

Proposal for Media Campaign: Pre exposure Prophylaxis to Prevent HIV

I. Introduction:

We invite experienced and creative contractors to submit proposals for a comprehensive media campaign aimed at increasing the use of Pre-Exposure Prophylaxis (PrEP) to prevent HIV infection. Our organization is committed to promoting public health and raising awareness of the benefits and availability of PrEP.

II. Campaign Objectives:

The primary objectives of this media campaign are as follows:

- Educate sexually active or soon to be sexually active community members on how to take control of their health through safe sex practices.
- Encourage behavior change by promoting PrEP as a preventative medical choice.
- Increase awareness of affordable, available resources for starting PrEP.

III. Target Audience:

The campaign will specifically target Black, Indigenous, and People of Color (BIPOC) individuals aged 12 to 100, recognizing this age group as the most likely to be sexually active and therefore the most vulnerable to HIV infection.

IV. Key Messages:

The campaign will focus on the following key messages:

- Empowerment: Encourage this target audience to take control of their health through safe sex practices, including PrEP.
- Resources: Highlight the availability of affordable services offered through CUPHD and other medical facilities.

V. Media Channels:

- Digital Ads-Development of digital ads using geo fencing to target specific areas such as the University of Illinois at Urbana-Champaign, Parkland Community College and various sections of Champaign-Urbana to reach BIPOC community.

VI. Evaluation Metrics:

Contractors should propose key performance indicators (KPIs) for assessing the effectiveness of the campaign, including reach, engagement, and behavior change metrics.

VII. Budget:

Contractors should provide a detailed budget outlining costs for creative development, Influencer collaborations, and any other relevant expenses.

VIII. Proposal Submission:

Interested contractors should submit their proposals by [March 1, 2024]. The selected contractor will be notified by [March 10, 2024].

IX. Contact Information:

For inquiries and proposal submission, please contact Nancy Johnson at njohnson@c-uphd.org or 217-531-5383.

We look forward to receiving innovative and impactful proposals to address the critical issue of increasing the use of PrEP among BIPOC individuals in our community.

Sincerely,

C-UPHD