

## **Video – Request for Proposals**

21 July 2022

### **Vision**

StrongMinds is looking to create a new 3-5 minute overview video to showcase our work treating depression in women and adolescents in sub-Saharan Africa. This video will be a true “identity” piece that tells the world who we are, what we do, and why we do it. It should cover the following aspects of our work:

- What depression looks like, how it affects women, adolescents, and their families, and the greater community.
- The journey of our clients from depression to recovery, and the impact that recovery has had on other aspects of their lives
- Our role as pioneers and innovators in scaling group interpersonal therapy (IPT-G) to treat depression among women and adolescents in Uganda and Zambia, using lay counselors, including:
  - Inviting and supporting peer facilitators (community members who have lived experience with mental health disorders) to become therapy group leaders.
  - Treating adolescents in schools, including teachers as co-facilitators of groups, addressing their mental health challenges and building their social emotional learning toolkit along the way.
  - Scaling our reach through government and NGO partners
  - Scaling our reach through technology (teletherapy)
- The importance of incorporating mental health into other international development programs (health, education, economic, gender) – that mental health is relevant to all of the Sustainable Development Goals (SDGs).
- How the future of mental health is ensuring that it is incorporated into policies and programming at all levels of government and civil society.

### **Goal**

Viewers will come away understanding that good mental health is the foundation of every thriving family, and that StrongMinds’ work treating depression in women and adolescents is an essential, cost-effective way to improve the well-being of families in Africa

They will feel that while the problem is vast, the solution offered by StrongMinds is simple, scalable and effective. They will be inspired to join us as a donor or partner, and to amplify our message through their own channels and networks.

We hope this piece generates new donations and partnerships, and helps secure speaking engagements for our leadership, and generates high profile media interest.

### **Location**

We want this to illustrate the range of populations we treat in Uganda. Filming will take place in 3-4 locations around the country, including Kampala and Mbale (communities and schools), Lamwo (where we work with refugee communities), and possibly Kotido (where we work with pastoralist communities.)

## Visuals

Visuals should be vibrant, full of energy, and immersive. We want our clients' journeys from depression through recovery to inspire.

## About StrongMinds

StrongMinds is a social enterprise that treats depression in women and adolescents in low-income communities in sub-Saharan Africa. Our rigorously tested group talk therapy model is delivered by trained lay community members, enabling us to rapidly reach tens of thousands of people each year. Since our founding in 2013, we have restored mental health to more than 140,000 women and adolescents. We are the only organization scaling a proven, cost-effective solution to the depression epidemic in Africa.

## Capacity

The role of StrongMinds staff would be providing guidance on messaging, storyboarding, script, visuals, and logistics. We will also be responsible for ensuring that we have obtained informed consent from all interview subjects, as well as the necessary permits

## Deliverables

Final video.

Library of b-roll that we can edit into more 30-second clips/stories.

## Proposed Timeline

### August/September

- Contract signed
- Permits secured
- Filming dates finalized
- International travel arranged
- Finalize production calendar

### September/October

- Storyboarding/scripting
- Interviews planned
- Determine voice-over needs

### October/November

- Filming in Uganda

### November 30

- First cut of film due

### January 30<sup>th</sup>

- Final film due.

### February 15<sup>th</sup>

- B-roll due

## To Apply

Interested parties should send proposals to Jennifer Bass at [jen@strongminds.org](mailto:jen@strongminds.org). Proposals should include 1) Portfolio, 2) References, 3) Budget, 4) Your proposed timeline. Please also indicate if you have previously received police clearance to film in Uganda.

## Deadline

All proposals due by August 15, 2022