



ClemenGold FOUNDATION

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NPC reg: 2020/491104/08 | PBO reg: 930071725

CALL FOR EXPRESSION OF INTEREST (Eoi)

“Overcoming vaccine hesitancy and COVID-19 misinformation in South Africa’s farming communities”

BID REFERENCE: CGF0001

Introduction

South Africa is and has been in the midst of the Covid-19 pandemic for the past 18 months. The only way of overcoming this pandemic is to build up sufficient immunity against the virus by means of global vaccination or herd immunity. However, history has shown that there has always been vaccine hesitancy which ranges in a spectrum from people who are merely unsure, to people who actively advocate against vaccination for various underlying reasons, known as anti-vaxxers. A toxic mixture of ignorance, misinformation, social media, and political agendas have enabled the anti-vaccination message to gain a foothold in popular thought. In 2019, the World Health Organisation (WHO) identified vaccine hesitancy as one of the ten greatest threats to global health. For example, it is estimated that 52% of South Africans will not take the Covid-19 vaccine and it is now feared that “conspiracy theories on Covid-19 vaccine can be as deadly as the virus itself”.

Context

Development of comics for distribution to farmworkers to facilitate and assist the dissemination of information and hopefully overcome Covid-19 vaccine hesitancy and misinformation

The ClemenGold Foundation NPC aims to create and distribute easy to understand comic-style communication and community radio episodes to address the main concerns that result in vaccine hesitancy under citrus farm workers in rural communities in South Africa: safety, particularly the side effects; the speed of vaccine testing in humans; doubts about efficacy;

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risk of Covid-19 disease being over-estimated; religious considerations; vaccine costs; fear of needles; conspiracy theories and general widespread misinformation.

Target Audience

This request is only applicable to companies with experience in creating comic-style communication and radio episodes and having access to an appropriate medical expert who can vet the content. Only South African companies are eligible to apply.

Expression of interest

Expression of interest is hereby invited for the development of material, training, distribution, and communication of comic-style communication and radio episodes. Special attention to the correct formulation of the messages and the use of medical experts is vital.

The Expression of Interest should not exceed 10 pages and must include the following information:

1. Name of the organization, mission, and vision statements;
2. Company registration number (attach registration certificates);
3. Relevant experience in effective messaging to illiterate farm workers, comic-style communication, and creating radio episodes for community radio stations;
4. Partners you are working with (if any);
5. Area of operation/business location;
6. Key achievements in the business relevant to the project; and
7. 1-page CV's of person holding key position in the organization and those who will be integral in developing the material.

Expression of interest to be sent for attention Joreth Duvenhage to joreth@clemengoldfoundation.com on or before 13:00 on Friday 29 October 2021.

Telephonic and late applications will not be accepted. The subject line should be clearly labelled "Expression of Interest for Overcoming Vaccine Hesitancy"

After assessment of the EoI's, only shortlisted eligible organizations will be contacted to submit proposals. Bid documentation will be shared after a successful application by the Clemengold Foundation.

For queries, or to obtain additional information, contact the General Manager of the Clemengold Foundation, Ms. Joreth Duvenhage, at joreth@clemengoldfoundation.com or mobile +27 82 893 4130.