



# REQUEST FOR PROPOSAL (RFP)

## RFP NO: RFP-ISH-02-18

### PART A: COVER PAGE

**RFP No.:** RFP-ISH-02-18

**Issuance Date:** Wednesday, February 18, 2026

**Closing Date for Questions:** Monday, February 23, 2026, 11:00 AM Nairobi Time

**Receipt of Answers to Questions:** Tuesday, February 24, 2026, 5:00 PM Nairobi Time

### **Submission of Proposals:**

**Deadline for Receipt of Proposals:** Thursday, February, 26, 2026, 11; 59PM Nairobi Time

**Submission to:** [admin@insupplyhealth.com](mailto:admin@insupplyhealth.com)

**Point of Contact:** Kevin Birgen

**Address:** Villa Gracia, off Rhapta Road- Westlands, Nairobi

### **Procurement Description:**

inSupply Health (herein referred to as “inSupply Health”) is soliciting proposals for [Targeted Demand Generation for Private Pharmacies offering Family Planning \(FP\)](#). Please submit your most competitive proposal in accordance with the instructions and product specifications. Any award issued as a result of this RFP will be subject to all instructions, product specifications, and terms and conditions included in this RFP. This RFP document includes the following parts:

PART A: Cover Page

PART B: Instructions

PART C: Product Specifications & Requirements

PART D: Proposal Form

inSupply Health is committed to the highest standards of ethics and integrity in procurement. inSupply Health has zero tolerance for fraud and strictly prohibits bribes, kick-backs, gratuities, and any other gifts in-kind or in monetary form. inSupply Health also strictly prohibits collusion (bid rigging) between subcontractors/subgrantees and between subcontractors/subgrantees and inSupply Health staff. inSupply Health selects subcontractors on merit and will only engage subcontractor who demonstrate strong business ethics. Subcontractors/subgrantees must not participate in bid-rigging or attempt to offer any fee, commission, gift, gratuity or any compensation in-kind or in monetary form to inSupply Health employees. Subcontractors/subgrantees who do so will be disqualified from doing business with inSupply Health. Additionally, inSupply Health has a conflict of interest policy that requires staff to disclose when there is a potential conflict of interest due to the staff-member’s relationship with a subcontractor/subgrantees, and if necessary, to refrain from participation in a procurement involving that vendor. If at any time your organization has concerns that an employee has violated inSupply Health policy, you may submit a report via our ethics Code of Conduct Helpline at: [www.jsi.ethicspoint.com](http://www.jsi.ethicspoint.com).



## Organization summary

inSupply Health is an East African health advisory firm that designs people-centered, scalable, sustainable supply chain solutions. We focus on optimizing data visibility and use, workforce development, and continuous performance improvement. inSupply operates as a social enterprise, aiming for business sustainability while achieving our social mission. We aim to transition short-term supply chain fixes into sustainable solutions that transcend specific projects or funding streams. Our work focuses on democratizing access to quality, affordable, contextualized supply chain learning and innovations so local and regional supply chain actors can improve the performance and efficiency of their supply chains and health systems towards better health outcomes.

inSupply Health is headquartered in Nairobi, with a subsidiary office in Dar es Salaam and is affiliated with JSI Research & Training Institute, Inc. (JSI). Our team of dynamic local consultants works closely with public and private sector clients to design optimized, responsive and resilient supply chain systems that deliver essential health products such as antimalarial and HIV medications, vaccines and contraceptives in complex settings. We pioneer innovative approaches by taking proven methodologies from the commercial sector to adapt them for the context, but also co-create solutions with our clients so they can own, implement and continuously improve their systems independently in the long term.

## **PART B: INSTRUCTIONS**

### **a) Definitions:**

Offeror: The organization or firm providing quotes for the goods or services requested under this RFP.

Buyer: inSupply Health Ltd - Herein referred to as inSupply Health.

### **b) Submission Deadline**

Proposals must be received no later than **Thursday, February, 26, 2026, 11:59PM Nairobi Time** to the [admin@insupplyhealth.com](mailto:admin@insupplyhealth.com)

Please reference the RFP number **RFP-ISH-02-18** in the subject line of your email submission. Proposals received after the submission deadline will be marked late. inSupply Health reserve the right not to consider proposals received after the submission deadline.

### **c) Questions:**

Each Bidder is responsible for reading very carefully and understanding fully the terms and conditions of this RFP. All communications regarding this solicitation are to be made solely through the Issuing Office and must be submitted via email to the Issuing Office no later than the date specified above. All questions received will be compiled and answered in writing and Distributed to all interested Bidders via email. All questions and requests for clarification regarding this RFP must be submitted in writing by **Monday, February 23, 2026, 11:00 AM** to [admin@insupplyhealth.com](mailto:admin@insupplyhealth.com). Questions received after this date may not be considered.

**d) Proposal Requirements:**

- **Business Information (Mandatory Eligibility Requirements):**
  - i. Valid business license/ certificate of incorporation.
  - ii. Company Profile. This should include overview of company's experience in the supply of commodities or services stated in this RFP.
  - iii. CVs of key personnel.
  - iv. List of similar assignments and client contacts- Past performance information such as provision of references, client list and description of other similar tasks performed, etc. preferably from international NGOs.
  - v. Offeror should certify as to the financial viability and resources to provide offered services with the period of performance.

**e) Award:**

inSupply Health intends to issue a Fixed Price Purchase Order / Consultancy Contract to one or more suppliers who best meet the criteria specified in this RFP and are determined to be responsible and eligible suppliers for the specified items.

**f) Evaluation & Selection Criteria:**

Proposals will be preliminary reviewed for basic responsiveness and completeness. The proposals must be submitted on time and meet all requirements as stated in Section D above and Scope of Work. Proposals not meeting these requirements may not receive further consideration.

inSupply Health will evaluate responsive proposals on a "best value" basis, considering a variety of factors including but not limited to technical acceptability of offered goods/services, product quality, price, lead time, warrantee and past performance.

**g) Terms of Award**

This document is a request for proposals only, and in no way obligates inSupply Health or its donor to make any award. Please be advised that under a Fixed Price Purchase Order the goods/services must be delivered within the quoted total price. Any expenses incurred in excess of the agreed upon amount in the purchase order will be the responsibility of the Vendor and not that of inSupply Health. Therefore, the Offeror is duly advised to provide its most competitive and realistic proposal to cover all foreseeable expenses related to supply of the requested items.

Upon award of a Purchase Order Contract, it will be signed and executed within five days, with a start date of as per respective Scope of Work above. The Offeror should detail and provide a competitive technical and financial proposal. inSupply Health is a child-safe organization, and the safety and well-being of children are a priority for our organization. We have robust procurement procedures to ensure that all staff and partners are suited to work with the children served by our programs.

**h) Payment Terms**

InSupply Health payment cycle is net 30 days upon receipt of goods/services, inspection and acceptance of goods/services as in compliance with the terms of the award and receipt of vendor invoice. Full cooperation with inSupply Health in meeting the terms and conditions of payment will be given the

highest consideration. Withholding tax and VAT will be applied as and where applicable and invoices must be tax compliant eTIMS invoice generated from KRA system clearly describing the nature of service.

**i) Delivery Terms**

All items must be delivered to [Villa Gracia, off Rhapta Road- Westlands, Nairobi](#) within the timeframe or delivery dates specified in the proposal. The offeror must provide realistic time for delivery of goods taking in to account all the factors from receipt of award to the delivery at required destination. inSupply Health may impose financial penalties for not delivering within the committed timeframe.

**j) Offer Validity**

The Offeror's proposal must remain valid for not less than 90 calendar days after the deadline specified above.

**k) Negotiations:**

The Offeror's most competitive proposal is requested. It is anticipated that any award issued will be made solely on the basis of these proposals. However, inSupply Health reserves the right to request responses to additional technical, management and cost questions which would help in decision making. inSupply Health also reserves the right to conduct negotiations on technical, management, or cost issues prior to the award of a contract with selected offerors. In the event that an agreement cannot be reached with a selected supplier, inSupply Health reserves the right to enter into negotiations with alternate Offerors for the purpose of making the award without any obligation to previously considered offers.

**l) Rejection of Proposal:**

inSupply Health reserves the right to reject any and all proposals received or to negotiate separately with any and all competing Offerors.

**m) Incurring Costs:**

inSupply Health is not liable for any cost incurred by Offerors during preparation, submission, or negotiation of an award for this RFP. The costs are solely the responsibility of the Offeror.

**n) Modifications:**

inSupply Health reserves the right, in its sole discretion, to modify the request, to alter the selection process, to modify or amend the specifications and scope of work specified in this RFP.

**o) Cancellation:**

inSupply Health may cancel this RFP without any cost or obligation at any time until issuance of the award.

## **PART C: SCOPE OF WORK/ SPECIFICATIONS & REQUIREMENTS**

### **1.0 Project Background & Objective**

inSupply Health seeks a creative agency to implement a targeted demand generation campaign for the pharmacy project.

**Primary Objective:** To drive increased uptake of family planning (FP) services through the private pharmacy channel by positioning them as viable, professional destinations for long-acting injectables and self-care. Campaign performance will be evaluated based on the increase in Family Planning (FP) and DMPA-SC uptake observed in the target pharmacies during the campaign cycle. Any contract extension will be contingent upon verified, improved performance in the target pharmacies during the preceding campaign cycle. The agency will develop a campaign that elevates the community pharmacy's role beyond selling oral contraceptives. The value-add focuses on Injectable Family Planning, offering a mix of with a focus on DMPA-SC:

- DMPA-SC: Empowerment through self-care, where the pharmacy professional provides the initial training for the client to "Discover Your Power" through self-injection.

### **2.0 Desired Impact & Key Measurement**

The agency must achieve the following specific outcomes for the private sector pharmacy channel:

- **Awareness & Knowledge:** Achieve a 35% increase in awareness regarding the availability and quality of injectable and self-care FP services (beyond just oral methods) offered at community pharmacies.
- **Attitudes & Social Norms:** Demonstrate a 25% increase in positive attitudes toward pharmacies as a primary point for injectable service delivery.
- **Uptake/Service Use:** Increase the absolute number of new DMPA-SC users accessing services through pharmacies by more than 2,500 users for DMPA-SC.
- **Measurement:** Track the number of clients reached who sought DMPA-SC, specifically from participating pharmacies pre and post to attribute results to interventions executed.

### **3.0 Prioritized Deliverables (The Non-Negotiables)**

The selected agency must deliver the following "lean" and high-value outputs:

- **Strategy & Research:** Conduct targeted formative research to identify audience segments, barriers, and motivators specifically for FP services at the pharmacy. Develop a comprehensive demand generation strategy for driving demand for DMPA-SC.
- **Creative Production:** Develop unified branding and produce high-impact Information, Education, and Communication (IEC) materials in collaboration with stakeholders (e.g., posters, brochures, digital banners, danglers). Content must be tailored to include the youth, messaging for Persons with Disabilities, and be delivered in English, Kiswahili, and Sheng.

- **Media & Digital Execution:** Plan and execute targeted mass media and social media campaigns to drive pharmacy traffic.
  - Develop a dedicated FP website or webpage as a central resource.
  - Utilize digital innovations for promotional messaging.
- **Community Engagement:** Design advocacy toolkits and guides for peer educators and Community health promoters to facilitate structured outreach within community pharmacy catchment areas.
- **Partnership Activation:** Create promotional materials for trade fairs and outreaches to showcase DMPA-SC and demonstrate market demand in the pharmacy sector.
- **Monitoring:** Develop frameworks to monitor campaign effectiveness and provide monthly performance reports with actionable recommendations.

#### **4.0 Strategic Deliverables: Method Choice & Clinical Value**

The following specific components must be integrated into the creative strategy to address the awareness gap.

##### **4.1 The "Beyond the Pill" Awareness Campaign**

- **Closing the Awareness Gap:** Develop creative assets that explicitly inform the public that pharmacies offer more than just oral contraceptives, specifically highlighting the availability of self-injectable services.
- **Method Choice Education:** Produce materials presenting self-injection DMPA-SC to help clients decide on short term methods that best fits their lifestyle.
- **Empowered Choice:** Messaging must emphasize the woman's right to choose FP methods including injectables -including learning to self-inject (SC) at the pharmacy.

##### **4.2 Pharmacy "Self-Care Hub" Branding**

- **Visibility & Trust:** Create "Self-Care Hub" branding for participating private pharmacies to signal they are certified points for both injectable administration and self-injection training.
- **Consultation Tools:** Produce consultation cards including referral Cards that help pharmacies introduce clients to discreet, self-care methods and for mobilizers to refer during planned activities to the pharmacies.
- **Professional Identity:** Develop high-impact materials (aprons, badges, window decals) that clearly state DMPA-SC services offered in pharmacy, layering on existing materials.

##### **4.3 Digital Navigation & Targeted Outreach**

- **Service-Specific Filtering:** Develop a dedicated FP webpage including a pharmacy locator with filters for "Injection Services" and "Self-Injection (SC) Services."
- **Broad-Reach Digital Content:** Use social media and other digital innovations to broadcast the update that local pharmacies are now one-stop shops for a full range of injectable FP methods.

#### **4.4 Community & Peer-Led Mobilization**

- Choice Kits for Outreach: Equip mobilizers with "Choice Kits" featuring visual aids in English, Kiswahili, and Sheng that have messaging of self-care using DMPA-SC to drive informed demand.

#### **5.0 Target Audience, Focus Locations & Timeline**

##### **Primary Audience:**

- Women of Reproductive Age. (Aged 18-49)
- Peer influencers/mobilizers.
- FP providers in the private pharmacy channel.
- Male Partners/Champions (Aged 18–49).

##### **Secondary & Tertiary Audience:**

- Community mobilizers, Health Promoters (CHPs) and Peer Educators.
- Pharmacy Professionals and Associations (e.g., PSK, KPA).

Target Counties (12): Narok, Nakuru, Kiambu, Nairobi, Meru, Kajiado, Uasin Gishu, Kisumu, Kisii, Machakos, Mombasa and Kericho.

##### **Budget & Timeline (2 Months):**

- Total Budget: \$20,000 (all-inclusive).
- Commencement: February 2026 for a duration of 2 months.

Timeline	Deliverables
Week 1	<p>Formative research desk review and findings.</p> <p><b>Desk Review: (The Foundation)</b>The review synthesizes five critical pillars of existing data to ensure we don't "reinvent the wheel": Previous work done by inSupply Health and other partners in the FP landscape focusing on understanding and driving demand in pharmacies.</p> <ul style="list-style-type: none"> <li>● Journey Maps (MT Phase 1 &amp; E&amp;K): Previous work identified that while pharmacies offer privacy and speed, clients still primarily view them as "pill shops."</li> <li>● SI Learning Exchange: Identified that the biggest barriers to injectables are needle phobia and a lack of confidence in self-injection.</li> <li>● Partner &amp; MOH Work (PO4/MOH): Confirmed the policy environment now fully supports pharmacists providing both intramuscular (IM) and subcutaneous (SC) injections, moving beyond the historical "pills-only" mandate.</li> </ul> <p><b>The Unique Value Add (The Agency's Role)</b></p> <p>The report defines exactly what the agency will do that is new and additional:</p> <ul style="list-style-type: none"> <li>● Choice Architecture: Designing tools that help pharmacies present all options so the client drives the decision.</li> <li>● Message Testing: Researching specific language that positions the pharmacy as a "full-service contraceptive center" rather than just a place to buy medication.</li> <li>● Behavioral Nudges: Developing ways to prompt the "choice conversation" during a standard pharmacy transaction without it feeling like a sales pitch.</li> </ul>
Week 2	Marketing strategy and IEC material proposals due.
Monthly (5th)	Monitoring tools and performance reports due, monthly touchpoints and campaign deliverables.

## 6.0 Implementation Partner Selection Criteria (Weighted)

The selected partner must demonstrate expertise in private-sector health demand generation.

### **Implementing Similar Campaigns:**

- Prior experience in FP/health demand generation, with expertise in design and implementation of Behaviour Change Communication (BCC), community mobilization and engagement with a Gender Equity and Social Inclusion (GESI) lens.

### **Local Context:**

- Deep understanding of the private (pharmacy) and public sector health systems and the social, economic and cultural context of the target counties.

***Innovative Strategies:***

- Willingness to co-create with target county technical and community resource persons, stakeholders, explore and utilize new approaches like mHealth solutions and digital tools.

***Evidence-based Approach:***

- Capability to use rigorous Monitoring and Evaluation techniques and demonstrate measurable results.

***Cultural sensitivity and gender inclusivity:***

- Culturally sensitive and gender inclusive approaches.
- Capable of recognising and responding to the diverse needs and preferences of various groups, including women of reproductive age, youth, and men, as well as marginalised groups such as persons with disabilities.

***Sustainability and scalability:***

- Strategies are long-term, viable, and scalable. Interventions to be embedded on existing and continuing systems- community resource persons, CHPs, MOH, local radio stations, PROFASS and popular social media platforms
- Able to build local capacity, strengthen pharmacy/community systems, and ensure that interventions can be replicated and expanded beyond the initial project scope.

***Communication and reporting:***

- Partner has established clear communication channels and transparent reporting mechanisms to provide timely and accurate updates on project progress, challenges, and accomplishments.

***Value alignment:***

- Mission, values, and priorities align with those of inSupply Health and the project to improve access to family planning services in pharmacies.

***Adaptability and Flexibility:***

- Adaptable and flexible in their approach, capable of responding to changing circumstances and adjusting strategies as needed to achieve desired outcomes.

***Ethical Standards:***

- Adheres to ethical standards and practices in their work, especially when it comes to confidentiality, informed consent, and gender sensitivity.

<b>Criteria</b>	<b>Weight</b>	<b>Focus Area</b>
Retail & Private Sector Marketing.	30%	Proven ability (with evidence) to drive foot traffic and "value-add" services in a commercial environment.
BCC & Method Choice Expertise with sustainability	25%	Success in behavior change that introduces new methods (injectables) to existing users.

Youth & GESI Inclusivity	20%	Capability to produce Sheng and youth-centric content, including for persons with disabilities.
Digital & mHealth Innovation	15%	Creative use of SMS, web filters, and social media to bridge the awareness gap.
Monitoring & Data Quality	10%	Capability to track pharmacy-level conversions and provide actionable data.

## 7.0 Instructions to Bidders

### ● 7.1 Submission Requirements

Interested agencies must submit a comprehensive proposal that demonstrates their ability to achieve high-impact results within the \$20,000 all-inclusive budget. The proposal should be divided into two main parts:

#### Part A: Technical Proposal

- i. Strategic Approach: A detailed narrative on how the agency will address the awareness gap regarding injectables (DMPA-IM and DMPA-SC) in the pharmacy channel.
- ii. Creative Portfolio: Examples of previous work in the private retail sector, specifically campaigns that used Sheng, English, and Kiswahili to drive foot traffic.
- iii. Digital Innovation: A plan for the FP website/webpage and the integration of other digital innovation tools.
- iv. Work Plan: A timeline showing how deliverables will be met starting March 2026, including the 1-week and 2-week milestones.

#### Part B: Financial Proposal

- i. Detailed Budget Breakdown: A clear rationalization of the marketing communication mix.
- i. All-Inclusive Quote: The quote must include all costs for research, production, media buying, and monitoring.
- ii. Professional fees shall include the applicable withholding tax and where applicable VAT
- iii. Prices must be quoted in KES. Contracting will be in Kes,
- iv. The cost schedule summary must be accompanied by the following:
  - A detailed itemized budget costing breakdown (preferably in Ms Excel) that captures all costs
  - Detailed budget notes that explain the rational for all the itemized cost factors
  - Kenyan registered companies will be paid in KES. Other nationalities registered companies will be paid in USD.

### ● 7.2 Evidence of Private-Sector Expertise

To be considered, bidders must provide specific evidence of their capability in the following areas:



- Retail Foot Traffic: Provide at least two case studies where the agency successfully increased customer visits to physical retail locations (pharmacies, clinics, or shops).
- Method Choice Experience: Demonstrate experience in health communication that involves explaining multiple product options (e.g., choice between different methods).
- Below The Line Execution in Target Counties: Proof of ability to execute Below-the-Line (BTL) activities in the targeted counties.
- Monitoring Framework: A sample report or framework showing how they track "conversions" or "service uptake" rather than just "reach."

● **7.3 Technical Proposal Evaluation Weighting**

Proposals will be evaluated based on the following weighted criteria to ensure the best fit for the OPC project's specific needs:

Evaluation Criteria	Weight
Technical Strategy & Creative Approach (Focus on awareness gap & method choice)	40%
Experience in Private Retail/Pharmacy Sector (Demonstrated foot-traffic growth)	30%
Digital & mHealth Capability (Webpage, SMS, and Social Media optimization)	15%
Financial Value for Money (High impact with minimal cost)	15%

A minimum of 70 points will be required for one to proceed to financial evaluation. The score will depend on the completeness of relevant information for the above-mentioned technical criteria.

● **7.4 Payment Terms & Schedule**

The payment will be a **Hybrid Payment Model** consisting of a Fixed Service Fee (70%) and a Performance-Based Incentive (30%):

- **Fixed Service Fee (70% of Total Contract Value):** This portion is independent of specific quantitative targets and shall be disbursed in three time-based tranches to ensure operational continuity and mitigate risk:
  - **30% (Commencement Fee):** Payable upon contract signing.
  - **20% (Mid-term Fee):** Payable at the midpoint of the contract duration.
  - **20% (Finalization Fee):** Payable upon completion of all contract deliverables.
- **Performance-Based Incentive (30% of Total Contract Value):** This portion is contingent upon achieving the agreed-upon targets of **2,500 DMPA-SC users** and a **30% increase in method awareness**, to be unlocked as follows:
  - **10% Release:** Upon achievement of 30% of the agreed results.
  - **10% Release:** Upon achievement of 60% of the agreed results.

- **10% Release:** Upon 100% achievement of all agreed performance indicators

**Note to Agency :** *A critical strategic requirement is that the agency must facilitate a clear **behavioral client journey**. Interventions should first establish the comparative value and convenience of 3-month DMPA-SC as a new service offering among trained pharmacies. Secondly, the agency must build client confidence and efficacy through **simplified demonstrations** that demystify the self-care process. Finally, the campaign must link the benefits of these services to the specific life aspirations of the target audience, including youth and persons with disabilities, motivating them to physically visit stocking pharmacies to experience the benefits of quality, discreet care.*

*To ensure sustainability and maximize impact, this campaign must not operate as a standalone initiative but should be **anchored on existing and ongoing work**. The agency is expected to align with established branding, such as the "Discover Your Power" theme, MOH campaigns on FP and leverage current community health promoter frameworks and pharmacy professional associations like PSK and KPA. By building upon these foundational efforts, the agency will strengthen existing pharmacy and community systems rather than creating parallel structures. Success will be measured by an increase of 2,500 users for DMPA-SC, **35% increase in awareness** and a **25% improvement in positive attitudes** toward accessing injectable family planning services within the private pharmacy channel.*

#### **General Instructions to Offerors**

Each Offeror is responsible for reading and complying with the terms and conditions of this RFP. Requests for clarification or additional information must be submitted in writing via email or in writing to the Issuing Office as specified in the Synopsis above. No questions will be answered by phone. Any verbal information received from an inSupply Health employee or other entity shall not be considered as an official response to any question regarding this RFP. Copies of questions and responses will be distributed in writing to all prospective bidders who are on record as having received this RFP after the submission date specified in the Synopsis above.

Issuance of this RFP in no way obligates inSupply Health to award a contract. inSupply Health shall in no case be responsible for liable costs associated with the preparation or submission of their proposal. inSupply does not charge a fee at any stage of its procurement process and only shortlisted vendors shall be contacted using the official email address.

Proposals are due no later than **Thursday, February, 26, 2026, 11; 59PM Nairobi Time**, to be submitted via email to the address provided in the instructions.