ALIVE & THRIVE
Request for Proposals (RFP)

Media Placement: Mass Communications Radio Campaign to promote early initiation and exclusive breastfeeding in the first 6 months in Burkina Faso

Issued on: June 30, 2016

Estimated Period of Performance: Estimated September 1, 2016 to April 30, 2017, including media campaign period of October 1, 2016 – April 30, 2017

Anticipated Budget: 450,000 USD or Equivalent in Local Currency

Proposal Deadline: August 7, 2016

INTRODUCTION
Alive & Thrive is an initiative to save lives, prevent illness, and ensure healthy growth and development. Good nutrition in the first 1,000 days, from conception to two years of age, is critical to enable all children to lead healthier and more productive lives. Alive & Thrive is scaling up improved infant and young child feeding and maternal nutrition through large-scale programs in several countries in Asia and Africa and through strategic technical support and the dissemination of innovations, tools, and lessons worldwide. Alive & Thrive is funded by the Bill & Melinda Gates Foundation and the governments of Canada and Ireland. The initiative is managed by FHI 360.

BACKGROUND
Alive & Thrive (A&T) is an initiative funded by the Bill & Melinda Gates Foundation to reduce nutrition-related death and disability through evidence-based policies and innovative program strategies to improve breastfeeding and complementary feeding (IYCF). The original Alive & Thrive grant period of 2008-2013 (Phase I) has been extended to May 2018 (Phase II) to accommodate further dissemination and documentation of activities in the first three countries (Bangladesh, Ethiopia, and Viet Nam), expansion and adoption of the A&T approaches in other countries including Burkina Faso, and through related regional and multinational initiatives.

In Burkina Faso, Alive & Thrive is providing strategic technical assistance to program partners for integrating a breastfeeding component into ongoing programs and practices, identify critical strategies that can enable behavior change and reach large scale, and helping in the measurement of progress toward adoption of optimal breastfeeding practices.
Alive & Thrive Burkina Faso is designed to support the government to implement proven models for scaling up nutrition with a specific focus on promoting optimal breastfeeding practices. The World Health Organization defines these as:

- Early initiation of breastfeeding within 1 hour of birth
- Exclusive breastfeeding for the first 6 months of life
- Introduction of nutritionally-adequate and safe complementary (solid) foods at 6 months together with continued breastfeeding up to 24 months or beyond.

I. Program Goal:

To improve optimal breastfeeding practices at scale in Burkina Faso through the adaptation of Alive & Thrive’s models and tools developed in phase one (2009-2014) for use in francophone West Africa.

II. Objectives:

- To increase exclusive breastfeeding to at least 60% (World Health Assembly target) over three years in areas reached by Alive & Thrive program activities and/or community radio, estimated to reach approximately one-half of the population.
- To demonstrate how to adapt and apply the Alive & Thrive 4-component model for implementing infant feeding interventions at scale in a country in francophone West Africa

The main A&T program components for effectively scaled infant feeding programs that are strategically developed in collaboration with implementing partners are:

- Multi-stakeholder partnerships and alliances that jointly advocate for evidence-based changes to support breastfeeding practices
- Delivery of quality IYCF counseling services through direct contacts by community volunteers, networks, groups and frontline workers in MNCH and nutrition programs
- Engaging community opinion leaders for demand generation for improved breastfeeding and norm shifts through social mobilization as well as multi-media communications strategies
- Use of evidence and data to inform breastfeeding and complementary feeding/nutrition policies and programs

III. Mass Communications, Alive & Thrive Radio Campaign Background:

A&T in Burkina Faso is implementing a proven multi-component approach to promote, protect and support optimal breastfeeding practices. The four components include Policy and Advocacy, Community Mobilization and Interpersonal Communications, Mass Communications and Strategic Use of Data.

A&T supports national mass communication campaigns to complement and extend the reach of messages through community radio. Mass communication also reinforces messages from health workers providing direct face-to-face communication.

The Mass Communication component in Burkina Faso was designed and implemented in its first phase as a radio campaign of 1 to 2-minute radio spots. During the first phase A&T, in collaboration with several external partners, developed, pre-tested, and translated 28 individual radio spots into 10 local
languages and aired these spots in 12 regions (excluding the Boucle du Mouhoun) through 27 community radio stations (Table 1). This initial phase started in January 2015 and ends in August 2016.

All the radio spots were prepared based on behavioral drivers of infant feeding identified in formative research focusing on the following behaviors and actions:

1) Put the baby to the breast within the first hour of birth or early initiation of breastfeeding (5 radio spots)
2) Give colostrum (5 radio spots),
3) Do not give water, tisanes, or other liquids (9 radio spots), and
4) Breastfeed exclusively for 6 months (9 radio spots).

The primary target groups/audiences for the radio campaign are pregnant women and mothers of children under 6 months.

The secondary target groups/audiences for the radio campaign are fathers and husbands, grandfathers and elderly women and community leaders.

In addition, the radio campaign targets frontline workers (health workers, community health volunteers, community mobilizers and others).

PROPOSAL

This Request for Proposals is to identify and contract with an agency that is able to implement and monitor phase 2 of the national mass communication campaign to reach carefully selected and targeted primary and secondary audiences for improving breastfeeding practices through a high saturation, nationwide campaign (12 regions except Boucle du Mouhoun). This campaign will be rigorously monitored and continually re-focused until behaviors change in all target regions of Burkina Faso.

The contractor will use the existing 28 radio spots in 10 languages and, through close collaboration with the program’s community radio stations, lead the execution and implementation of the second phase of the mass communication campaign. A&T may add 5-6 new radio spots to the campaign. These will be provided to the offeror and be included in the overall plan and strategy.

Offerors are asked to propose a national media strategy and plan, including information on reach and frequency of messaging. The national media strategy and plan should demonstrate maximum potential for behavior change to improve breastfeeding indicators in urban and rural areas. Offerors are expected to propose a campaign strategy with the radio stations listed in Table 1 using the radio spots by behavioral theme mentioned in section III above, to maximize impact on behavior change on the target groups described above.

It is acceptable to propose alternative radio stations as long as:
- The same geographic and population coverage is ensured and clear justification is provided,
- No spots are aired in the entire Boucle du Mouhoun region, and
- The offeror details how high broadcasting numbers will be ensured from the start of the performance period.

Detailed descriptions of each component required for the technical section of the proposal are listed below.

1. **Overall Approach:** Provide an explanation of your approach for using radio to change feeding behaviors with the identified primary and secondary audiences in Burkina Faso. Identify any
links between the radio campaign and activities of health workers and community volunteers in your proposed approach.

2. **Media Plan**: Provide a proposed media plan for community radio and other possible channels of communication, if any, to support the strategy. The media plan should include the strategy to reach the target audiences in urban and rural areas in 12 regions of the country except Boucle du Mouhoun, and different geographic regions, along with specific tactics to bring about behavior change in primary and secondary audiences. Note the names of the geographic areas you propose to focus in and include a designation of high/medium/low/no coverage and what alternate media strategies can be used to cover the hard to reach populations. The media plan should include information on the following as well:
   a. **Frequency**: Describe how intensity will be achieved. Alive & Thrive would prefer that the radio messages plus auxiliary channels have a minimum reach for 3+ times in 85% of the primary and secondary audiences (i.e. one person will hear the messages at least 3 times and they should reach 85% of the target audience), in each quarter of the year. This is a guideline. Agencies can also recommend an optimum plan given the budget, objectives, agencies' understanding of the media habits, environment and constraints/barriers to behavior change in Burkina Faso. Provide a justification for these recommendations. In this section, suggest key strategies for engaging frontline community workers to extend and reinforce key messages and support behavior change. In addition, offerors must propose broadcasting strategies to avoid audience fatigue, ensuring maximum impact, and reflect this in the radio campaign calendar (sample calendar in Annex 1).
   b. **Placement**: Offerors are requested to include specific recommendations for media placement in specific channels of communication, programs, and their timing to achieve maximum reach and to ensure that different types of key audiences are being reached. This includes, for example, months of the year, day of week (or time of day if relevant) as well as the concentration of the different types of materials (e.g. long formats, interactive segments, spots, festivals, special events/competitions/celebrations, dramas, etc.). Please include a rationale for these placement suggestions.
   c. **Description of Relationship with Stakeholders**: Describe the existing and past relationships of the offeror with relevant national governmental agencies, non-governmental institutions including NGOs and commercial/private entities and any other stakeholders. Describe their roles and how you propose to keep them engaged and supportive during the campaign as well as beyond the period of A&T’s activities.

3. **Coordination with radio stations and radio station compliance**: The contractor must establish a working relationship with each of the radio stations to ensure they comply with the campaign requirements, including record keeping. This relationship can be established with a contract or other type of formal agreement to guarantee performance.

4. **Campaign Calendar**: Provide a calendar of the mass communication campaign. Phase 2 of the radio campaign is anticipated to begin in the first week of September 2016. Therefore, the contractor must ensure that all radio spots in the respective languages are made available to all radio stations.

5. **Broadcast Routine Monitoring, Supervision and Quality Control**: The contractor should submit a plan to monitor the entire broadcast campaign in line with A&Ts Mass Media monitoring plan (Annex 2). The proposal should define details of monitoring mechanisms that will be used to ensure the messages are placed or aired as per the plan, that they reach the intended primary
and secondary audiences, that they are understood in terms of who is being asked to do what, why and how, and that behaviors are changing (or not) in each region/area. Based on the offerors’ past experience in Burkina Faso (and/or similar setting), provide examples of the types of revisions or changes that are expected to be made, and how frequently the campaign can expect to be re-focused or refreshed to maintain high impact.

The offeror should also propose a strategy, method and activity to provide a reliable independent verification of radio station performance. For example, if radio station A reports airing one radio spot 65 times in a specific week, the offeror should be able to reliably verify that the radio station data is complete and reliable.

### Table 1: List of Radio Stations, Locations and Languages

<table>
<thead>
<tr>
<th>Radio stations</th>
<th>Locations</th>
<th>Languages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Radio Municipale</td>
<td>Ouagadougou</td>
<td>Mooré</td>
</tr>
<tr>
<td>2 Savane FM Bobo-Dioulasso</td>
<td>Bobo-Dioulasso</td>
<td>Dioula</td>
</tr>
<tr>
<td>3 Savane FM Ouagadougou</td>
<td>Ouagadougou</td>
<td>Mooré</td>
</tr>
<tr>
<td>4 Radio Salonkoloto</td>
<td>Ouagadougou</td>
<td>Mooré</td>
</tr>
<tr>
<td>5 La Voix de Verger</td>
<td>Kénédougou (Orodara)</td>
<td>Dioula</td>
</tr>
<tr>
<td>6 Radio Waldé Ejef</td>
<td>Ouadalan (Gorom Gorom)</td>
<td>Fulfuldé</td>
</tr>
<tr>
<td>7 Radio Natigbzanga</td>
<td>Passoré (Yako)</td>
<td>Moore</td>
</tr>
<tr>
<td>8 Radio Gaoua</td>
<td>Poni (Gaoua)</td>
<td>Lobiri</td>
</tr>
<tr>
<td>9 Radio Némaro</td>
<td>Sissili (Léo)</td>
<td>Lyeelé</td>
</tr>
<tr>
<td>10 Radio Buayaba</td>
<td>Tapoa (Diapaga)</td>
<td>Gourmantché</td>
</tr>
<tr>
<td>11 Radio Munyu</td>
<td>Comoé (Banfora)</td>
<td>Dioula</td>
</tr>
<tr>
<td>12 Radio Djaowampo</td>
<td>Gnagna (Bogandé)</td>
<td>Gourmantché</td>
</tr>
<tr>
<td>13 Radio LCD</td>
<td>Soum (Djibo)</td>
<td>Fulfuldé</td>
</tr>
<tr>
<td>14 Radio Tintaani</td>
<td>Tapoa (Kantchari)</td>
<td>Gourmantché</td>
</tr>
<tr>
<td>15 La Voix du Paysan</td>
<td>Yatenga (Ouahigouya)</td>
<td>Mooré</td>
</tr>
<tr>
<td>16 Radio Loudon</td>
<td>Ziro (Sapouy)</td>
<td>Nouni</td>
</tr>
<tr>
<td>17 Radio Neerwaya</td>
<td>Bam (Koungoussi)</td>
<td>Mooré</td>
</tr>
<tr>
<td>18 Radio Palabres</td>
<td>Boukikiemdé (Koudougou)</td>
<td>Dioula</td>
</tr>
<tr>
<td>19 Radio Pognèré</td>
<td>Kouritenga (Pouytenga)</td>
<td>Mooré</td>
</tr>
<tr>
<td>20 Radio Goulou</td>
<td>Nahouri (Po)</td>
<td>Kasséna</td>
</tr>
<tr>
<td>21 Radio Tin Tua</td>
<td>Gourma (Fada N’Gourma)</td>
<td>Gourmantché</td>
</tr>
<tr>
<td>22 Radio Manegda</td>
<td>Sanmatenga (Kaya)</td>
<td>Mooré</td>
</tr>
<tr>
<td>23 Radio Voix du Sourou</td>
<td>Oubritenga (Zniaré)</td>
<td>Mooré</td>
</tr>
<tr>
<td>24 Radio Sebba</td>
<td>Sebba (Yaaga)</td>
<td>Fulfuldé</td>
</tr>
<tr>
<td>25 Radio Gayeri</td>
<td>Gayeri (Gnagna)</td>
<td>Gourmantché</td>
</tr>
<tr>
<td>26 Radio Argoutar</td>
<td>Ioba (Dano)</td>
<td>Gourmantché</td>
</tr>
<tr>
<td>27 To be decided</td>
<td>Dori (Seno)</td>
<td>Fulfuldé</td>
</tr>
</tbody>
</table>

**Availability of Funding**
A&T’s maximum estimated total available funding for this activity is **USD 450,000 (US$ Four hundred and fifty thousand) or equivalent in local currency** for this procurement to finalize a media plan and establish formal agreements with agreed-upon radio stations during September 2016 and place, air, monitor, and manage a national mass communication campaign in urban and rural areas from October 2016 to April 2017 (estimated dates).

**Anticipated Deliverables**

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Estimated Due dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Plan for broadcasting radio spots through 27 radio stations in 12 regions (excluding the Boucle du Mouhoun)</td>
<td>September 15, 2016</td>
</tr>
<tr>
<td>Monthly Reports on:</td>
<td></td>
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<tr>
<td>a. Media activity and target group reach, including detailed information on each month and cumulative information</td>
<td>On the 15th of each month (reporting on previous month) from October 15, 2016 to March 15, 2017</td>
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<tr>
<td>b. Gross Rating Reports (GRP)</td>
<td></td>
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<tr>
<td>Quarterly Monitoring Reports on:</td>
<td></td>
</tr>
<tr>
<td>Quarterly reports should include details of all activities and data that tracks quarterly achievement towards project targets and annual targets. Quarterly report should reflect the current mass communications monitoring plan, which include: date of the report, name and title of person completing the report, reporting period, and a summary of the following:</td>
<td>On the last day of month following the quarter’s end</td>
</tr>
<tr>
<td>- Name of radio station</td>
<td>- December 30, 2016 (for Sep-Nov’16 report)</td>
</tr>
<tr>
<td>- Place/location of radio station</td>
<td>- March 31, 2017 (for Dec’16 – Feb ’17)</td>
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<tr>
<td>- Language</td>
<td></td>
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<tr>
<td>- Number of radio spots aired for each week of the reporting period</td>
<td></td>
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<tr>
<td>- Total number of radio spots aired in the reporting period.</td>
<td></td>
</tr>
<tr>
<td>Updated Media Plan (based on first quarter monitoring results)</td>
<td>November 30, 2016</td>
</tr>
<tr>
<td>Final Summary Report on media activity and target group reach (Sep 2016 – Apr 2017)</td>
<td>April 30, 2017</td>
</tr>
</tbody>
</table>

**Anticipated Contract Mechanism**

FHI 360 intends to issue one fixed price purchase order to one offeror whose proposal contains the combination of those criteria offering the best overall value. Proposals that do not follow the proposal instructions will not be reviewed.

**SUBMISSION REQUIREMENTS**

In order to be considered, Proposals must include the following:

1. Capability Statement – indicating size of the agency, staff, past experience in producing health communication for behavior change, work with donor organizations, not for profits and/or the Government of Burkina Faso. You may include your company’s website if you’d like (*not to exceed 2 pages*).
II. Overall approach as described in the RFP (*not to exceed 2 pages*).

III. Media plan for community radio along with the relevant findings of qualitative research, if any, to support the strategy (*not to exceed 5 pages*). The media plan should include the strategy to reach the target audiences in urban and rural areas, and different geographic regions, with specific tactics to bring about behavior change. Note the names of the geographic areas and include a designation of high/medium/low/no coverage and what alternate strategies can be used to cover the hard to reach populations.

   a. Proposed media plan should also include the frequency and placement details described in the RFP. This includes recommended monthly/weekly/daily schedule including number of weeks. Note any specific strategies for engaging community volunteers or health and development workers. Please also include the estimated reach and frequency of target audience and/or households of proposed media strategy including of separate data for urban and rural areas; and geographic areas. Clearly indicate expected trends in reach, if there is a phased approach.

   b. The contractor must submit a campaign calendar for the entire period of performance for A&T’s approval no later than September 15, 2016 (*sample calendar in Annex 1*). This calendar must include: Weekly broadcasting plan by behavior, radio spot, region, radio station, location and language, radio campaign monitoring activities, and any other relevant planning information.

IV. Proposed monitoring strategy with indicators.

V. Budget – The bidder will submit with their proposal a proposed budget and budget narrative with sufficient detail to allow evaluation of elements of costs proposed. Total budget (including VAT) must *not exceed* USD $450,000 or equivalent in local currency. The cost proposal must clearly indicate the number of broadcasts per media/channel, and include labor and/or unit costs with an explanation of how these costs were reached. Agencies are expected to submit realistic and competitive costs to be fully supported by a thorough budget narrative. Use attached format to the extent possible. In the cost proposal, please provide the best value and indicate how cost efficiencies are being obtained.

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

   a. 0% for government agencies, other private foundations and for-profit organizations

   b. up to 10% for U.S. universities and other academic institutions

   c. up to 15% for non-U.S. academic institutions and all private voluntary and non-government organizations, regardless of location.

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

   Please include VAT in the cost proposal as FHI 360 is not VAT exempt.

VI. Staffing – names and professional experience for key personnel to include their experience and their percentage of time on this project. (Professional experience statement not to exceed 15 lines per person).

VII. Timeline (estimated) – cover the period September 1, 2016 through April 30, 2017, including media campaign for the period of October 1, 2016 – April 31, 2017.
VIII. Key client list – should include any work carried out for donor agencies, not-for-profit organizations and the Government of Burkina Faso.

IX. References – names, company or organization, contact information – of three recent (within the past 2 years) groups that you have worked for in this capacity.

   a. As part of the references, at least 2 client-approved Final Reports showing evidence of performance of similar work as requested in this RFP.

X. Contact details, including name, title, phone number and email, of the person at the bidding agency with whom FHI 360 may communicate. FHI 360 may be contacting the bidder to confirm the appropriate contact person, address, and that the proposal was submitted for this request for proposal.

Please note that the purchase order(s) which may be received from this contract will be subject to normal tax liability in Burkina Faso. Kindly contact the concerned tax authorities for further information in this regard if required.

V. PROPOSAL INSTRUCTIONS AND DEADLINES

Responses to this RFP should be submitted by email to the attention of Mr. Moulaye Sy at msys@fhi360.org no later than August 7, 2016 at 5 p.m. Burkina Faso time. Please follow the proposal instructions carefully. Proposals which do not follow these instructions may not be reviewed. Offers received after this date and time will not be accepted for consideration. FHI 360 will acknowledge receipt of your proposal by email. Proposals must be submitted in electronic format using Microsoft Office compatible software.

Any questions or requests for clarification need to be submitted in writing to Mr. Moulaye Sy at the same email (msys@fhi360.org) address by July 11, 2016 by 5 p.m. Burkina Faso time; answers will be shared with all firms. No telephone inquiries will be accepted.

VI. CRITERIA FOR EVALUATION

Evaluation criteria add up to a total of 100 points, apportioned as follows:

1. Approach 25 points
2. Media Plan & Timeline 25 points
3. Monitoring Plan 10 points
4. Capabilities & Experience, including References 20 points
5. Completeness and Appropriateness of the Budget 20 points

False Statements in Offer
Offerors must provide full, accurate and complete information as required by this solicitation and its attachments.

Withdrawals of Proposals
Proposals may be withdrawn by written notice via email received at any time before award.

Disclaimers
- FHI 360 may cancel the solicitation and not make an award.
- FHI 360 may reject any or all responses received.
• Issuance of this solicitation does not constitute an award commitment by FHI 360.
• FHI 360 reserves the right to disqualify any offer based on offeror failure to follow solicitation requirements.
• FHI 360 will not compensate offeror for preparation of their response to this solicitation.
• FHI 360 reserves the right to issue a contract based on the initial evaluation of offers without further discussion.
• FHI 360 may choose to award only part of the activities in the solicitation, or issue multiple awards based on the solicitation activities.
• FHI 360 may request from short-listed offerors a second or third round of either oral presentation or written response to a more specific and detailed scope of work that is based on a general scope of work in the original RFP.
• FHI 360 has the right to rescind an RFP, or rescind an award prior to the signing of a contract due to any unforeseen changes in the direction of FHI 360's client, be it funding or programmatic.
• FHI 360 reserves the right to waive minor proposal deficiencies that can be corrected prior to award determination to promote competition.
• FHI 360 will be contacting offerors to confirm contact person, address and that bid was submitted for this solicitation.

Please note that if you believe your firm does not have all the expertise for the assignment, there is no objection to your firm associating with another firm to enable a full range of expertise to be presented.