



**Request for Global Development Alliance Proposals**  
for the:  
**Greater Mekong Subregion Responses to Infectious Diseases Project**  
**(GMS-RID)**

*A USAID project managed by the Kenan Institute Asia (K.I.Asia)*

**Executive Statement**

On behalf of the United States Agency for International Development (USAID), the Kenan Institute Asia (K.I.Asia) is requesting proposals for **Global Development Alliance** (GDA) activities that aim to prevent and control infectious diseases in the Greater Mekong Subregion nations of Cambodia, Laos, Thailand, and Vietnam. Under the Greater Mekong Subregion Responses to Infectious Diseases (GMS-RID) project, up to four GDA grants will be awarded for projects in 2010 and additional grants in the following years. The GMS-RID project is to be implemented from 2009 - 2014. The proposed projects must follow USAID's Global Development Alliances approach and must meet the criteria listed below, including at least a 1:1 matching of USAID resources by the project partners. Proposals will be considered on a rolling basis, therefore applicants are encouraged to submit their proposals early.

**I. Background**

The Greater Mekong Subregion (GMS) countries - Burma, Cambodia, China (Yunnan), Laos, Thailand, and Vietnam - are significantly burdened with malaria, tuberculosis (TB), and avian and pandemic influenza (API). The emergence and spread of increasingly drug resistant microbes, such as malaria, highlights the need for surveillance, prevention and containment/elimination of these pathogens, including measures aimed at improving drug use, management, and practices, drug quality monitoring and quality assurance. GMS countries are also threatened by an ever-expanding range of emerging and re-emerging infectious diseases (IDs), such as pandemic influenza (H1N1) 2009, dengue fever, chikungunya and leptospirosis.

Most of these IDs are under-reported due to poor differential diagnosis and inadequate laboratory diagnostic capability, and they disproportionately affect marginalized and vulnerable populations in remote border areas (e.g. ethnic minorities, women, children and migrants). Limited access to quality information and health care leads to poor general health, unhygienic practices and risk behaviors.

Major transportation infrastructure improvements along economic corridors in the GMS (such as the east-west and north-south corridors) allow for faster outbreaks of diseases as populations move along the newly constructed road system throughout the subregion. The increasing cross-border movement of people and animals introduces higher risks for ID outbreaks along border areas, evidenced by the rapid spread of IDs to neighboring countries.

GMS Ministries of Health (MOH) have recognized this threat and are responding. The six GMS countries signed memoranda of understanding for the Mekong Basin Disease Surveillance (MBDS) project in 2001 and again in 2007. All countries have now established Rapid Response Teams (RRTs), responsible for ID outbreak investigation and containment.



Each country has also formulated national plans on avian influenza prevention and control, and preparedness and response to pandemic influenza.

However, sufficient capacity to prepare for and prevent IDs is still lacking, especially in Cambodia, Lao PDR and Vietnam. Additionally, migrant populations in the subregion are increasingly seeking better economic opportunities, and many settle in areas that are rapidly developing, such as the island of Phuket, where over 30,000 registered migrants and an estimated 30,000 to 60,000 unregistered migrants are working and living in poor conditions, making it an ideal location for the transmission of IDs, including malaria and TB. In addition, 4-5 million international tourists visit the island each year and are at risk for infections.

For more information regarding USAID infectious disease programs, please refer to USAID's web page: [www.usaid.gov/our\\_work/global\\_health/id/index.html](http://www.usaid.gov/our_work/global_health/id/index.html)

## **II. Greater Mekong Subregion Responses to Infectious Diseases Project (GMS-RID)**

The USAID Regional Development Mission/Asia (USAID/RDMA) has established a cooperative agreement with a Thai non-profit development organization, the Kenan Institute Asia (K.I.Asia) to support regional and country-based infectious disease programs. This five-year project (2009 – 2014) will be implemented in Cambodia, China, Laos, Thailand, and Vietnam. The purpose of the project is to increase an effective regional response to API, and other infectious diseases. To achieve this purpose, the project is expected to achieve the following objectives:

- To improve cross-border infectious disease surveillance and response focusing on API, malaria, TB and other emerging infectious diseases in the GMS.
- To manage malaria drug resistance control including malaria containment and elimination projects.
- To establish public private partnerships, with a focus on USAID Global Development Alliance (GDA) initiatives.

The above objectives will be reached through strategic programming and partnership development for infectious disease prevention and control in the GMS to include but not limited to the following approaches:

- Trans-boundary and multi-sectoral, i.e. animal and human health, collaboration
- Regional, national, and local capacity building in infectious disease surveillance and response
- Facilitation to enhance inter-country cooperation
- Learning exchanges between host country governments and implementing partners and adaptation of good practices to local contexts
- Grant/subgrant/subcontract management
- Public-private sector alliance building for innovative approaches to infectious disease control
- Integration of activities that promote gender equality and avoid adverse gender impacts



### III. Global Development Alliances (GDA)

The development of public-private partnerships for the prevention and control of IDs represents a unique opportunity to tap into the resources and knowledge of the private sector to combat a problem that can impact human health; hurt agribusinesses; disrupt food supply, trade and economic growth; and threaten stability in the region. Furthermore, private companies' corporate social responsibility (CSR) objectives can be furthered through the GDAs, particularly when focusing on issues of strategic importance to their companies. These benefits include fostering innovation, reaching new markets, developing relationships with key stakeholders, improving the firm's image with public, build its brand, impact purchasing behavior, increase employee retention, etc.

Through this request for proposals, K.I.Asia and USAID will select and provide up to four grants to Global Development Alliances (GDA) under *the Greater Mekong Subregion Responses to Infectious Diseases (GMS-RID)* initiative. The projects must follow USAID's Global Development Alliance (GDA) approach, which expands and deepens the impact of development assistance by linking U.S. foreign assistance with the resources, expertise and creativity of private sector partners. Partnerships are formal agreements between two or more parties, with at least one private company partner, created to jointly address a development issue, in this case infectious diseases. The partnerships are required to contribute a minimum one-to-one match of the proposed USAID grant through cash and in-kind contributions. For more information on USAID's GDA please visit:

[http://www.usaid.gov/our\\_work/global\\_partnerships/gda/](http://www.usaid.gov/our_work/global_partnerships/gda/)

### IV. Areas of Work

The proposed project must support implementation of national infectious diseases prevention and control with a focus on H5N1/pandemic influenza and / or malaria in Cambodia, China (Yunnan), Laos, Thailand, and Vietnam, encompassing one or more of the following areas:

#### ***Cross Border Collaboration***

Cross-border collaboration on surveillance of, and innovative responses to, emerging and zoonotic diseases. Since effective prevention, surveillance and response to IDs in border areas require the engagement of multiple sectors, mechanisms for communication and coordination are required both within and among neighboring provinces.

#### ***Control and elimination of multidrug resistant malaria***

Support for Malaria elimination projects in Phuket and Trang, Thailand which will focus on identifying high-risk factors and enhancing surveillance, prevention and treatment of multi-drug resistant malaria imported primarily by Burmese migrants. Private sector organizations and local government, are encouraged to support efforts to eliminate mosquito-borne diseases and promote healthy tourism by providing useful resources to match those of USAID.

#### ***Preparedness and Planning***

Support for coordination and collaboration of preparedness planning, especially for private companies. These activities must be multisectoral, bringing together the human and animal health sectors as well as other parts of the government that will play critical roles in



addressing the current avian/pandemic influenza situation. In addition, proposals may include support for pandemic preparedness planning.

### ***Animal Surveillance and Response***

Activities may include:

1. Enhancing domestic animals surveillance at the national, district, and village/community level;
2. Promoting effective and timely animal outbreak response activities;
3. Ensuring better biosecurity practices in commercial and family poultry raising settings; and,
4. Providing technical assistance in establishing new animal husbandry practices, and training of agricultural workers.

### ***Human Surveillance and Response***

Activities may include:

1. Enhancing human surveillance at the village/community level;
2. Increasing capacity in laboratory diagnosis;
3. Developing and maintaining human surveillance capability within the formal health sector; and,
4. Developing and implementing case management and infection control procedures for health facilities.

### ***Communications***

Activities should be related to behavior change and communications (BCC) from both the animal and human health perspective. Activities may include:

1. Disseminating public education materials;
2. Arranging media campaigns—TV, radio, text messages, delivering public awareness and education campaigns.
3. Delivering public awareness and education campaigns.



## V. Program Criteria

To qualify for funding under this USAID's GDA program managed by K.I.Asia, the program criteria are as follows:

- The partnership must be formed between one or more private companies and a nongovernmental, government, or academic organization to collectively contribute to the prevention and control of infectious diseases.
- *Geographic Location* - The proposed project must be implemented in the Greater Mekong Subregion, including one or more of the following countries: Cambodia, China (Yunnan), Laos, Thailand, and Vietnam.
- *Types of activities* - The activities should be under the above areas of work. This may include capacity building, technical assistance, information, education, and communication (IEC) material development and distribution, public awareness building and communications aimed at attitude and behavior changes.
- *Matching requirements* - GDAs must bring significant new, non-US Government resources, with at least a one-to-one match, and at least 25% must come from one or more private companies. Proposals that contribute a match at of two-to-one or greater will be given priority. At least 20% of the match of USAID funds should be in cash. In addition to monetary contributions, in-kind resources, products, intellectual property, implementation know-how, and technical assistance are also valuable contributions. Partnership proposals must clearly specify what each party is contributing.
- All funded PPP projects will be expected to coordinate closely with other GMS-RID and USAID-funded infectious diseases activities. Top priority will be given to projects that are closely integrated with cross-border collaboration and malaria control activities of the GMS-RID project. Second priority is given to projects that work in common geographic areas and with common stakeholders on activities that reinforce the other GMS-RID activities. The third priority is given to projects that meet USAID objectives for infectious disease prevention and/or control but are not targeted at the particular geographic areas that other GMS-RID activities are focused.
- Time permitting, K.I.Asia is open to receiving concept papers and K.I.Asia will try to identify potential partners for companies that have a plan and resources for projects aimed at preventing and controlling infectious diseases but need a project partner. K.I.Asia may work with proposers to strengthen their proposals.
- Final proposals need to demonstrate commitment to the project by the partners. Letters of Intent will need to be signed prior to final approval of the project proposal.
- The applicants must have an established presence, with proper authorization, in the countries where work is proposed.
- Initial activities must be completed by September 30, 2010. Proposals for additional funding for subsequent years can be submitted sub-grant awardees.



## **VI. Proposals**

Proposals must be limited to 8 pages in length (not including budgets and other attachments), single-spaced, using 12-point font. Proposals should be focused, technically sound, and demonstrate a clear sense of applicant's key objectives and ability to carry out the program. The proposal should include the following information:

1. Cover Page: a. Applicant name; b. Partner name(s); c. Total dollar amount of USAID funds requested from K.I.Asia; d. Total amount of cost share from alliance partners; and, e. Project contact/ contact person
2. Executive Summary
3. Brief Background
4. Goals and Objectives
5. Program Description/Activities
6. Expected outcomes
7. Partner organization overviews
8. Explanation of partners' contributions
9. Timeline of the activities
10. Estimated Budget, including leveraged contributions

## **VII. Proposal Submission**

Proposals will be considered on a rolling basis, but all applicants are encouraged to submit proposals early. All proposals must be in English and submitted directly to Jiranya Ratchinda, Manager – Corporate Social Responsibility program, Kenan Institute Asia, Queen Sirikit National Convention Center, 2nd Floor, Zone D, Room 201/2, 60 New Ratchadapisek Road, Klongtoey, Bangkok 10110, Thailand or email: [jiranyar@kiasia.org](mailto:jiranyar@kiasia.org). K.I.Asia can work with applicants to refine proposals. For more information, please contact Ms. Jiranya Ratchinda at (66 2) 229-3131 Ext. 232 or Richard Bernhard at (66 2) 229-3131 Ext 231.

## **VIII. About the Kenan Institute Asia**

The Kenan Institute Asia is a US-Thai non-profit foundation based in Thailand that aims to promote partnerships for sustainable development through private sector mechanisms. K.I.Asia was established in 1996 with support from USAID, the Thailand International Cooperation Agency and the Kenan Charitable Trust. K.I.Asia has managed over U.S. \$23 million in USAID grants. To implement the GDA component of the GMS-RID initiative, K.I.Asia combines its expertise in Corporate Social Responsibility (CSR) and public health. K.I.Asia's CSR team develops managerial capacities and assists companies in implementing highly effective and relevant strategic corporate citizenship programs, thereby contributing more effectively to their business objectives and long-term sustainability. The Institute also delivers strategic corporate citizenship training, research, information provision, and program implementation for multinationals from U.S., Asia and Europe. K.I.Asia's public health activities emphasizes health diplomacy for cross-border collaboration on surveillance of, and response to, significant and emerging human and zoonotic infectious diseases, preparedness for pandemic influenza, control and elimination of multidrug resistant malaria, life skills-based behavior change communication and healthy tourism initiatives. K.I.Asia has implemented prevention and control activities for malaria of avian and pandemic influenza for USAID in the GMS since 2000. For more information please visit [www.kiasia.org](http://www.kiasia.org)