



August 8, 2011

Dear _____,

Vancouver Coastal Health (VCH) and Providence Health Care (PHC) would like to invite your agency to submit a proposal for a social marketing campaign on routine HIV testing to the Vancouver general public. Vancouver's (VCH & PHC) Seek and Treat for Optimal Prevention (STOP) HIV/AIDS project requires an agency that has expertise in public social marketing campaigns preferably in health promotion/disease prevention.

The agency's proposal should outline the plan and costs for a public social marketing campaign in Vancouver on routine HIV Testing. Within the plan, separate costs are required for the development of the plan; facilitation of the plan; and the cost for media. The proposal should not be longer than 3 pages. Three references and examples of your agency's public social marketing campaigns are required as attachments to your proposal.

Include in your proposal briefly describe:

1. how long it will take to develop the plan;
2. how market research on this subject will be conducted;
3. how key messages will be tested and developed;
4. the approach to reach the diverse adult population of Vancouver and
5. the evaluation component to monitor and evaluate the reach and impact of campaign

The attached materials provide a background on the STOP project and the rationale for routine HIV testing in the general public. Please note as part of the STOP project, extensive targeted social marketing has and continues to be conducted for HIV/AIDS high risk groups in Vancouver's West End and Downtown East Side to include (among others) Gay Men, Aboriginal people and women at risk.

The intended duration of the campaign is November 2011 leading up to World AIDS Day, December 1, 2011 to March 31, 2012, The maximum amount for this fiscal year until March

31, 2012 is approximately \$150,000 for the development and facilitation of the plan, and the media costs. The budget for next fiscal year 2012/13 will be determined if the campaign is repeated based on the initial success of the 2011/12 campaign,

Your agency's proposal will be reviewed and evaluated by the STOP project for its demonstrated strength and ability to undertake the campaign; demonstrated understanding of the STOP project's objectives; your agency's proposed approach to the campaign and your approach to pricing for not for profit organizations. The STOP project may invite your agency to present your proposal and will consider the presentation as part of the evaluation. Your agency will be contacted on the success or not of your proposal.

Please let us know by return email if your agency intends to submit a proposal. The proposal is due via email to chris.buchner@vch.ca by Monday , August 22, 2011 at 12:00 noon or courier to Chris Buchner, Regional Director, Prevention c/o Office of the Chief Medical Health Officer, Vancouver Coastal Health, #721 -601 W. Broadway, Vancouver, BC, V5Z 4C2

If you have questions or wish to meet about any of the above please email Sue Laughlin at sue.laughlin@vch.ca or call (604)619-3399.

Respectfully,

Chris Buchner
Project Sponsor, STOP HIV/AIDS
Regional Director, Prevention
Office of the Chief Medical Health Officer
Vancouver Coastal Health
#721-601 W. Broadway
Vancouver, BC, V5Z 4C2