intake portal:

 **Submission Link:** <https://forms.gle/zBNJ4q7uBMfEcN7r9>

 **CRITICAL NOTE:** The submission portal will automatically close precisely at **11:00 AM on Sunday, 07 June 2026**. Late, partial, or emailed submissions will not be reviewed under any circumstances.