



Request for Consultant

POSITION: Social and Behavior Change Consultant, West Africa

Date of issue: May 7, 2021

SUBMISSION DEADLINE: May 12, 2021

TIME FRAME: May 15, 2021- Feb 28, 2022

LOCATION: Based in the West Africa region (preferred)

Background :

Alive & Thrive (A&T) is a global nutrition initiative to save lives, prevent illness, and ensure healthy growth of mothers and children. From 2009 –2014, A&T demonstrated that rapid improvements in infant and young child feeding (IYCF) are possible in settings as diverse as Ethiopia, Bangladesh, and Viet Nam. In 2014, A&T began working in Burkina Faso, India, Nigeria, and throughout the Southeast Asia region, expanding its scope to include maternal and adolescent nutrition, and using agriculture and social protection programs as delivery mechanisms for maternal, infant, and young child nutrition (MIYCN). Currently, A&T is leveraging its robust network and knowledge base to strengthen systems and build capacity in these and other countries across Africa and Asia, and disseminate innovations, tools, and lessons worldwide. The A&T initiative, managed by FHI Solutions, is funded by the Bill & Melinda Gates Foundation, Irish Aid and other donors.

In francophone West African countries, Alive & Thrive provides strategic technical assistance to:

- support policy and system reforms to create an enabling and supportive environment for MIYCN and
- increase the uptake of proven processes, approaches and tools for national-level advocacy, and the development of evidence-informed multi-sectoral and multi-channel social and behavioral change strategies and country plans for scaling up MIYCN.

Alive & Thrive is assisting the World Food Program to design an SBC strategy and associated interventions, messages and materials to improve key MIYCN practices in the Sahel region. The SBC strategy will have two main areas of focus:

1. The household/community level: to improve early and exclusive breastfeeding; the quantity and the quality of complementary foods provided to children 6-23 months and improve dietary diversity among women of reproductive age.
2. The food systems level: to create an enabling environment for key nutrition practices by Increasing access, availability, affordability and demand (or uptake) of nutrient-dense foods among families; and facilitate demand for nutrient dense food by supporting WFP with food production, processing, preservation and supply.

Consultant Summary

This is an exciting position to be part of a small, energetic team of MIYCN and SBC professionals that provide strategic leadership in SBC to Alive & Thrive's partners in West Africa.

The Consultant for Social and Behavior Change will be responsible for guiding formative research, and the design, execution and coordination of SBC technical assistance, capacity building and interventions with governments and partners to improve adoption of recommended MIYCN behaviors and social change in West Africa using data-driven SBC approaches and tools as well as Alive & Thrive and other institutional conceptual frameworks and evidence bases.

The Consultancy calls for an SBC professional with: well-established experiences in SBC research, design, implementation and monitoring; an excellent understanding and ability to use quantitative and qualitative research in designing SBC programs; experience with implementing social mobilization, and/or community engagement and mass media approaches. In addition, experience in partnership-engagement, communication, facilitation, synthesis, as well as innovative and creative thinking to activate the West Africa SBC agenda for MIYCN in new directions to achieve impact.

Specific tasks include:

- 1. Generate evidence:** oversee and support the desk review on the determinants of MIYCN and the situation analyses of existing policy, programmatic, research and communication documents related to MIYCN SBC. Conduct key informant interviews to complete or complement desk reviews. Design and manage the implementation of new formative research, including secondary analyses of national data, human-centered design research and market assessments, to increase understanding of MIYCN behaviors in collaboration with governments, partners and contractors.
- 2. Determine MIYCN problems from a SBC lens:** Provide in-country and remote technical guidance in identifying MIYCN problems as well as determinants and influencers of change in consultation with governments and stakeholders.
- 3. Develop SBC strategies and operational plans.** Draft and elaborate key elements of SBC strategies. Design and facilitate stakeholder consultations to co-create SBC strategies and activities tailored to priority and influencing groups for improved MIYCN. Elaborate budgeted implementation plans based on SBC strategies in partnership with government and other stakeholders. Provide technical support for the validation of SBC strategies and plans.
- 4. Lead the design of SBC communication tools:** Collaborate with governments, and stakeholders and manage communication agencies to plan, design, pre-test and produce tools and communication vehicles to support MIYCN objectives and strategic interventions. Provide guidance and use social media to contribute to achieving SBC objectives.
- 5. Contribute to measurement, learning and evaluation activities:** Provide technical support to SBC measurement, learning, and evaluation activities, including monitoring implementation of country and regional workplans and application of Alive & Thrive tools, as well as contribute to the design, implementation and use of project evaluations.
- 6. Develop or revise toolkits, document and disseminate:** Revise regional toolkits based on in-country experiences and lessons learned. Contribute to the documentation, dissemination, and reporting of Alive

& Thrive activities, experiences, and results for partner and donor updates, publications, social media, and relevant communication channels.

7. Represent Alive & Thrive and engage partners: Represent Alive & Thrive in professional fora with external stakeholders including governments, civil society organizations, and other partners. Increase the visibility of Alive & Thrive within the SBC sector at the country, regional and global level in collaboration with regional colleagues and the Knowledge Leadership and Learning team at A&T Headquarter.

List of Deliverables:

Area/activity	Deliverable	Deadline
Desk review and situational analysis	<ul style="list-style-type: none"> - Summarize the desk review prepared by the Consultant for WFP and other stakeholders in a PPT format - Define the enablers and barriers on the determinants of MIYCN by health and food system in behavioral terms - Report for the month of June - List of priorities for July 	June 30, 2021
Validation of the desk review and definition of the problem in behavioral terms	<ul style="list-style-type: none"> - Conduct a workshop with WFP staff and other stakeholders in the 3 regions to validate the desk review and define the barriers and enablers in behavioral terms - Other activities related to SBC for UNICEF/WFP as needed - Ensure that the desk review is completed and finalized 	July 15, 2021
New formative research	<ul style="list-style-type: none"> - Develop the TOR for the formative research - Participate in the selection of the firm. - Oversee the development of the protocol and the IRB approval from FHI 360 and participating countries - Provide training and other support for the formative research as needed - Other activities related to SBC as determined 	June 15, 2021 June 30, 2021 July 20, 2021 August 31, 2021
Various products from the formative research	<ul style="list-style-type: none"> - Finalize the content of the formative research with the research firm. - Develop a behavioral matrix outlining the small doable actions and key messages for each of the influential groups. - Present the findings of the formative research to WFP and other stakeholders. - Develop knowledge products related to the formative research and desk review etc. as needed 	September 25, 2021

	- Ensure that the formative research report is finalized	
Design the SBC strategy	<ul style="list-style-type: none"> - Based on the findings of the desk review, formative research and stakeholders consultation develop an outline for the SBC strategy - Conduct participatory workshops to design: <ul style="list-style-type: none"> • Priority behaviors • Determinants of behaviors (barriers and facilitators) • Primary and secondary target groups • Programmatic platforms, channels, and activities to reach target groups • “Small do-able actions” and key messages that address barriers/facilitators and that target groups can take to improve adherence to priority behaviors. • Approaches to improve the enabling environment for desired behaviors, including the external and personal food environment • A theory of change that outlines how addressing the barriers and enabling factors will lead to changes in practices • Identify the different type of communication materials needed for different influential groups - 	<p>October 15, 2021</p> <p>October 25, 2021</p>
Develop a draft MLE framework for the SBC strategy with the MLE Consultant	<ul style="list-style-type: none"> - Develop a draft logical framework that outlines the inputs, activities, outputs and outcomes with the MLE Consultant. - Develop a SOW for communication agency - Recruit communication agency - Work on a mass-media plan if needed 	<p>November 10, 2021</p> <p>November 15, 2021</p>
Communication materials	<ul style="list-style-type: none"> - Work with communication agency to develop prototypes of communication material - Pretest and adapt communication materials - Ensure that a road map for the implementation plan is validated by relevant stakeholders 	December 24, 2021
Finalize MLE and Communication plan	<ul style="list-style-type: none"> - Finalize the communication materials - Finalize the implementation plan and MLE framework with the MLE Consultant and MLE Advisor 	January 31, 2021
Knowledge and Learning products	<ul style="list-style-type: none"> - Finalize knowledge products and other communication materials 	Feb 20, 2021

Qualifications

- Master's degree in Communications, Marketing, Social or Behavioral Sciences, Public Relations, Public Health, or related fields.
- 8+ years of, advocacy, or communications experience in West and Central Africa context preferably.
- Experience in fragile/humanitarian context preferred.
- Demonstrated experience in applied social and behavioral change programming, marketing and communications within public health arena, preferably in nutrition.
- Fluent in social and behavior change theory and approaches, including human-centred design and provider behavior change.
- Demonstrated experience using innovative and technology-based approaches for social behavior change.
- Articulate, professional, creative and able to communicate in a clear, positive manner with stakeholders and staff.
- French native language. Ability to read, write and speak fluent English a plus.
- Prior work experience in a non-governmental organization (NGO) preferred.

Applied Knowledge & Skills

- Working knowledge of concepts, practices, and procedures to provide technical support and supervision for studies and assessments.
- Demonstrated expertise in applying findings and results from qualitative assessments for the development of communications strategies and tools.
- Comprehensive knowledge of concepts, practices, and procedures related to communications.
- Excellent oral and written communication skills.
- Excellent and demonstrated project management skills.
- Excellent and demonstrated public relations, interpersonal relations, public speaking, and diplomacy skills required.
- Strong critical thinking and problem-solving skills.
- Ability to take initiative and focus on results.
- Ability to influence, motivate, negotiate and collaborate well with others.

Application Instructions and Deadline

Qualified candidates are encouraged to apply for the consultancy. Please submit a cover letter, biodata form and resume to Francis Koffi fkoffi@fhi360.org with copy to Kevin Iredell kiredell@fhi360.org by May 12, 2021. All questions and clarifications should be submitted by email to Francis Koffi fkoffi@fhi360.org with copy to Kevin Iredell kiredell@fhi360.org by May 10, 2021.

Any questions or requests for clarification need to be submitted in writing to the same email addresses by **May 05, 2021 at 5:00PM (West Africa time)**. Answers will be clarified with the RFA in the location/link. No telephone inquiries will be answered.

The responses will be shared with all parties who expressed interest and published on the website. Propositions received after this date will not be accepted.

To be considered, **Applications** must include the following:

1. Cover letter –indicating educational qualification and relevant past experiences as per RFA.
2. CV
3. A technical writing sample (Communications/ designing SBC strategies / reports)
4. Completed Biodata Sheet with cost proposal (daily rate)
5. Three references with contact information

Evaluation criteria:

- a. Knowledge and experience with conducting formative research, understanding determinants of various health and nutrition practices, designing SBC strategies and working on developing communication materials (35 points)
- b. Knowledge of monitoring and evaluation (10 points)
- c. Experience working in the Sahel region (10 points)
- d. Experience with food systems (understanding of food system frameworks and NSA) -15 points
- e. Fluent in French and English (10)
- f. Daily rate and reference (20 points)

Anticipated Contractual Mechanism:

It is anticipated that Alive & Thrive will issue a Fixed price Consultant Agreement, contingent on mutual agreement on a scope of work and cost. Payments will be linked to submission of certified invoices and timely completion and approval of deliverables, as detailed in the payment schedule incorporated in the Consultant Agreement.

Withdrawal of Applications

- Applications may be withdrawn by written notice, email or facsimile received at any time before award.

False Statements in Offer

- Offerors must provide full, accurate and complete information as required by this solicitation and its attachments.
- Applications become the property of FHI 360.

Award and Notification of Selected Applications

- FHI 360 will not compensate offerors for preparation of their response to this RFA. Issuing this RFA is not a guarantee that FHI 360 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 RFA.
- FHI 360 may choose to award a contract to more than one offeror for specific parts of the activities in the RFA.
- Special attention will be paid to clearly define the inputs required from FHI 360 to ensure satisfactory implementation of the assignment. 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 RFA.
- FHI 360 has the right to rescind this RFA or rescind an award prior to the signing of a contract due to any unforeseen changes in the direction of FHI 360' 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, the Bill & Melinda Gates Foundation.
- 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.
- Should FHI 360 choose to make an award, assignment from award of contract will be subject you to normal tax liability in Bangladesh. Kindly contact the concerned tax authorities for further information in this regard if required.