



**ALIVE & THRIVE**  
**Request for Proposals**

<b>Date of Issuance:</b>	<b>December 4, 2018</b>
<b>Period of Performance:</b>	<b>March 1, 2019 to February 29, 2020</b>
<b>Title:</b>	<b>Media Placement: Mass Communications Radio and TV campaign to promote early initiation and exclusive breastfeeding and dietary diversity among infant and young children in 12 states of Nigeria</b>
<b>Proposals Due:</b>	<b>January 18, 2019</b>

**I. INTRODUCTION**

Alive & Thrive (A&T) is a global initiative to save lives, prevent illness, and ensure healthy growth and development through improved breastfeeding and complementary feeding practices. 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. A&T is managed by FHI 360 and funded by the Bill & Melinda Gates Foundation and the governments of Canada, Ireland and Madagascar. In Nigeria, Alive & Thrive aims to enhance child health, nutrition and cognitive development outcomes and save lives through a sustainable national program of optimum breastfeeding and complementary feeding practices in children.

**II. BACKGROUND**

The A&T approach is based on the socio-ecological model that recognizes the importance of influential family and community persons and policy makers in changing social norms and behaviors. This approach, which has now been adapted for 2 states in Nigeria (Lagos and Kaduna states), resulted in large scale behavior change and rapid impact on IYCF indicators. The Nigeria program aims to achieve:

- Early initiation of breastfeeding within **1 hour** of birth
- Exclusive breastfeeding for the first **6 months** of life
- Introduction of nutritionally-adequate diverse diets for children 6 – 24 months

A&Ts approach requires careful coordination across the various program components and continuous adjustments in the interventions based on feedback from field implementation. The four components are:

- 1) Advocacy among influential leaders and institutions, including policy makers, opinion leaders, and health systems managers to ensure that resources, policies and laws encourage and support IYCF
- 2) Interpersonal communication (IPC) directly with mothers starting during pregnancy and antenatal health visits and continued up to the child's two years of age; and community mobilization (CM) to build support for mothers through family and community influential persons, e.g. fathers, grandmothers, local health service and medicine providers, and religious, traditional and community leaders and elders

- 3) Mass communication to reinforce the above by repeatedly reaching the various key audiences through radio, traditional methods, TV advertising, and mobile phones
- 4) Generation and strategic use of existing or new data throughout the program cycle for supporting advocacy, and to make program decisions on program design and mid-course corrections.

A&T is in the process of scaling up lessons learned, and the intervention package being implemented in Lagos and Kaduna states into other states in Nigeria. Based on earlier A&T successes in accelerating scale up, the national context in Nigeria, and recent progress, the main focus will be on advocacy for policies and guidelines supportive of breastfeeding practices, partnerships that can deliver interpersonal communication (IPC) and community mobilization in support of breastfeeding, and mass media placement to reach a large cross-section of the population that influences infant and young child feeding practices to reinforce messaging and recommended positive behaviors.

A&T therefore seeks the services of a Media Placement Agency to support the mass media placement component of the national scale up program

### **III. SCOPE OF WORK AND TASK DESCRIPTION**

The media placement component will adapt radio and TV spots developed, pretested and aired by A&T for mass media campaigns in Lagos and Kaduna states. The contractor will develop a media plan for 12 additional scale-up states for both radio and TV stations, and where necessary translate the spots to relevant local language(s) spoken in the states (-see more detail below). All the radio and TV spots that will be adapted were prepared based on evidence- informed behavioral drivers of IYCF practices and specifically optimal breastfeeding practices (documents will be made available upon request from A&T). The media plan will indicate type of messaging, number of spots, frequency, number and type of radio and TV stations in each state. The mass media campaign will be conducted in three rounds with each round lasting three months. Each round will consist of 1) high and intense coverage; 2) medium maintenance coverage; 3) high intense coverage.

#### **Target groups/audiences:**

The primary target groups/audiences:

- Pregnant women and mothers of children under 6 months.

The secondary target groups/audiences:

- Fathers and husbands, in laws, grandmother/fathers and elderly women, religious and traditional leaders
- Health providers, TBAs, community health volunteers, community mobilizers and others

#### **Geographic coverage: 12 implementation states**

- Anambra, Delta , Edo, Cross River , Ondo, Enugu, Rivers, Benue, FCT, Ogun, Osun, Imo
- states

## TASK DESCRIPTION

Using relevant market data on good times to reach the above target audiences the contractor is expected to develop a detailed media plan that will indicate prime times for airing the spots, frequency, coverage (at least 80% coverage), number of radio and TV spots, length of spots and type of spots per behavior (early initiation of breastfeeding, exclusive breastfeeding and dietary diversity).

The contractor will manage and implement radio and TV campaigns through airing of radio and TV spots at the highest level of quality ensuring that the 12 states are covered. The campaigns will be implemented in three rounds within the 12 months of the performance period of this project. Details of the specific months and days of each campaign round will be agreed on with A&T and included in the contractor's first deliverable.

The contractor will translate and pretest radio and TV spots in two languages (Ibo and Yoruba).

The contractor will ensure that the placement of radio and TV spots achieves extensive campaign coverage and reaches the highest possible number of the target population.

The contractor will ensure that high broadcasting numbers, especially at prime broadcasting times are attained from the start of the performance period.

Alive & Thrive will:

- Provide an orientation, within 5 days of the signature of the contract to the contractor team on the A&T mass communication program.
- Provide support to the contractor and team to revise and finalize the media placement plan, the program monitoring plan, reporting schedules and standards.
- Independently monitor and supervise the contractor's performance.

Specifically, the contractor will:

1. Define the final list of participating radio stations
2. Develop and implement a plan for the minimum diffusion of spots by all participating radio stations 7 to 8 times per day at the approved times indicated in the media plan
3. Develop Activities plan / workplan for the whole period
4. Ensure airing of spots pursuant to the approved plan
5. Radio and TV stations visit and supervision plan
6. Develop and implement a strategy to monitor spot broadcasting by using at least two sources of information – using approved A&T monitoring templates
7. Conduct monthly monitoring of radio station performance and reporting
8. Meet radio stations identified as low performing (in collaboration with A&T Monitoring and Evaluation team) and organize specific meetings with these stations.

#### IV. ANTICIPATED DELIVERABLES

Deliverables	Due Date
<p>Media Plan for broadcasting radio and TV spots for each of the 12 implementation states</p> <ul style="list-style-type: none"> <li>• Anambra, Delta, Edo, CRS, Ondo, Enugu Rivers, Benue, FCT Ogun, Osun, Imo</li> </ul> <p>Must include:</p> <ul style="list-style-type: none"> <li>- Copies of signed contracts with each radio station</li> <li>- Updated broadcast calendar</li> <li>- Updated list of campaign radio and TV stations, locations and languages</li> </ul> <p>Workplan of activities</p> <ul style="list-style-type: none"> <li>- Detailed monitoring plan</li> <li>- Detailed radio station supervision plan</li> </ul> <p>Training plan for radio and TV stations on campaign plans and monitoring plan</p>	<p><b>Within 30 days of signing of contract</b></p>
<p>Radio station training report</p>	<p><b>Within 60 days of signing of contract</b></p>
<p>Media activity and target group reach, including detailed information on each month <u>and</u> cumulative information</p>	
<p>Monthly Reports</p> <p>a. Media activity and target group reach, including detailed information on each month <u>and</u> cumulative information</p> <p>b. Gross Rating Reports (GRP)</p> <p>c. Radio partners database (see annex)</p>	<p>March 31, 2019            April 30, 2019            May 31, 2019            June 30, 2019            July 31, 2019            August 31, 2019            September 30, 2019            October 31, 2019            November 30, 2019            December 31, 2019            January 31, 2020            February 29 2020</p>
<p>Updated Media Plan (based on first quarter monitoring results)</p> <p>Report on meetings with low performing radio and TV stations</p>	<p>May 2019</p>
<p>Quarterly Monitoring Reports</p> <p>Quarterly reports should include details of all activities and data that tracks quarterly</p>	<p>May 2019</p> <p>July 2019</p>



- b) A proposal on the media placement plan to reach the above target audiences, indicate prime times for airing the spots, frequency, coverage per behavior (early initiation of breastfeeding, exclusive breastfeeding and dietary diversity). This should include proposed radio stations and languages. Please refer to A&T example developed for other states in **EXHIBIT A**.
- c) Draft media placement plan including monitoring plan, timelines, and plan for training radio stations.
- d) Translation recommendations including timelines.
- e) Quality assurance plan including proposed steps to strengthen non-performing radio stations

2. **A list of key personnel**, their qualifications, and the roles they will play in conducting this assessment (In an addendum to the proposal, please include bios and CVs for proposed key personnel. These will not be included in the page count.).

3. **A description of the bidder's** institutional capacity and experience, especially regarding **expertise in radio and TV** mass media campaigns in Nigeria.

4. **Two examples of past performance** that demonstrate the areas of expertise/experience listed in point 3, above. The work should have been completed within the past 5 years.

5. **Three references for past performance**, preferably from Nigeria and other similar countries, including contact information for each. The references should be past customers for whom similar work was done.

6. **The email address where** Alive & Thrive may send a confirmation of receipt of your submission.

7. If applicable, provide documentation supporting status as a **registered national Nigeria organization** in good standing.

8. Provide a **list of all registered offices in the "implementation states,"** if there is a presence (highly desired).

### **9. Cost Proposal:**

Please provide a detailed budget that reflects costs for activities included in the proposal in line 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 line item in the budget spreadsheet. Please use the budget template provided by FHI 360. The budget should be broken down by labor costs (please identify personnel and position titles of those who will perform the work); include fringe benefit costs in accordance with the organization's compensation policies, travel costs, supplies, any other direct costs necessary to perform a 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 should be in local currency, Nigerian Naira (NGN). **The cost proposal must be broken down by rounds of campaign.**

The total proposed budget should not exceed **NGN 376,776,750.**

If included, indirect costs must be clearly stated including the basis on which they will be applied. Indirect 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 noted 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:

- 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.*

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

### **CRITERIA FOR EVALUATION**

Bids will be evaluated and ranked by a committee on a best-value basis according to the criteria below.

Selection shall be based on the following weighted categories:

1. Methodology and Proposed Approach and established presence in implementation states—40%
2. Capacity, Experience and proposed key personnel—20%
3. References, Past Performance and organizational status— 20%
4. Completeness and appropriateness of the budget—20%

***NOTE: FHI 360 will not compensate the company for its preparation of a response to this RFP nor is the issuing of this RFP a guarantee that FHI 360 will award a contract.***

### **ANTICIPATED CONTRACTUAL MECHANISM**

FHI 360 anticipates issuing a firm fixed-price purchase order. The purchase order is anticipated to be issued in local currency (NGN) to the responsive offer that is selected on a best value basis, contingent on final scope of work and budget negotiations with the selected offeror. Once an award is issued, it will include a schedule of fixed price payments based on completion of deliverables in the scope of work.

### **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 360.

## **DISCLAIMERS AND FHI 360 PROTECTION CLAUSES**

- FHI 360 may cancel the solicitation and not make an award
- FHI 360 may reject any or all responses received
- Issuance of a 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 instructions
- FHI 360 will not compensate offerors for response to solicitation
- FHI 360 reserves the right to issue an award based on 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 subcontract 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.