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Subject: Amendment #02 to Annual Program Statement (APS) # APS-OAA-12-000003
titled - PUBLIC-PRIVATE ALLIANCES

The purpose of Amendment #02 to the above referenced APS is to post the announcement titled CALL FOR PUBLIC-PRIVATE ALLIANCES RELATED TO “Sustaining the Role of Media in the National HIV/AIDS Response” as an addendum to the above referenced Annual Program Statement.

The detailed announcement is as follows:

ANNOUNCEMENT

CALL FOR PUBLIC-PRIVATE ALLIANCES RELATED TO “Sustaining the Role of Media in the National HIV/AIDS Response” UNDER EXISTING ANNUAL PROGRAM STATEMENT No: APS-OAA-12-000003

Introduction

The United States Agency for International Development (USAID) is soliciting concept papers that relate to HIV/AIDS in Ukraine. Specifically, USAID/Ukraine is seeking to partner with qualified locally-registered Ukrainian Civil Society Organizations (CSOs), including: non-government organizations (NGOs) working in the area of mass media and HIV/AIDS; non-profit or voluntary organizations; religious groups; labor unions; academic institutions; consulting firms; and for-profit private companies- any of which are willing to devote financial and in-kind resources that will help to strengthen the capacity of the media in Ukraine to report on HIV/AIDS. Applicants are encouraged to apply as a consortium of locally registered partner organizations with experience in the media sector to implement the “Sustaining the Role of Media in the National HIV/AIDS Response” Project in Ukraine. An ideal consortium would consist of one or more for-profit media or advertising firms or agencies having expertise in communication and a few HIV/AIDS service, advocacy or media NGOs.

USAID/Ukraine will provide \$1,500,000 (subject to availability of funds) to support this new three-year media project. Thus, public-private alliances proposed in response to this addendum to the Global Development Alliance (GDA) Annual Program Statement (APS), APS No: APS-OAA-12-000003, must leverage private sector resources on at least a 1:1 basis (\$1,500,000). Please see APS No: APS-OAA-12-000003, page 15-16, on what constitute leveraged resources.

The scope of this project is national. However, applicants to this Addendum to the GDA APS should concentrate on working and proposing specific activities in four of the twelve oblasts/regions of Ukraine with the highest HIV prevalence, in addition to working in Kyiv at the national level. Please see the listing of oblasts with the highest HIV prevalence rate in Table 1 below.

Table 1. HIV Prevalence – by January 01, 2012 – HIV/AIDS Bulletin of MoH/UAC #37

Absolute number of HIV cases		HIV+ per 100K population Average in Ukraine: 264,3	
1. Donetsk Oblast	25,346	1. Dnipropetrovsk Oblast	605.9
2. Dnipropetrovsk Oblast	20,195	2. Donetsk Oblast	577
3. Odesa Oblast	13,302	3. Odesa Oblast	559.6
4. KYIV	8,182	4. Mykolayiv Oblast	557.7
5. AR Crimea	7,066	5. Sevastopol	431.5
6. Mykolayiv Oblast	6,570	6. AR Crimea	361.6
7. Kyiv Oblast	3,791	7. KYIV	295.2
8. Luhansk Oblast	3,737	8. Kherson Oblast	285.2
9. Kherson Oblast	3,087	9. Chernihiv Oblast	222.4
10. Zaporizhzhya Oblast	3,061	10. Kyiv Oblast	221.3
11. Chernihiv Oblast	2,404	11. Cherkasy Oblast	187.5
12. Cherkasy Oblast	2,390	12. Zaporizhzhya Oblast	170.9
13. Sevastopol	N/A	13. Luhansk Oblast	164.7

An Overview of HIV/AIDS in Ukraine

The HIV epidemic in Ukraine, the most severe in the Eastern Europe and Central Asia region, continues to be driven by unsafe drug injection and sexual practices, and remains concentrated among most-at-risk populations (MARPs). MARPs include injecting drug users (IDUs), prisoners, female sex workers (FSWs), men who have sex with men (MSM), street children and youth, people living with HIV (PLWH), and the sexual partners of these populations.

The number of PLWH in Ukraine is increasing each year. In 2009, there were 19,840 newly registered HIV cases; in 2010 - 20,489; and in 2011 - 21,203. According to the Ukrainian AIDS Center's (UAC) January 2012 data, the total number of registered HIV positive clients under medical observation was 120,148. UNAIDS and national experts estimate that in 2011 there were about 235,000 PLWH in Ukraine, including nearly 174,000 adults (15-49 years old) that represent 0.8 percent of this population group. These data show that a large proportion of people with HIV are unaware of their status, and, therefore, unable to take adequate measures to preserve their health or prevent further transmission. In addition, there are additional barriers such as ignorance, denial and refusal to access health services.

IDUs are one of the main groups at risk for HIV infection in Ukraine. According to national estimates, Ukraine has between 278,000 and 387,000 people who inject drugs. The 2011 Integrated Bio-Behavioral Surveillance (IBBS), conducted by UAC in cooperation with the International HIV/AIDS Alliance, showed 21.5 percent HIV prevalence among IDUs and confirmed that this group is the major source of HIV infection in Ukraine.

Another at-risk group is prisoners. Approximately 130,000 – 140,000 people are incarcerated at any given time in Ukraine – one of the highest incarceration rates in the world (323 per 100,000

population). According to national statistics, over 20 percent of the incarcerated population has been tested for HIV. Prisoners account for approximately 12 percent of the officially registered annual new cases. According to the results of the comprehensive study “Analysis of HIV/AIDS Response in Penitentiary System of Ukraine 2012”, a high proportion of prisoners have a history of injecting drug use (40 percent).

Other at-risk populations include sex workers, street children, and MSM. The 2011 IBBS indicated an estimated 67,400 FSWs in Ukraine. Of the sampled FSWs, 16 percent reported being current drug users, with 58 percent of them reporting an injecting drug history. In that same report it is estimated that 100,000-130,000 children in Ukraine live on the street, and this number is increasing annually due to the worsening economic condition of the Ukrainian population. The Crossroads Foundation that provides financial, humanitarian, and rehabilitation support to homeless children in Ukraine reported in 2011 that 8 of 10 street children used drugs, which is an overwhelming risk factor for HIV infection. Studies on HIV prevalence among the street children conducted in 2008 by Doctors of the World, the U.S. Centers for Disease Control and Prevention (CDC), and Alliance-Ukraine demonstrated that in the three largest cities of Ukraine (namely Kyiv, Odesa, and Donetsk) there were very high HIV prevalence rates among street children: 18.6 percent in Kyiv, 26.7 percent in Odesa, and 9.8 percent in Donetsk. These data suggest that unprotected sexual contacts and unsafe drug use practices, including injection drug use, remain the key behavioral risks within the groups of homeless children on the streets of Kyiv, Odesa and Donetsk. The estimated population of MSM in Ukraine is 224,400, with 6.4 percent HIV prevalence among this population group ranging from 20 percent in Donetsk to 1.4 percent in Chernihiv.

USG Support of the Media Sector

Since 2002, the United States Government (USG) has worked with the Government of Ukraine (GOU), other donors, multilateral and international agencies, non-governmental organizations (NGOs) and the private sector to prevent transmission of HIV and contain the spread of HIV among MARPs. The current USG HIV/AIDS program supports GOU efforts to: strengthen the HIV/AIDS policy and legislative environment; expand prevention and care information and services to vulnerable populations, including access to Medication Assisted Treatment (MAT) for IDUs; reduce the stigma and discrimination associated with HIV/AIDS; and build governmental and NGO capacity to plan, implement, manage and monitor Ukraine’s National AIDS Program. In 2011, approximately 60 percent of IDUs, 38 percent of FSWs and 15 percent of MSM were reached with HIV prevention outreach services.

HIV infections among MARPs have the potential to cause significant harm to public health in Ukraine and may continue to expand. Thus, Ukraine requires a long-term sustained national response to HIV/AIDS. The media could become a key partner in this response due to its ability to influence both national opinion and opinions of specific segments of the population. In Ukraine, the media is a trusted source of health related information for many people. The household-based, national Demographic Health Survey (DHS) 2007 found that 98 percent of Ukrainian women and 97 percent of men watch TV at least once a week; 75 percent of women and 68 percent of men read a newspaper at least once a week. There has been some engagement of the media in the national HIV/AIDS response, but most of these efforts have not been part of an articulated, structured and cohesive strategy.

USAID/Ukraine has funded a number of efforts to improve the media environment in Ukraine since 1993 through substantial awards to Internews Network and IREX that specifically focused on the media sector. The Global Development Alliance (GDA) project “Mobilizing the power of mass media to fight HIV/AIDS” implemented by IREX/TPPA leveraged up to \$2 million in 2006-2008 from the private sector to disseminate information on HIV/AIDS through TV and radio public service announcements (PSAs) as well as through billboards and other outdoor advertising. It demonstrated that a unified response involving private sector partners could have a stronger impact on improving the overall HIV/AIDS situation in Ukraine. There have been many articles, TV shows, radio programs, press-conferences, commercials, and PSAs on TV and radio on HIV/AIDS during the last 5-7 years. USAID’s Strengthening Independent Media in Ukraine Program 2003-2011 (U-Media) provided technical assistance and sub-grant support to assist media-sector NGOs to emerge as leaders in media monitoring, journalist training, new media, legal support, and investigative journalism. USAID/Ukraine has also indirectly provided additional support to media through study tours in the US, training for journalists under other democracy, economic, social and health projects, and large public education programs. Currently, USAID/Ukraine is supporting a new five-year Ukraine Media Project which will continue institutional capacity building to further support sustainable Ukrainian media institutions and freedom of speech in Ukraine.

In this context, USAID/Ukraine seeks to develop public-private alliances that will focus on increasing the quality of responsible media reporting on HIV/AIDS and delivering accurate and newsworthy information in this sector as well as related socio-cultural issues.

Project Goal, Objectives and Rationale

The overall **goal** envisioned for this partnership is to increase the engagement and sustain the role of the Ukrainian media in the national HIV response. USAID considers **three objectives** central to achieving this goal:

- Objective 1:* Support the development and implementation of a national communication strategy on HIV/AIDS in Ukraine;
- Objective 2:* Support development and implementation of regional communication strategies on HIV/AIDS in targeted regions;
- Objective 3:* Build local capacity (GOU, media, NGOs) to implement HIV/AIDS strategies after USAID funding expires.

In general, there is not a culture of tolerance towards MARPs among Ukrainians or from the Government of Ukraine. MARPs are not socially accepted and remain marginalized from other members of society. The current National HIV/AIDS Program is neither responsive to reducing stigma and discrimination associated with HIV and MARPs in all areas including health care, education, and employment, nor does it have a communication component focused on MARPs. The GOU does not finance HIV prevention and communication activities among MARPs. Donors fund almost all HIV prevention efforts among MARPs in Ukraine. In addition, there is no comprehensive communication strategy on HIV/AIDS in the country that would be targeted on improving the image and status of MARPs in society. Finally, there is minimal capacity at

the national and regional level to lead the implementation of such a strategy involving various stakeholders, i.e., GOU, NGOs, media sector, private firms.

International organizations such as UNICEF, International Renaissance Foundation (IRF), WHO, and USAID have supported a number of efforts in Ukraine focused on strengthening media capacity to report on HIV/AIDS through numerous trainings and study tours for journalists. Nonetheless, there are still very few journalists in Ukraine who are capable and interested in writing about health in general and HIV/AIDS, in particular. In addition, journalists typically seek an “informational cause” (e.g., sensation, human angle, violation of rights, changes in the policies, etc.) and do not write about HIV/AIDS on a regular basis. Regional journalists rotate and leave their jobs very often as they receive small fees for health-related articles. Editors make the final decision on the theme of the publication for their edition based on what will be most attractive to the target audience.

A number of regional NGOs that work on HIV/AIDS have been supported by USAID and other donors through grants programs, trainings and press-tours as well as advocacy work. However, these NGOs have not benefitted from donor support in the media sector as a whole or from seeking collaboration with journalists. New Media (blogs, social networks) have the potential to maximize the national HIV/AIDS response, but not all journalists know how to work with new media. Thus, it is important to continue enhancing the potential of the NGO sector and media to respond to and accurately report on HIV/AIDS.

The State Service of Ukraine on HIV/AIDS and Other Socially Dangerous Diseases has one press-secretary who rarely appears on TV. The State Service’s approaches and efforts to cooperate and collaborate with the media in the way that would allow for presentation of accurate and complete information about HIV/AIDS in general and, about MARPs, in particular, could be strengthened. Thus, successful communication, particularly in a concentrated epidemic, requires regular, strategically organized and accurate information about HIV/AIDS. The Ministry of Health needs to improve their capacity to communicate with people on HIV/AIDS in order to influence regional-level communication policies and methodologies and conduct HIV/AIDS information campaigns.

Description of Suggested Activities

The development and implementation of the national communication strategy on HIV/AIDS under *Objective 1*, which would allow for an on-going accurate reflection of the HIV/AIDS situation, the status of MARPs and the existing culture of intolerance towards MARPs in particular, is a costly intervention. Thus, USAID is welcoming innovative ideas and proposals for partnerships that will secure additional funding via cash or in-kind contributions for development and implementation of activities under this objective.

In addition, the project activities under this objective should consider collaboration with such USAID projects under consideration in the near future such as “Reducing HIV-related Stigma and Discrimination for Most-at-Risk Populations in Health Care Facilities in Ukraine”, “Health Systems Strengthening for a Sustainable HIV/AIDS response”, and the newly launched project “Improved HIV/AIDS services among MARPs”. These projects address the issues related to

MARPs at the service delivery and policy levels. Such collaboration would allow for institutionalization and scaling-up of efforts to reduce stigma and discrimination towards MARPs, improve the quality of and sustain the delivery of HIV/AIDS prevention, care and treatment services to MARPs.

The national communication strategy has to consider development of key HIV/AIDS messages and their target audience; usage of existing or developing new communication channels (e.g., web-site, hot-line, etc.); organization of various activities and outreach events that would facilitate the delivery of the messages; development of relevant informational and communication materials; building relationships with media; training of journalists; introducing use of social media; writing success stories; and other relevant activities.

Since implementation of the national strategy is a lengthy and ambitious intervention and may require up to 5-10 years of work, the suggested 3 year project should ensure, at minimum, a successful start-up of implementation in close partnership with the GOU, leading HIV/AIDS NGOs (Network, Coalition of HIV/AIDS service NGOs), media NGOs and private sector, securing additional funding as mentioned above. The project should also cooperate with other leading international organizations (UNAIDS, WHO, IRF, etc.) working in HIV/AIDS sector in supporting the development of the national communication strategy on HIV/AIDS.

The focus of the project will be made on the development and implementation of the regional communications strategies in the four targeted oblasts (preferably those that have the highest rates of HIV and AIDS) under *Objective 2*. The regional strategies will be developed using the format of the national communication strategy and adjusted to meet the needs of local partners, i.e., Governor's Press Departments, oblast health administrations, regional HIV/AIDS Centers, and regional HIV-TB Coordination Councils. The manual for journalists developed by the previous USAID media project (implemented by TPPA/IREX in 2006-2008) on how to write about HIV/AIDS will be updated within the framework of regional strategies' development and distributed to relevant partners and counterparts.

Governor's Press Departments will be expected to take a lead in implementation of the strategies in relevant regions. The implementing partner of this project may consider signing MOUs with the Governor's Offices to raise the level of collaboration with and responsibility of the Governor's Offices. It is also expected that under this objective, partnerships between HIV-service NGOs, media and journalists associations and clubs, regional AIDS Centers and individual interested journalists in delivering accurate and recent information on the HIV/AIDS situation and HIV prevention among MARPs in Ukraine will be created.

The regional communication strategies will not only deliver accurate messages about Ukraine's HIV/AIDS epidemic, but will also position HIV prevention as a public health measure in addition to strengthening human rights and anti-discrimination agendas in these regions. This approach will reduce the stigma and discrimination associated with MARPs. Oblast authorities will be encouraged to provide financial or in-kind contributions to implement their regional strategies. Partnerships with private sector companies at the regional level will also be encouraged. Availability of communication strategies in each of the targeted regions will ensure sustainability of communication efforts at the local level.

Embedded within *Objectives 1 and 2* is a local capacity building component. USAID/Ukraine is seeking additional innovative ideas aimed at strengthening local capacity of all major partners involved in the project, specifically, non-governmental organizations working in HIV/AIDS and media sector, journalists' associations and press-clubs, as well as state organizations such as the State Service for HIV/AIDS and other Socially Dangerous Diseases, the Ukrainian AIDS Center (UAC), and Governor's press departments.

HIV-service and media NGOs will receive technical assistance and training that will, in turn, be passed on to journalists. The NGOs will seek collaboration with the media after they are equipped with the necessary knowledge and skills. As a result, there will be a number of NGOs capable of working with journalists and media which will ensure the sustainability of USAID efforts in the media sector. However, this activity does not preclude directly building the capacity of journalists through training and press-tours for journalists that have proven to be effective. It is expected that a core group of active journalists in each of the targeted regions will be assembled to accurately present Ukraine's concentrated HIV/AIDS epidemic among MARPs.

As mentioned above, the State Service and UAC do not engage in HIV/AIDS information and communication activities outside of limited information on their web-sites. The State Service periodically holds press-conferences to report statistics about the HIV/AIDS situation in Ukraine. Support and training will be also provided to State Service and UAC representatives to ensure that on-going cooperation with the media is established and the ability to conduct creative information campaigns on HIV/AIDS is strengthened.

Expected Results:

Objective 1:

- National communication strategy on HIV/AIDS developed and approved by relevant state authorities;
- Implementation of the national communication strategy has started and is on-going in accordance with the planned timeline.¹

Objective 2:

- Regional communication strategies on HIV/AIDS in the four targeted regions developed and approved by relevant local authorities;
- Implementation of four regional communication strategies has started and is on-going in accordance with the planned timeline;
- Manual for journalists on how to write about HIV/AIDS updated and distributed;
- Sustainable partnerships between HIV-service NGOs, journalists, regional authorities, and private sector established.

Objective 3:

- Capacity exists at the national and regional level (GOU, NGOs, private sector, etc.) to collaborate with media and conduct information campaigns on HIV/AIDS.

¹ The national communication strategy implementation process may be limited to implementation of delivery of key messages only through various communication channels if additional funding via cash or in-kind from alliance partners is not secured.

Illustrative Indicators

Applicants to this Addendum to the GDA APS are asked to provide a list of illustrative indicators which will be used to measure the progress of the partnership. The following are some of the illustrative indicators which USAID considers relevant to the goals and objectives of the partnership:

- Number of journalists/editors trained with USG assistance, by type of training;
- Number of journalists in each of the targeted regions who are able to report on the concentrated HIV/AIDS epidemic in Ukraine;
- Number of articles in the regional media accurately reflecting HIV/AIDS in their regions and in Ukraine;
- Number of cross-regional news programming related to HIV/AIDS by targeted news outlets;
- Number of hours per week of accurate TV news and information programming related to concentrated HIV/AIDS epidemic, by trained journalists;
- Number of hours per week of accurate radio news and information programming related to concentrated HIV/AIDS epidemic, by trained journalists;
- Number of NGOs that report they established (official or unofficial) partnerships with the media sector;
- Cost-share contributions from regional health administrations to implement regional communication strategies;
- Number of media professionals who participate in national HIV/AIDS coordination fora supported by GOU;
- Number of media professionals who participate in regional HIV/AIDS coordination fora supported by GOU;
- Number of media events organized by the State Service for HIV/AIDS and other Socially Dangerous Diseases in collaboration with the media sector;
- Number of information campaigns conducted by the State Service for HIV/AIDS and other Socially Dangerous Diseases in collaboration with the media sector;
- Number of non-state news outlets assisted by USG (mandatory indicator);
- National communication strategy on HIV/AIDS in Ukraine developed;
- Number of regional communication strategies on HIV/AIDS developed and endorsed by local authorities.

Application Process

Concept papers that address the activities outlined above may be submitted under USAID's Annual Program Statement (APS) No APS-OAA-12-000003. **The deadline for submission is October 26, 2012.** Applicants are required to submit concept papers to USAID/Ukraine to kyvinfo@usaid.gov, with a copy to gda@usaid.gov, in the format described in the terms of the APS. Applicants will then receive instructions from USAID/Ukraine on whether or not to proceed with a full proposal.

For information regarding guidelines and procedures to submit a concept paper, please refer to the Annual Program Statement (APS) No APS-OAA-12-000003 posted by the Global

Partnerships Division of USAID's Office of Innovation and Development Alliances. The APS can be found at <http://idea.usaid.gov/gp/aps>.

Questions regarding the programming priorities and objectives discussed above can be addressed to Ms. Tatiana Rastrigina, Senior Project Management Specialist, USAID/Ukraine/OHST, at trastrigina@usaid.gov.

Concept papers will be reviewed based on the criteria set forth in the APS.

Please note that the concept paper must identify private sector partners and how the alliance will leverage private sector resources on at least a 1:1 basis; that is, for each dollar requested from USAID, the alliance needs to mobilize at least a dollar in private sector resources. If potential private sector partners have questions or would like further information regarding this addendum, they are encouraged to contact Ms. Tatiana Rastrigina, Senior Project Management Specialist, USAID/Ukraine/OHST, at trastrigina@usaid.gov.

Reference Materials

Applicants may also consider familiarizing themselves with such reference materials as:

1. Global Development Alliances and Agency Priorities at http://idea.usaid.gov/sites/default/files/attachments/GDA_APS_Agency_Priorities.pdf
2. USAID/Ukraine health programs information at <http://ukraine.usaid.gov/programs/health-en>
3. HIV Policy Assessment report as of June 2011, 2011 Health Systems Assessment report, and Data Quality Audit of four USAID HIV projects in Ukraine at <http://ukraine.usaid.gov/content/publications-en>
4. Information about "Strengthening the Independent Media in Ukraine" project at <http://ukraine.usaid.gov/programs/democracy-and-governance-en>

It is also recommended to visit the website of the Ministry of Health of Ukraine <http://www.moz.gov.ua/ua/portal/> and the one for the State Service for HIV/AIDS and other Socially Dangerous Diseases at <http://dssz.gov.ua/index.php/en/>

[END OF AMENDMENT #02]