



Media Monitoring Firm Terms of Reference

About StrongMinds

StrongMinds was founded in 2013 with the mission to provide life-changing mental health services to impoverished women in Africa where millions are suffering from depression, and up to 85% have no access to treatment.

To address this, StrongMinds has implemented a simple, evidence-based and cost-efficient model of group talk therapy, based on group interpersonal psychotherapy (IPT-G). IPT-G is a psychotherapeutic model that has been empirically tested through a randomized control trial conducted in Uganda by Columbia and Johns Hopkins Universities, and subsequently endorsed by the World Health Organization as a first line treatment for depression in low- and middle-income countries.

StrongMinds Uganda (SMU) is a registered National NGO (S.5914/11746) that has currently treated more than 210,000 women, men, and young people – more than 75% of whom are now free of depression symptoms. StrongMinds Uganda activities are directed from its office in Kampala at Plot 30 Luthuli Rise, Bugolobi. StrongMinds Uganda has field presence in the following districts: Lamwo, Kotido, Mbale, Wakiso, Mukono, Kampala, Mbarara, Mayuge, Iganga and Adjumani, and Kanungu through our partners.

Background of Media Campaign

This year our media campaign has been built upon; 4 radio spot messages in six languages; English, Luganda, Lusoga, Lugishu, and Runyankole, that discussed the triggers and symptoms of depression. Separate radio spot messages were also produced in collaboration with the Uganda Ministry of Health in response to the Ebola outbreak in Kassanda District. Each piece of content included the same call-to-action (CTA) dial *252# and select option 10 hotline for free counselling from StrongMinds Uganda. To boost our campaign, we aired DJ spot messages using radio influencers in Luganda (Rebecca Jingo) and Lusoga (Nakapwanchu) and radio talk shows 7 different languages (English, Luganda, Lusoga, Lugishu, Runyankole, Acholi and Karamojong).

Although we made commendable progress with the campaign to create awareness about mental health and depression, we felt that our ability to monitor and ascertain the spread and impact of our messages was quite low. Our interest is to improve our capacity to monitor our media campaign to quantify the following key variables among others.

- Estimated listenership and reach of our messages, DJ mentions and radio talk shows (radio, print, social media etc.) per district and most appropriate times for the listeners to listen across SMU districts.
- A gendered analysis of who could have listened to our messages more (Females/Males) for the different spot messages, talk shows and DJ mentions.

- Tracking media houses fulfilment of contractual obligations to play our spot messages and DJ mentions as laid out in contracts.
- To determine efficacy of each radio spot message as a basis for future use and improvements in messaging among others
- To gain an understanding of the amount of money SMU saved through earned media on radio, print, social media etc.

Purpose of Media Monitoring Engagement

StrongMinds Uganda would like to procure services of a reputable media monitoring firm to support our 2022 media campaign for teletherapy services (using *252*10#) and Mental Health Awareness. The media monitoring shall be based on key indicators highlighted in the background.

Expectations of SMU

StrongMinds Uganda undertook a media campaign to promote access to teletherapy using the *252# Option 10. SMU developed 6 voice adverts for the radio in 5 languages (English, Luganda, Lusoga, Lugisu, Runyankore). These are aired on the following radio stations namely:

1. Capital FM covers the English-speaking populace in the Central, Eastern and some parts of Northern and Western Uganda,
2. Beat FM covering the Luganda speakers for central Uganda
3. CBS as a core Luganda speaking radio for the Central region.
4. NBS – Lusoga speakers for Eastern Uganda
5. Radio West core radio station covering Runyankole speakers in Western Uganda
6. Open Gates FM (community radio) covers Lugisu speaking local population in the Elgon region,
7. Mighty Fire FM (Community Radio) covers the Acholi speaking population in and around Lamwo district.
8. Heart FM covering Luganda and Runyankole Speakers in Kassanda

We also run DJ mentions on NBS Fm and Beat FM to boost mobilization and Radio talk shows on the same radio stations.

We therefore expect your firm to share with us the service options of services that you provide to support the media monitoring process. We would also like to know if you are able to determine the voice advert that had more impact of the four. Let each of the options come with a cost projection so that we are not just looking at the options without the financial implications for each.

StrongMinds Uganda is aware that this service is provided by only a few known entities in Uganda such as IPSOS, Reel Forge. We expect that the firms will prove their track record in this field and the evidence of having supported another organization comparable to SMU similar services.

Application Requirements

Firms will be expected to share the following:

1. Legal status and clean tax record
2. Pricelists of key media monitoring services provided including radio/social media etc.
3. Demonstration of experience in doing media monitoring services with any of the above-listed radio stations.
4. An innovative social media monitoring options (Facebook, WhatsApp, Instagram, Twitter among others).

To Apply:

The deadline to apply is 27th January 2023 at 17:00 hrs EAT. Submit electronically to e-mail: procurementug@strongminds.org.