Request for Proposals

Pretesting of print materials on IYCF and early and exclusive breastfeeding
Health worker (at CSPS level) counseling cards on optimal breastfeeding practices

Alive & Thrive Project

Issued on: June 16, 2016
Title: Pretesting of print materials on IYCF and early and exclusive breastfeeding Health worker (at CSPS level) counseling cards on optimal breastfeeding practices
Proposal Deadline: June 23, 2016
Estimated Period of Performance: July 1 to August 31, 2016

I. 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.

II. 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 August 2017 (Phase II) to accommodate further scaling up 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 will provide strategic technical assistance to program partners for integrating a breastfeeding component, identify critical strategies that can enable behavior change and reach large scale, and help in the measurement of progress toward adoption of optimal breastfeeding practices.

Alive & Thrive (A&T) Burkina Faso is aimed at supporting 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.
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.

Objectives:

- To increase exclusive breastfeeding to at least 60%\(^1\) (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 with community volunteers, networks, groups and frontline workers in MNCH and nutrition programs
- Engaging community opinion leaders for demand generation 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. Scope of Work

A. Specific tasks:
Using the below listed stimuli, a qualitative study should be conducted to pre-test and ensure quality, comprehension and appeal of the counseling cards that will be most effective at bringing about behavior change.

The pre-test study should be carried out for the following materials:
- 13 counseling cards with images and text and the accompanying user guide.
- One (1) poster for CSPS on optimal breastfeeding practices
- One (1) brochure for pregnant and lactating women

The materials listed above are to be pre-tested in the following languages and target groups:

French = Health Workers
French = District Nutrition Focal Points

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\(^1\) Initial targets were based on information available at the time of program design. Final target rates will be determined based on baseline data obtained during the preliminary phase of the program in Burkina Faso and the most current country wide data available.
Moore, Dioula and Fulfulde = Pregnant women, Lactating women (mothers of children 0-6 months).

Pre-testing Geographic Zones
Boucle de Mouhoun = 2 health districts (only from attached list of communes)

<table>
<thead>
<tr>
<th>#</th>
<th>Provinces</th>
<th>Communes</th>
<th># of CSPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bale</td>
<td>Bana</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>Oury</td>
<td>Bana</td>
<td>6</td>
</tr>
<tr>
<td>3</td>
<td>Pompoi</td>
<td>Balave</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Yaho</td>
<td>Balave</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Banwa</td>
<td>Sanaba</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Balave</td>
<td>Tansila</td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>Djibasso</td>
<td>Dijibasso</td>
<td>7</td>
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<tr>
<td>8</td>
<td>Dokuy</td>
<td>Dokuy</td>
<td>5</td>
</tr>
<tr>
<td>9</td>
<td>Doumbala</td>
<td>Doumbala</td>
<td>6</td>
</tr>
<tr>
<td>10</td>
<td>Kossi</td>
<td>Madouba</td>
<td>1</td>
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<tr>
<td>11</td>
<td>Mouhoun</td>
<td>Bondoukuy</td>
<td>8</td>
</tr>
<tr>
<td>12</td>
<td>Tcheriba</td>
<td>Bondoukuy</td>
<td>7</td>
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<tr>
<td>13</td>
<td>Ouarkoye</td>
<td>Kougny</td>
<td>2</td>
</tr>
<tr>
<td>14</td>
<td>Kougny</td>
<td>Yaba</td>
<td>6</td>
</tr>
<tr>
<td>15</td>
<td>Di</td>
<td>Yaba</td>
<td>4</td>
</tr>
<tr>
<td>16</td>
<td>Lanfiera</td>
<td>Lankoué</td>
<td>3</td>
</tr>
<tr>
<td>17</td>
<td>Toeni</td>
<td>Toeni</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>6</td>
<td>20</td>
<td>86</td>
</tr>
</tbody>
</table>

Sahel = 1 health district
Centre-West = 2 health districts
Banfora = 1 health district

The information required for pre-testing is best obtained through qualitative research and these methods are best geared to gauge emotional appeal as well as comprehension by pregnant women and mothers (target groups) and health workers (primary users).
Rounds and Stimuli with materials are shown below:

<table>
<thead>
<tr>
<th>Rounds &amp; Objectives</th>
<th>e. a Job aid, IEC Tool (brochure, poster or other) or Set of counseling Cards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Round 1: To identify strengths &amp; weakness for comprehension appeal &amp; behavior change to help draft one final version</td>
<td>In-depth interviews on the role of job aids, IEC tools or counseling cards and breastfeeding practices counseling cards &amp; guidelines in supporting health worker tasks</td>
</tr>
<tr>
<td>Round 2: Objectives - fine tuning cues for revisions</td>
<td>A Job aid, IEC tools or counseling cards will be tested to get final feedback.</td>
</tr>
<tr>
<td>Round 3: Objectives - fine tuning the final materials</td>
<td>A Job aid, IEC tools or counseling cards will be tested to get final feedback.</td>
</tr>
</tbody>
</table>

The contractor will ensure that the counseling cards and accompanying guideline are pre-tested to determine the comprehension of the elements, message take out, memorability, appeal of messages, and call to action.

**Information Areas**
The contractor will ensure that the following information areas are presented and addressed:

*Response to the stimulus*
- Spontaneous reactions
- Level of interest and curiosity it generates

*Creative Magnifier*
- Noticeable elements
- Attention hook

*Appeal (Likes /dislikes)*
- Overall appeal / likeability / or lack of it
- Elements liked, not liked
- Reasons for the same

*Comprehension*
- In terms of elements
- Message take out
- Elements detracting from comprehension, any confusion

*Credibility*
- Is the ad/script/message realistic? Is it believable?
• If not, why?
• Elements adding to/detracting from credibility

**Readiness to Act**
• Feelings that the communication evokes
• Do focus group participants believe that the communication gives them sufficient knowledge to act

**B. Deliverables**

To achieve this objective, the contractor will carry out the following tasks:

**Development & planning**
• Provide draft and final pre-testing questionnaires, in-depth interview guides, focus group guides and respondent selection criteria in French.
• Train data collection/survey staff on respondent recruitment and selection criteria; and on use of focus group guide and other data collection methods

**Field work**
• It is expected that at least one round of pre-test will be performed throughout this contract. Depending on the results of the first round of pre-test it may be necessary to significantly review the tools; this will require a second round of pre-test. This has been reflected in the timeline and deliverables schedule below.
• Identify a suitable venue to conduct the pretests – venue with quiet, clean environment in the regions and districts noted in section III. A. above.
• Provide equipment to tape and view the sessions
• Recruit respondents that meet set requirement
• Experienced moderators (appropriate to respondents – i.e., possibly different for different locations) to conduct the focus group discussions

**Data preparation and analysis**
• Transcribe the tapes
• Using the transcripts, analyze the discussions:
  • Describe the findings for each focus group
  • For all focus groups and in-depth interviews in each site, interpret the information by topic area and research objectives/questions
• Translate transcripts into French

**Report**
• Provide top-line reports for each testing venue/focus group or in-depth interview summarizing different themes that are described and interpreted across the sites.
In order to be considered, Proposals must include the following:

- Deliver a presentation providing an overview of the research as well as the key results of the reports to stakeholders (if required)
- Final report

### Deliverables Table with estimated due dates

<table>
<thead>
<tr>
<th>#</th>
<th>Expected Deliverable</th>
<th>Due Date</th>
<th>Payment (FCFA)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Timeline and details of pretesting plan</td>
<td>6 July 2016</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pre-testing questionnaires in French</td>
<td>6 July 2016</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>Top-line reports for <strong>first round of pre-testing</strong> for each testing venue/focus group, and IDI, summarizing different themes that are described and interpreted across the sites and target groups</td>
<td>25 July 2016</td>
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</tr>
<tr>
<td></td>
<td>Deliver a presentation providing an overview of the research as well as the key results of the reports to stakeholders</td>
<td>29 July 2016</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>Top-line reports for <strong>second round of pre-testing</strong> for each testing venue/focus group, and IDI, summarizing different themes that are described and interpreted across the sites and target groups</td>
<td>25 August 2016</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Deliver a presentation providing an overview of the research as well as the key results of the reports to stakeholders</td>
<td>31 August 2016</td>
<td></td>
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<tr>
<td></td>
<td>Final invoice and summary report</td>
<td>31 August 2016</td>
<td>50%</td>
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<td></td>
<td><strong>TOTAL</strong></td>
<td></td>
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</table>

### IV. Proposal Instructions and Deadline:

Responses to this RFP should be submitted by email to the attention of Moulaye Sy, Senior Program Officer at msy@fhi360.org and Mr. Adama Thiombiano, Project Director, at athiombiano@fhi360.org no later than **June 23, 2016 at 5p.m. (Ouagadougou time)**. Offers received after this date and time may not be accepted for consideration. FHI 360 will acknowledge receipt of your proposal by email. Proposals must be submitted in electronic format.

Any questions or requests for clarification need to be submitted in writing to the same email addresses noted above by **June 20, 2016 at 5p.m. (Ouagadougou time)**. Answers will be shared with all firms. No telephone inquiries will be answered.

The resources are limited for this project and credit will be given for reflecting efficient and cost saving measures.

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

I. Capability Statement – not to exceed three pages, indicating size of the agency, staff strength, past experience in similar work with donor organizations and/or the Government of Burkina Faso etc.
II. Client list

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

IV. Proposed plan and approach: not to exceed five pages, indicating the approach the organization will utilize to conduct each step of the activity

V. Staffing – names, brief (1/2 page) bio sketch of principal staff including in sampling, data collection and data entry management and data analysis.

VI. Cost proposal – Please provide a budget that reflects costs (including unit cost and number of units) for the above scope(s) of work and a budget narrative that describes and justifies the cost assumptions for each category and line item in the budget spreadsheet. **Budget must be in local currency.** The budget must be submitted using the FHI 360 template that is provided. The budget should be broken down by labor costs (please identify personnel who will perform the work) and fringe benefit costs in accordance with the offeror’s compensation policies, travel costs, supplies, any other direct costs necessary to perform a category of work, and indirect costs.

Indirect costs must be clearly stated including the basis on which they will be applied. These costs are administrative expenses related to overall general operations and are shared among projects and/or functions. Examples include executive oversight, accounting, grants management, legal expenses, utilities, and facility maintenance. In so far as possible, identifiable (allocable) costs should be requested and justified in the proposal as direct costs, including those for dedicated ongoing project management, facilities and support. To the extent that indirect costs are applicable, they are subject to the following limits:

- 0% for government agencies, other private foundations and for-profit organizations
- up to 10% for U.S. universities and other academic institutions
- 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.**

Offerors will submit with their proposals a proposed budget with sufficient detail to allow evaluation of elements of costs proposed.

Please find attached the budget format for reference.

**Anticipated Contractual Mechanism**

Alive & Thrive anticipates issuing a fixed-price purchase order to the offeror(s) whose proposal is most advantageous, cost and other factors considered. A fixed price contract calls for one firm price, not subject to any adjustment based on the contractor’s cost experience in performance of the contract. This fixed-price is established at the outset, when the contract is negotiated and signed.
**Criteria for Evaluation**
Proposals will first be evaluated from a technical standpoint. Those proposals that are considered to be technically acceptable shall then be evaluated in terms of cost.

**Technical Scores – 60 points max, including:**
1. Proposed Plan and Approach (understanding and experience of rapid surveys/assessments on the same or related topic) – 20 points
2. Institutional experience in Burkina Faso in carrying out rapid assessment, studies, documentations, publications of international standard – 20 points
3. Staffing plan, qualifications of key personnel and references – 20 points

**Financial Scores – 40 points max for cost reasonableness, appropriateness and clarity**
Following completion of the technical review, the Selection Committee will evaluate relevant cost proposals. Committee will take into consideration clarity and accuracy of budget presentation, details of the budget and budget notes, price, and cost effectiveness.

Following completion of the technical review, the Selection Committee will evaluate relevant cost proposals. Committee will take into consideration past performance and reference recommendations.

**Withdrawal of Proposals**
Proposals may be withdrawn by written notice, email or facsimile received at any time before award.

**Termination of contract**
Alive and Thrive has the right to terminate the contract at any time during the contract period with 30 days notice period.

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

Proposals become the property of FHI360.

**Award and Notification of Selected Proposals**
FHI 360 will not compensate offerors for preparation of their response to this RFP. Issuing this RFP is not a guarantee that FHI360 will award a contract.

FHI 360 reserves the right to issue a contract based on the initial evaluation of offers without discussion.

FHI 360 may choose to award a contract for part of the activities in the RFP.
FHI 360 may choose to award a contract to more than one offeror for specific parts of the activities in the RFP.

Negotiations will commence with a discussion of the proposal, schedule of activities, and staffing. Agreement must then be reached on the final proposal, staffing, logistics and reporting. Special attention will be paid to clearly define the inputs required from FHI 360 to ensure satisfactory implementation of the assignment. Changes agreed upon will then be reflected in the budget and budget narrative, using proposed unit rates. Having selected the agency on the basis of an evaluation of proposed key professional staff among other things, FHI 360 expects to negotiate a contract on the basis of the staff named in the proposal and, prior to contract negotiations, will require assurance that these staff will be actually available. FHI 360 will not consider substitutions during contract negotiations except in cases of unexpected delays in the starting date or incapacity of key professional staff for reasons of health. 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 the general scope of work in the original RFP.

FHI 360 has the right to rescind this 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 any deviations by offerors from the requirements of this solicitation that in FHI 360’s opinion are considered not to be material defects requiring rejection or disqualification; or where such a waiver will promote increased competition and if such action is considered to be in the best interest of FHI 360’s client organization.

Please do not include examples of your work although you may include a website(s) for us to review that reflects your work. If FHI 360 requires additional materials we will request those materials during the review process.

Should FHI 360 choose to make an award, all deliverables produced under said award shall be considered the property of FHI 360.

Please note that if you consider that 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. However, joint ventures between firms on the shortlist are not permitted without the prior approval of FHI 360. The request for a joint venture should be accompanied with full details of the proposed association and confirming joint and several liability.

Should FHI 360 choose to make an award, assignment from award of contract will be subject you to normal tax liability in Burkina Faso. Kindly contact the concerned tax authorities for further information in this regard if required.

/END