



Request for Consultant

French-Speaking Consultant in Social and Behavioural Change to Support Regional Virtual Learning Program to Create Budgeted Action Plans for SBC in the context of the 'Stronger With Breastmilk Only' Initiative.

Position: Consultant in Social and Behavioural Change

Date of Issue: October 7, 2021

Submission Deadline: October 11, 2021

Timeframe: October 15, 2021 – January 30, 2022

Location: Remote

Project #: 1014-02AT-18-18

Technical Monitor: Nathalie Likhite, Regional SBC Advisor

I. 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 using a social and behavior change (SBC) framework. 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). A&T is managed by FHI Solutions with funding from the Bill & Melinda Gates Foundation and other donors.

In 2018, A&T expanded its focus to francophone ECOWAS countries in West Africa, to accelerate improvements in MIYCN practices. The objectives of the ECOWAS program include: 1) the adoption of MIYCN-supportive policies through regional platforms in West Africa, 2) improving the implementation of MIYCN interventions in ECOWAS countries, and 3) the strategic use of data to strengthen policies and interventions for MIYCN in ECOWAS countries. A&T ECOWAS is currently supporting six francophone countries in the sub-region Benin, Burkina Faso, Côte d'Ivoire, Niger, Senegal, and Togo.

II. Summary of the virtual learning program

In 2020, due to the global COVID-19 pandemic, A&T and its regional partners, UNICEF and WHO, explored the feasibility of developing a competency-based and results-oriented virtual training program to build capacity and provide technical support in people-centered MIYCN programming to countries in **francophone** West and Central Africa. This idea is being brought to fruition: it was designed in 2021 with the support of a Montreal-based e-learning agency named Octo D and its first cohort is in the process of being implemented.

The virtual learning program was developed and is driven by a successful regional partnership between Alive & Thrive, the WHO Regional Office for Africa and the UNICEF West and Central Africa office around two regional initiatives. The first is called the 'Stronger With Breastmilk Only' initiative, which aims to



promote giving babies breastmilk only and to stop the practice of giving water in the first six months of life, is one of the initiatives ¹ and the second the 'First Foods' Initiative, which aims to improve the quality of children's diets.

This purpose of the program is to build national program managers' and technical advisors' capacities in designing and implementing SBC initiatives for MIYCN in the West and Central Africa region. The technical content of the virtual program is shaped by two needs expressed by countries in the region: 1) to learn how to design SBC programs using an evidence-based approach and 2) to develop the capacity to integrate SBC programs in national strategic MIYCN plans and implement them. In West and Central Africa, at least 17 countries have expressed interest in adapting the 'Stronger with Breastmilk Only' campaign to their national context. During the regional 'First Foods' consultation held in Dakar in February 2020, numerous countries also requested support with improving young children's diets in the region.

The learning objective of the SBC for MIYCN virtual learning program is described as follows: **Upon completion of this virtual learning program, participating teams will produce (create or revise) a strategic SBC action plan, targeting one or two key behaviours, to accompany the implementation of national MIYCN policies and strategies. This plan will be budgeted.**

In other words, the goal of the training is to create a strategic action plan that has the best chance of 1) securing or unlocking funding, and 2) being effectively implemented to help improve practices for optimal MIYCN.

The distance-led learning program is unique as it engages national teams of national public-sector nutrition or health leaders and communication specialists, as well as multisectoral and UNICEF + WHO staff from the participating countries. It is offered as a series of 14 modules, which engage participating teams for a total of 5 hours per week (estimated 3 hours of asynchronous learning + 2 hours of synchronous learning via Zoom) over a period of 16 weeks.

The program's first cohort, which is proposed as a 'proof of concept, was launched on **TalentLMS** on **September 6, 2021** and will run up to December 2021 or January 2022 (TBD). It is delivered in French.

A&T is seeking a senior-level French-speaking SBC professional with experience working in West and Central Africa to provide technical and coaching support as part of this virtual learning program.

III. Purpose of the consultancy

The SBC consultant will provide technical training and coaching support in French to country teams and individual participants engaged in the virtual training program.

This consultancy scope of work includes 1 day at inception for reviewing the content of the virtual training program, and 1.5 – 2 days per week of technical training and coaching support.

¹ For more information on the initiative, please visit: www.breastmilkonly.com



This support includes, and is not limited to:

1. Reviewing assignments submitted by participating teams and providing written guidance on how to improve them.
2. Supporting country teams and individual learners in completing assignments.
3. Engaging participants in online discussions to reinforce and deepen understanding of key SBC concepts and learnings in the discussion forum. This includes sharing additional reader-friendly resources that further support and illustrate key SBC concepts.
4. Facilitating two (2) live videoconferences, including preparing facilitation plans and presentations for the live videoconferences.
5. Providing feedback on facilitation plans for live videoconferences.
6. Intervening as key speaker on a designated SBC topic during a live videoconference.
7. Participating in weekly meetings with the virtual training team (A&T and Octo D).
8. Time permitting, interviewing individual participants to as part of the ongoing assessment of the virtual learning program.
9. Time permitting, reviewing and providing inputs into instructional design of online modules (TBD).

IV. 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. Experience in fragile/humanitarian context a plus.
- 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-centered design and provider behavior change.
- Demonstrated experience using virtual learning LMS platforms and other technologies for information-dissemination, technical assistance and/or training.
- Articulate, professional, and positive-minded, and able to speak and write in a clear, positive manner with training participants.
- French native language. Ability to read, write and speak fluent English a plus.
- Prior work experience in a UN agency or non-governmental organization (NGO).

V. Applied Knowledge & Skills

- Working knowledge of concepts, practices, and procedures to provide technical support for the development of SBC strategies and budgeted action plans.
- Demonstrated expertise in applying findings and results from quantitative and qualitative assessments for the development of SBC strategies, content and communication strategies and tools.
- Comprehensive knowledge of concepts, practices, and procedures related to communications.
- Excellent oral and written communication and coaching 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.

VI. Anticipated Timeline:

Deliverables	Submission Due Date	Fee payment schedule
Mid-consultancy report outlining contributions to each of the training and coaching tasks listed in this scope of work up to the completion of the <i>Module 9: Formuler des ponts vers les activités.</i>	November 22, 2021	40%
Final consultancy report outlining all contributions to training and coaching tasks listed in this scope of work up to the completion of the virtual training program (Module 14).	January 30, 2022	60%

VII. ANTICIPATED CONTRACTUAL MECHANISM

FHI Solutions anticipates issuing a fixed price contract to the offeror(s) whose proposal is most advantageous. The agreement will be issued to the responsive offer that is selected as the highest scorer on a best value basis. Payments will be made upon approval of deliverables by the technical monitor. Certified invoices will be submitted on a routine basis and payments will be contingent on timely submission and approval of deliverables. The total budget availability is capped at \$8,000 for this activity. Proposed rates that result in a lower overall total will be favorably viewed.

VIII. PROPOSAL INSTRUCTIONS AND DEADLINES

Responses to this RFP should be submitted by email to the attention of Francis Koffi FKoffi@fhi360.org and cc: Kevin Iredell, kiredell@fhiosolutions.org no later than **October 11, 2021 at 5 p.m. ET**. Proposals received after this date and time may not be accepted for consideration. FHI Solutions 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 **October 8, 2021 at 5 p.m. ET**. Answers will be shared with all parties that have expressed interest. No telephone inquiries will be answered.

All email correspondence should reference “Virtual Learning Program SBC Consultant” in the subject line.

IX. SUBMISSION REQUIREMENTS

To be considered, bidders must provide via email:

1. An updated CV (maximum 3 pages)



2. An expression of interest letter or cover letter
3. A proposed **daily** rate, along with a **completed and signed Biodata Form***
4. Two references from clients for which you have performed similar work was performed and/or examples of that work.
5. Email address where confirmation of submission can be sent.

X. SCORING CRITERIA

Proposals will be scored on a best value basis by an evaluation committee as follows:

- A. CV, expression of interest letter and proposal: 40 points
- B. Proposed **daily** rate: 40 points
- C. References/examples of work: 20 points

XI. MISCELLANEOUS

WITHDRAWAL OF PROPOSALS

Proposals may be withdrawn by written notice or email 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. Proposals become property of FHI SOLUTIONS LLC.

DISCLAIMERS AND FHI SOLUTIONS LLC PROTECTION CLAUSES

- FHI Solutions may cancel the solicitation and not make an award
- FHI Solutions may reject any or all responses received
- Issuance of a solicitation does not constitute an award commitment by FHI Solutions
- FHI Solutions reserves the right to disqualify any offer based on offeror failure to follow solicitation instructions
- FHI Solutions will not compensate offers for response to solicitation
- FHI Solutions reserves the right to issue an award based on initial evaluation of offers without further discussion
- FHI Solutions may choose to award only part of the activities in the solicitation, or issue multiple awards based on the solicitation activities
- FHI Solutions 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 Solutions has the right to rescind an RFP, or rescind an award prior to the signing of a subcontract due to any unforeseen changes in the direction of FHI Solutions' client, be it funding or programmatic
- FHI Solutions reserves the right to waive minor proposal deficiencies to promote competition
- FHI Solutions may contact offerors to confirm contact person, address and that bid was submitted for this solicitation