

**ALIVE & THRIVE/FHI Solutions LLC (FHI 360)**

**Request for proposals**

Date: **December 19, 2017**

Subject: **Mass Communication Radio Campaign for the promotion of Optimal IYCF Practices**

Anticipated Period Of performance: **March 2018 to August 2019**

Estimated Budget: **382,506,561 XOF**

Detailed Proposal Submission Date: **February 2, 2018**

---

**I. Background**

Alive & Thrive (A&T) is an initiative to save lives, prevent disease, and ensure healthy growth and development of young children. Good nutrition during the first 1000 days, from conception to two years of age, is essential to enable all children to have healthier and more productive lives. Alive & Thrive works to further improve infant and young child feeding and maternal nutrition practices through large-scale programs in several Asian and African countries as well as through strategic support and the dissemination of innovative technologies, tools and lessons at the global level. Alive & Thrive is funded by the Bill & Melinda Gates Foundation and FHI 360 manages the initiative.

A&T started working in Burkina Faso in 2014 to support the Government of Burkina Faso's efforts to implement interventions to promote infant and young child feeding (IYCF) during a three year period from 2014-2017. During this phase, A&T, in its support, focused on improving breastfeeding practices, including (1) early initiation of breastfeeding, and (2) exclusive breastfeeding (EBF) for the first 6 months of life. Advocacy, mass communication and support to the health system to provide interpersonal communication (IPC) activities at the health facility level were implemented nationally, while an intensive intervention integrating interpersonal communication at the community level and community mobilization was tested as a "proof of concept" in the Boucle de Mouhoun region. The strategic use of data to inform the project was essential throughout the implementation period. Much remains to be done to achieve the objectives of the National IYCF Scale Up Plan (2013-2025). According to the 2016 SMART survey, 24.2% of children had minimum dietary diversity (consumption of at least 4 out of 7 food groups according to the World Health Organization (WHO)). Improving dietary diversity in complementary feeding will be a major focus of A&T Generation 2 interventions, in addition to a continued focus on improving breastfeeding.

**A&T Burkina Faso in Generation 2:**

In Generation 2 (2018-2021), A&T will continue to work in partnership with the government and international and local partners to support additional progress in scaling up interventions in the first 1,000 days. A&T will also apply innovations and lessons learned in breastfeeding and expand to complete the

“proof of concept” implementation research to include complementary feeding (CF), with a focus on dietary diversity, in Boucle du Mouhoun, as well as the integration of maternal nutrition interventions in ANC services. At the national level, A&T will collaborate with the Department of Nutrition and stakeholder working groups on IYCF, and at the regional/operational level with health districts and regional health offices. In Generation 2, A&T will provide technical support to national and district health teams to improve and extend coverage of IYCF counseling and will contribute to achievement of the Gates Foundation dashboard indicators on policies, coverage of key interventions, and ultimately on breastfeeding and CF behaviors.

#### **Program Goal:**

To enhance child health and development outcomes and save lives in Burkina Faso by supporting the operationalization of the National IYCF Scale Up Plan and generating new evidence for scalable interventions for maternal nutrition and complementary feeding.

#### **Specific Objectives**

**Objective 1:** Policies supportive of maternal, infant and young child nutrition (MIYCN) in Burkina Faso adopted

**Objective 2:** Government implementation of National IYCF Scale Up Plan in Burkina Faso improved

**Objective 3:** Strategic use of data for MIYCN policies and interventions in Burkina Faso enhanced

**Objective 4:** Knowledge on effective implementation approaches and innovations for MIYCN intervention coverage and delivery generated

#### **Program Strategy for the New Phase:**

Alive & Thrive's intervention strategy is based on the following six axes:

- Partnership: building an alliance and coalition with other public and private organizations to bring about change;
- Policy advocacy: prioritize maternal, infant and young child nutrition among policy makers;
- Communication for Social and Behavioral Change using different channels to reach the target populations of the first 1000 days and their communities: interpersonal communication, community mobilization and mass communication;
- Strategic use of data: helping managers and decision-makers to better design policies and interventions, track progress and use of resources, and adjust to ensure success;
- Strengthening the system: technical assistance to improve the capacities of different levels of platforms to provide IYCF services and maternal nutrition on a large scale and in a sustainable way in the health and non-health sectors;
- Learning in implementation: identification, testing and documentation of best practices in terms of large-scale intervention and policy change.

## **II. Generation II SBC Strategy**

The SBC strategy involves mass media (radio) and IPC (counseling of mothers by health workers). During its first phase, A&T supported a 12-month national mass media campaign for the promotion of early and exclusive breastfeeding through community radios to reinforce the messages delivered by front line health workers through IPC. In collaboration with the Ministry of Health (MOH) and other stakeholders, A&T has developed and pre-tested 28 radio spots of 1 to 2 minutes in length in 10 local languages which were then broadcast in 12 regions (with the exception of Boucle du Mouhoun) through 27 and

subsequently 28 community radio stations). These radio spots were developed based on behavioral determinants of infant feeding identified by formative research, with particular emphasis on the following actions and behaviors:

- 1) Put the baby to the breast within one hour after delivery (5 radio spots)
- 2) Give colostrum (the first yellowish milk to the newborn) (5 radio spots)
- 3) Feed the baby exclusively with breast milk for 6 months (9 radio spots)
- 4) Do not give water, herbal teas, or other liquids to the baby up to six (6) months (9 radio spots)

These spots were pre-tested with primary target audiences (pregnant women and mothers of children under six months of age) and secondary target audiences (fathers, husbands and elderly women as well as community leaders) of the project. The radio spots were broadcast 8 to 12 times per week punctuated by weeks of no diffusion to avoid saturation effects.

In June 2017, the Burkinabe Ministry of Health and its partners developed an Advocacy, Social Mobilization and Communication Strategy for Social and Behavioral Change to support the vision of the National Nutrition Plan, which is that: "The entire population of Burkina Faso is informed and aware of the importance of nutrition and its close links with the health and development of the country, and has the knowledge and motivation to improve its nutritional status. As for the leaders of the country, they will create an environment conducive to the multi-sectoral approach to nutrition."

This Strategy has six (6) guiding principles: (1) the complementarity of the communication strategies, (2) the use of several harmoniously articulated channels to reach the same target, (3) sustainability, (4) socio-cultural adaptability to the realities of the Burkinabe context and to the populations, (5) the involvement of target audiences throughout the message development process, the media, implementation, and (6) effective decentralization.

The National SBCC Strategy provides guidance on the choice of mass communication channels for pregnant and lactating women, while emphasizing local radio and rural radio. To overcome the constraint of the high rate of illiteracy among rural women, the chosen communication media must be oral (radio programs, songs, radio drama, testimonial cassettes) or visual without adding text (flipchart with sound, posters, theater and video sketches).

In addition, the experience of A&T in the first phase of the mass communication campaign has revealed the need for a mass communication strategy that not only allows the dissemination of key messages on priority practices, but also interaction with the community and target audiences to understand their perceptions of the messages, and ways of addressing barriers.

The themes that will be developed for this mass communication campaign to be funded by A&T are:

- Early initiation of breastfeeding
- Exclusive breastfeeding up to 6 months
- Complementary feeding with a focus on dietary diversity for children from 6 to 23 months.

For the development of these different themes, the spots developed during the first phase will be revised if needed and translated to reach nationwide audiences. Additional spots will be designed to take into account additional local languages (in the Boucle du Mouhoun region which was not included in the Gen 1 campaign) and the new theme on complementary feeding. The new spots will be pre-tested (by an

external partner) and revised as needed before their release and the pre-test methods will be defined by A&T.

The primary audiences for the mass media campaign are:

- Pregnant women
- Mothers of children from 0 to 23 months

Secondary audiences for the mass media campaign are:

- Influential people (husbands and fathers, mothers-in-law, grandmothers, community leaders)
- Health workers
- Community health workers
- Policy makers

### III. Purpose of this Request for Proposals

This call for proposals aims to identify and sign a contract with a structure capable of proposing and monitoring an innovative national mass media campaign strategy and its implementation. The goal of the strategy is to reach carefully selected and targeted primary and secondary audiences for improved breastfeeding and complementary feeding aimed at improving indicators at the national level for the three specific behaviors noted in the themes above, through a very intense national campaign. This campaign will be rigorously monitored and continuously reoriented for the widespread adoption of behaviors promoted in all 13 regions of Burkina Faso. The selected contractor will propose a mass communication strategy and a national media plan based mainly on public and private community radio in Burkina Faso.

The national media strategy and plan must have maximum potential for behavioral change to improve breastfeeding indicators in rural and urban areas, but also on complementary feeding and specifically dietary diversity. The strategy should address determinants of the 3 behaviors, should reach influentials as well as mothers, and be aired with high frequency and reach. Messages should be emotionally appealing, comprehensible, and specify what the actions are that address barriers and motivators for change.

The detailed descriptions of each component required for the technical part of the proposal are presented below.

- 1) **General Approach:** Explain your approach to using radio to change behaviors, especially in the area of IYCF. The process must involve key technical services, communities and audiences to foster ownership, learning and socio-cultural adaptation. Highlight the key approaches and activities you will use to reach primary and secondary audiences. Identify all the complementarities between the radio campaign and, for example, the activities of health workers, leaders and community volunteers in the approach you propose.
- 2) **Revision and production of radio spots:** In Phase 1 A&T produced and broadcast 28 spots in national languages. Gen 2 requires the revision of these spots (change of credits), the translation of the spots into 6 additional languages (Bwamu of Dédougou, Bwamu of Djibasso, San of Toma, San of Tougan, Dafing, and French) and the production of spots on complementary feeding

(focused on dietary diversity) in 16 languages. All newly-produced spots will be pre-tested within Alive & Thrive primary and secondary target audiences by an independent organization.

- 3) **Media Plan:** Propose a media plan for community radio stations and other possible communication channels, if any, to support the strategy. The media plan must include the strategy to reach the target audiences in rural and urban areas in the 13 regions of Burkina Faso. The proposed strategy must take into account the process of behavior change and indicate which alternative media strategies to use to cover hard-to-reach populations through a radio program. It must be accompanied by specific methods to bring about behavioral change in primary and secondary audiences.

Clarify the number of monthly, weekly, and daily broadcasts. Note any strategies for involving community volunteers or health and development workers. Please also include the estimated scope and frequency of the proposed media strategy for target audience and / or household coverage, including separate data for urban and rural areas; and geographical areas. Clearly indicate expected trends, if any.

The media plan must also include information about:

**Frequency:** Describe how to gain intensity. According to qualitative research with audiences, it is indicated that if the spots are broadcast 8 to 10 times a day, the target audience will hear it at least 3 times a day. This research also indicates that a daily broadcast frequency greater than 10 times has very little impact on the audience. Taking into account these data and the habits of the media, the environment and the constraints / obstacles to behavior change in Burkina Faso, the agencies must recommend an optimal media plan to allow Alive & Thrive to reach at least 60% of its population of primary and secondary targets each quarter.

Justify the proposed strategies. In this section, suggest key strategies to get front line health workers and other agents of change at the community level to reinforce key messages and support behavioral change. In addition, bidders must propose dissemination strategies to avoid public fatigue, ensure maximum impact, and highlight this in a radio campaign calendar.

**Media Placement:** Bidders are requested to include specific media placement recommendations in specific communication channels, programs, and their timelines in order to achieve maximum reach among the different types of key audiences. These are, for example, months of the year, days of the week (or hours of the day if applicable) as well as the concentration of different types of materials (for example, long format, interactive debates, spots, festivals, special events, competitions, commemorations, radio games, theater, testimonials, magazines, programs, radio soap operas, etc.). Please include a rationale for these media placement suggestions.

**Coordination with radio stations and compliance of radio stations:** The provider must establish a working relationship with each of the radio stations to ensure that they comply with the conditions of the campaign, including the keeping of records. This relationship can be established as part of a contract or other type of formal agreement to secure performance. These signed agreements will be expected as a deliverable for the contracted organization following contract award. Draft contracts and letter of collaboration may be shared in the proposal.

**Calendar of the campaign:** Provide a provisional calendar of the mass communication campaign, with a date range of May to October 2018 for breastfeeding spots and October 2018 to March 2019 for complementary feeding spots.

**Dissemination, routine monitoring, supervision and quality control:** The provider must submit a monitoring plan for the entire broadcast campaign.

The proposal should define the details of the monitoring mechanisms that should be used to ensure that messages are placed and disseminated according to the plan, that they reach the primary and secondary audiences, that they are understood in terms of: who is responsible for doing what? Why? and how? and if behaviors change (or not) in each region/zone. The monitoring plan must propose qualitative research activities (audience studies, perception studies, etc.) to primary and secondary targets.

#### **Expected Deliverables**

Monthly and annual reports on program activities progress will be expected. Activity reports should be accompanied by data on reach, frequency, and recall of messages by key audiences, and modules, tools, lessons learned and success stories. Other specific technical and programmatic deliverables will be identified during negotiations on the final terms of the contract.

#### **IV. Contractual Mechanisms**

FHI 360 intends to issue a firm fixed-price purchase order. The purchase order will be issued in local currency (XOF) corresponding to the approved work plan. Once a contract is awarded, it will include a schedule of lump sum payments based on the submission and approval of deliverables expected under the contract.

#### **V. Conditions Relating to the Submission**

FHI 360 requests interested parties to provide the following, with a limit of 15 pages in total (excluding Annexes, CVs and proposed budget):

1. Technical Proposal detailing:  
The general approach and methodology to conducting this work in an efficient, innovative manner consistent with the A&T approach as described in the RFP (not to exceed 9 pages). Among other things, FHI 360 asks bidders to describe in their technical proposals how they will:
  - a) Develop and implement the overall mass communication strategy and media plan of the community radios with the relevant findings of qualitative research, if any, to support the strategy. It should be noted that the awardee will contract directly with its implementing partners such as radio stations or other partners.
  - b) Ensure maximum coverage of targets and find alternative strategies to increase coverage.
  - c) Review and produce radio spots.
  - d) Develop the campaign schedule for the entire implementation period.

This calendar should include: the weekly behavioral plan, radio spot, region, radio station, location and language, radio campaign monitoring activities, and any other relevant information.

- e) Develop and implement a monitoring strategy with related indicators.

In addition, bidders must submit with the proposal a quarterly summary of anticipated activities covering the period from April 2018 to August 2019, in the format below.

Activities	Indicators	Total Targets	Targets Year 1				Targets Year 2			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4

## 2. Capacities & experience including References (Not to exceed 6 pages)

- a) A statement of capabilities - indicating the size of the organization, the key equipment available, the number of staff, previous experience in health communication for behavior change, experience working with donor organizations, non-profit organizations and / or the Government of Burkina Faso. You could include your company's website.
- b) List of key clients - should include any work done for donor agencies, non-profit organizations and the Government of Burkina Faso.
- c) References - names, company or organization, contact information - of three groups for which you have recently (in the last two years) worked in a similar capacity.
- d) As part of the references, give at least 2 final reports approved by clients as evidence of similar work performance as requested in the RFP.
- e) List of radio stations or other partners with whom the tenderer plans to work, as well as the coverage, whether communal, regional or national.
- f) Personnel - names and professional experiences of key personnel, including their experience and percentage of time allocated to this project. (Professional experience statement, not to exceed 15 lines per person).
- g) Contact information, including the name, title, phone number and email address of the main contact at the bidder company with whom FHI 360 can communicate. FHI 360 may contact the tenderer to confirm the appropriate contact person, the address and ensure that the tender has been submitted for this call for tenders.

## 3. Cost Proposal

Please provide a general budget that reflects the costs of the activities included in the proposal, in accordance with the Scope of Work in this RFP. Please also include a budget narrative that describes and justifies the cost assumptions for each category and items in the budget sheet.

Please use the budget template provided by FHI 360. The budget must be broken down by labor cost (please indicate the staff that will perform the work by name and/or title in the budget), include benefits

costs in accordance with compensation policies, travel expenses, supplies and any other direct cost needed to complete the category of work; and indirect costs.

Please include funding, if any, received from other sources in pursuit of the proposed activities in the columns provided in the budget template. All costs must be in local currency - West African CFA Franc (CFA).

If included, indirect costs should be clearly indicated, including the basis on which they will be applied. Indirect costs are administrative costs related to all general operations and are shared between projects and/or functions. Examples include executive oversight, accounting, grant management, legal fees, utilities and facility maintenance. Where possible, identifiable (chargeable) costs should be noted and justified in the proposal as direct costs, including those related to management, facilities and ongoing support.

To the extent that indirect costs are applicable, they are subject to the following limitations:

- 0% for Government Agencies, other private foundations
- up to 10% for US universities and US community colleges
- up to 15% for non-governmental organizations (NGOs), Multilateral Organizations, Non-US universities and all for-profit organizations

If the organization has lower indirect rates, the lower rates should be used.

The bidder will submit with its proposal a proposed budget in sufficient detail to enable the evaluation of the proposed cost elements. The budget should include all applicable taxes. If you feel that your organization does not have all the necessary expertise for the mission, there is no objection to your organization joining with another to allow the presentation of a full range of expertise.

Consortia should be accompanied by full details of technical capacity / experience and references, staffing, proposed association and confirmation of joint and several responsibilities.

## **VI. Evaluation Criteria**

Offers will be reviewed and ranked by a committee on a best-value basis in accordance with the criteria below. Only offers meeting all the conditions listed above will be examined.

Selection is based on the following weighted categories:

1. Technical Approach .....50%
  - a) General approach and Methodology
  - b) Media Placement, Media Plan & Calendar
  - c) Monitoring and evaluation plan
2. Capacities & experience including References ..... 30%
3. Completeness and Relevance of the Budget ..... 20%



NB: FHI 360 will not provide any compensation to the bidder for the development of its response to this call for proposals; the publication of this call for proposals is also not a guarantee that FHI 360 will award the contract.

### **Instructions and deadline**

Responses to this call for proposals must be submitted by e - mail to Quintin Dipina, Program officer at [qdipina@fhi360.org](mailto:qdipina@fhi360.org), and Rose Kabore, Finance Officer at [rkabore@fhi360.org](mailto:rkabore@fhi360.org), no later than **February 2<sup>nd</sup>, 2018 at 5pm, Burkina Faso time**. Offers that do not comply with these instructions may not be considered. Bids received after the date and time indicated may not be accepted. FHI 360 will acknowledge receipt of your offer by email. Tenders must be submitted in electronic format using software compatible with Microsoft Office.

Any questions or requests for clarification need to be submitted in writing to the same email addresses listed above by **January 5<sup>th</sup>, 2018 at 5pm (Ouagadougou time)**. Answers will be shared with all firms. No telephone inquiries will be answered.

### **Withdrawal of proposals**

Proposals may be withdrawn by written notice, email or fax received at any time prior to award.

### **False statement in the offer**

Tenderers must provide complete and accurate information as required by this solicitation and its annexes.

Proposals become the property of FHI 360. Disclaimers

- FHI 360 may cancel the solicitation and not award the contract.
- FHI 360 may reject any or all responses received.
- The publication of this solicitation does not constitute a commitment by FHI 360 to award the contract.
- FHI 360 reserves the right to disqualify any bid based on the fact that the bidder has failed to comply with the terms of the solicitation.
- FHI 360 will not compensate a bidder for its response to the solicitation.
- FHI 360 reserves the right to publish a contract based on the initial evaluation of bidders without discussion.
- FHI 360 may choose to allocate only a portion of the activities set out in the solicitation, or publish multiple contracts based on the activities outlined in the solicitation.
- FHI 360 may request short-listed bidders a second or third round of an oral presentation or a written response to a specific and detailed statement of work based on a general statement of work in the original RFP.
- FHI 360 has the right to cancel a RFP, or cancel a contract prior to signing a contract due to unforeseen changes of the FHI 360 client, be it financial or programmatic.

- FHI 360 reserves the right to ignore minor deficiencies in proposals that may be corrected prior to the determination of eligible proposals for the purpose of promoting competition.
- FHI 360 may contact bidders to confirm contact details, address and to ensure that the offer has been submitted for this solicitation.

**END OF REQUEST FOR PROPOSALS**