

ALIVE & THRIVE/FHI Solutions LLC (FHI 360)

Request for Proposals

Date Issued: **December 19, 2017**

Subject: **Pre-testing of Radio Spots and Print Materials on Complementary Feeding**

Anticipated Period of Performance: **March to August 2018**

Estimated Budget: **178,168,995 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 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 2 SBCC Strategy

The SBCC strategy involves mass media (radio) and interpersonal communication (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 6 months old (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 MOH 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 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 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 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.

The themes that will be developed for this mass communication campaign are:

- Early initiation of breastfeeding
- Exclusive breastfeeding up to 6 months old
- 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 when needed. Additional spots will be designed to take into account the Boucle du Mouhoun communities (translated into local languages) and the new themes on complementary feeding. The new spots will be pre-tested (by an external partner) 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 is to identify and sign a contract with an organization capable of performing multiple rounds of pre-testing of radio spots and print materials to be used by health workers on key messages based on best practices for complementary feeding.

The aim of the study is to pre-test 8 radio spots and one 4-page illustrated booklet on complementary feeding, flyers, counselling cards, and posters with a focus on dietary diversity to ensure and/or improve their quality before their large-scale dissemination to primary target audiences of Alive & Thrive in three regions, and mainly in Mooré, Dioula and Fulfulde languages. Then, radio spots will be translated into 13 other local languages.

A. OBJECTIVES

Overall objective:

The overall objective of the pretest (preliminary test) is to determine and improve the relevance, acceptability, and comprehension of complementary feeding radio spots and print material to varying contexts in Burkina Faso.

Specific objective:

Provide clear and objective recommendations to the design and structure of the spots and print material, to facilitate the finalization of comprehensible, acceptable, and appealing materials that take into account different contexts and socio-cultural characteristics, to facilitate the adoption of optimal IYCF practices by the target audiences.

The pre-test aims to identify:

- reactions to the stimulus (spontaneous reactions, level of interest and curiosity caused by the spot);
- the most attractive aspects (important elements and those that capture attention);
- attractiveness (general appeal / sympathy / lack of sympathy);
- understanding (elements, overall message);
- credibility (likelihood / plausibility of the scenario, messages);
- the will to act (feelings evoked by the spot, acquisition of knowledge for the action);
- gaps in understanding and how to change the material (audio, visuals, text);
- gaps in emotional appeal and how to improve it.

Develop suggestions for improving spot content based on participants' reaction to the points described above.

B. SCOPE OF WORK

Applicants will propose a qualitative or market research study that will be used to describe the opinions and perceptions of the targets on different aspects of each of the radio spots and print materials.

The following points are to be considered in the proposals:

General Approach: Describe your pre-test approach to radio spots and print materials and how the approach takes into account the views of primary and secondary audiences. Specify the methods and tools that will be used to collect the information. A&T has a preference for proven participatory methodologies. Focus groups composed of different target audiences will be prioritized because they allow for stakeholder involvement and interaction throughout the process. The information required for pre-tests is best obtained through qualitative research and these methods are best suited to assess the emotional appeal and understanding of pregnant women and mothers (primary target groups), health workers, and other actors.

At least two pre-test data collection rounds will be conducted throughout the contract period. Depending on the results of the first pre-test round, we expect it will be necessary to significantly revise the materials; this will require a second round of data collection.

Location: Taking into account that the campaign is national, the locations proposed for the study should be chosen according to the socio-cultural characteristics and the representativeness of large ethnic groups of Burkina Faso. To account for factors related to dietary diversity, different agro-ecological zones should be represented in the populations targeted for pre-testing. A total of three (3) locations will be chosen by the interested bidder for the pre-test materials (justify the choice and the relevance of the locations).

Study population, data collection techniques and sample size: The proposal should detail the targets for each proposed method. It will also determine the relevance of the targets as well as their selection methods, taking into account A&T targets in terms of mass communication. Facility and community-based health workers, community leaders, and other influential groups should be accounted for in the study.

C. EXPECTED PRODUCTS / DELIVERABLES

The deliverables include:

- A detailed protocol for the pre-testing data collection methods;
- All data collection tools;
- A report on interim results (first round of pre-testing);
- A final report (first and second, if applicable, round of pre-testing)

IV. Expected Contractual Mechanism

FHI plans to issue a fixed-price purchase order. The purchase order will be issued in local currency (XOF) to the selected offeror. 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 10 pages in total (excluding Annexes, examples of past work, CVs and proposed budget):

1. **Technical Approach.** General approach and detailed methodology for the pre-testing as described in the RFP (not to exceed 4 pages), including:

- a) Identified locations, study population, data collection techniques and sample size.
- b) Examples of pre-test findings and recommended revisions, as an indication of past experience.
- c) Estimated schedule taking into account at least two (2) pre-test rounds.
- d) Quality control measures to ensure the information is valid and relevant.

2. **Capacities & experience including References (not to exceed 6 pages)**

- a) A statement of capabilities - indicating the size of the office, the number of staff, past experience in health communication for behavioral change, experience working with donor organizations, for non-profit purposes and / or the government of Burkina Faso. You can include your organizations website.
- b) Personnel - names and professional experience of key personnel, including their experience and percentage of time allocated to this project. (Professional experience statement, not to exceed 15 lines per person) CVs should be included as an annex.
- c) List of Key Clients - should include any work done for donor agencies, non-profit organizations and the Government of Burkina Faso.
- d) References - names, company or organization, contact information of three groups for which you have recently (in the last two years) worked in that capacity. As part of the referrals, provide at least 2 final client-approved reports that serve as evidence of similar work performance as requested in the RFP (reports do not factor into the page limit).
- e) Contact information, including the name, title, phone number and e-mail of the person to the bidder company with which 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.

VI. Cost Proposal

Please provide a 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.

VII. 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%
2. Capacities & experience including References.....30%
3. Completeness and Relevance of the Budget 20%

NB: FHI 360 will not provide any compensation to any 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 email to Quintin Dipina, Program Officer, at gdipina@fhi360.org, and Rose Kabore, Finance Officer, at rkabore@fhi360.org no later than **February 2nd, 2018 at 5pm, Burkina Faso time**. Please follow the instructions. 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 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 by **January 5th, 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