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| Terms of Reference (TOR) for Formative Study on Maternal and Child Nutrition and Hygiene in Pastoral Areas of Ethiopia. |
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# Proposed Timeline

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| **Line** | **Item** | **Date** |
| 1 | TOR published | 23rd September 2020 |
| 2 | Closing date for clarifications | 20th October 2020 04:00 PM GMT +3 East African Time |
| 3 | Closing date and time for receipt of Bid | 23rd October 2020 02:00 PM GMT +3 East African Time |
| 4 | Bid Opening Location | Addis Ababa, GOAL Ethiopia Head Office |
| 5 | Bid Opening Date and time | 26th October 2020 09:00 AM GMT +3 East African Time |

# Background

Despite reductions in recent years, malnutrition remains one of Ethiopia’s biggest development challenges. Undernutrition is a key contributor to under 5 mortality and has long-term negative effects on people’s lives and the human capital upon which the economy relies. A severely wasted child is nine times more likely to die than a well-nourished child and contributes to 25% of illnesses suffered by children under five[[1]](#footnote-1). Stunted children are at higher risk of repeating school grades and dropping out[[2]](#footnote-2) . Total loss of productivity due to undernutrition is estimated at 16.5% of the country’s GDP[[3]](#footnote-3) . In 2019, the chronic malnutrition rate (stunting) among children under five in Ethiopia is estimated to be 37%. The acute malnutrition rate (wasting) is 7% at national level, however in lowland areas such as Somali, wasting rates are as high as 21%.

In Ethiopia, almost all mothers breastfeed, however only 59% of children are exclusively breastfed for the first six months as recommended by WHO and UNICEF[[4]](#footnote-4). Early initiation of breastfeeding is at 73% while continued breastfeeding rates for children 12-17 months and 18-23 months are at 85% and 76% respectively. Fourteen percent of 6 to 23 months old Ethiopian children had an adequately diverse diet in which they had been given foods from the appropriate number of food groups, and 45% had been fed the minimum number of times appropriate for their age[[5]](#footnote-5).

Acknowledging that the root causes of malnutrition and barriers to positive behaviors will vary according to location, a formative study is proposed to explore barriers and facilitators to optimal infant and young child feeding practices, identify a range of improved feeding practices that would be acceptable to mothers/caretakers of infants and young children, improved maternal nutrition and hygiene practices.

This formative Study will guide the intervention package, which will be evaluated using and adequacy design. The study will be conducted in four pastoral Zones of three regions, namely Oromia, Somali and SNNP.

Based on the results of the study, a context-specific social and behavior change communication strategy will be developed, to include the key triggers and communication methods that will be used to influence behaviors and which can be sustained during times of shock or stress – helping to reduce negative coping strategies, build resilience to malnutrition, and thus mitigate the effect of disasters.

## RIPA Project

Resilience in Pastoral Area (RIPA) is a five-year initiative (2020 – 2024), implemented by PCI, iDE and GOAL, targeting pastoral and agro pastoral communities in Borena, Guji, S. Omo, Filtu/Dawa Zones. The purpose of RIPA is to improve resilience through improved food security and inclusive economic growth, it is supported by USAID in Ethiopia.

The programme has five components, each led by a consortium member, improved nutritional status of women and children is one of the components which focus on nutrition and hygiene behavior change and nutrition-sensitive market actions. This will contribute to improved nutritional outcomes especially for women and children.

# Definition and Scope

## Objective of the Study

**General Objective**

To identify where change can be affected at a community level through appropriate SBCC work by identifying the most important behavioral and systemic determinants for desired nutrition and WASH outcomes.

**Specific Objectives**

1. Explore current practices that will play a role in determining nutritional status of target community. This should include:

1. Health seeking, social and Maternal and IYCF practices, such as breast feeding, timely introduction of foods, diet diversity, feed frequency, traditional taboos etc.
2. Availability, access, quality, and therapeutic coverage of health services
3. Environmental health, water and hygiene-sanitation situation of targeted community.
4. Food and nutrition security – how people access foods, availability of foods, diversity, cost, stores, seasonality etc.

2. Identify any existing opportunities and barriers to successful SBCC activities.

1. Behavioral determinants where change can be affected at a community level through appropriate SBCC work.
2. Rank and prioritize key behaviors that will need to be tackled to improve maternal and child nutritional status
3. Explore barriers and promoters of key nutrition and hygiene behaviors
4. Explore HH decision-making and role of key influencers
5. In collaboration with communities, provide recommendations around appropriate actions that would support positive and sustained behavioral change.

3. Identify any linkages between systemic factors and practiced behaviors.

1. Identify systemic determinants where changes need to be affected within different systems i.e. health, food security, WASH, education etc.
2. Rank and prioritize those where we have the potential to effect change within the parameters of the grant through other components i.e. intensifying production and marketing.

4. Identify COVID-related challenges to SBCC activities

* 1. Identify what impact COVID-19 would have on the SBCC activities
  2. Routes of information exchange and knowledge of prevention measures
  3. Impacts of COVID-19 on disruption of food chains, sudden loss of income, ability to travel …etc.

## Purpose of the formative study

Key to effective social and behavior change messages, materials and activities is knowing exactly who your target and influencing audiences are and looking at everything from their point of view.

The purpose of this study is to identify three to four key determinant behaviors that most affect nutritional and hygiene outcomes and designee context specific SBCC materials, acknowledging that the root causes of malnutrition and barriers to positive behaviors will vary according to location. Based on the results of the study, a context-specific social and behavior change communication strategy will be developed, to include the key triggers and communication methods that will be used to influence behaviors. A KABP report conducted in September 2020 among the targeted population will be available and should be considered in preparation of your proposed study.

## Consultants Deliverables

1. An inception report, detailing summery of secondary research structure, proposed methodology, tools and timeframe for primary data collection.
2. Refine the study objectives and primary research questions in consultation with GOAL technical and MEAL teams.
3. Literature review of secondary data to understand the study context and to prepare for the formative assessment.
4. Develop study protocol, data collection instruments and consent forms.
5. Prepare study documents and application forms for review by the ethics review committee and other required local approvals.
6. Develop and test a methodology and evaluation tools to address the specific objectives and individual research questions.
7. Hire field team and train for data collection, pre-test and finalize all data collection instruments.
8. Data collection, transcriptions/translations, data entry and data analysis.
9. Prepare final study report with specific and actionable recommendations.
10. Develop an SBCC Strategy as per the study finding and in consultation with project staff, partners, and other key stakeholders including project participants
11. Write Communication Plan outlining message themes and/or specific wording of messages, primary and secondary audiences, recommended communication channels and media, and roles and responsibilities for implementation.
12. Facilitate validation workshop for both formative research and context specific SBCC strategy.

## GOAL/RIPA Deliverables

1. Share relevant project documents to the consultant
2. Facilitate permission from relevant government bodies to conduct the field work (data collection)
3. Provide relevant security and safeguarding/protection briefings.
4. GOAL will furnish letters of invitation for the consultant to process travel permits and visa.

# Methodology

Mixed methods (quantitative and qualitative approaches) approach will be employed. The detail steps and data collection methods will be refined by the consultant in discussion with GOAL technical and MEAL team.

The study will be conducted in four pastoral Zones of three regions in Ethiopia, namely, Oromia, Somali and SNNP. The proposed study Zones are: Borena, Guji, Filtu/Dawa and South Omo and a representative woreda will be selected from each Zone.

The final study report shall include background, literature review on infant and young child feeding practices, maternal nutrition; study objectives, methods, results and discussions, conclusion and recommendations and proposed behavior change communication strategy and key nutrition messages.

## Planning

* Literature review of secondary data available online and in print, to understand the study context and to prepare for the formative assessment including the KABP study.
* Refine and finalize specific research questions to be explored in discussion with GOAL technical and MEAL team
* Develop survey protocol and the tools to be used for collection of data and approval by GOAL.
* Prepare an outline of the data collection methods that are required and the relevant survey templates and participatory data collection guides to be used for data collection
* Develop a work plan consisting of key milestones required for data collection for logistics to be arranged by GOAL.
* Develop sampling methodology for administering the tool.
* Hold a short planning meeting with all members of the evaluation team including the MEAL and relevant program teams, to review and amend the questions as needed for the data collection tools
* Liaise with the technical and MEAL team on the training and recruitment of the data collection staff
* Hold a brief workshop with GOAL Ethiopia Senior Management Team to communicate study methods, objectives, and outcomes. This will include a short description of the research questions and methods proposed.

## Primary data collection

* Training of enumerators
* Pre- testing of survey tools.
* Meeting with stakeholders to collect data –at local government, private sectors and community level.
* The consultant is expected to collect gender disaggregated data and analyses gender gaps and trends as applicable.

## Data analysis and Reporting

• Interpret the findings from individual sessions

* Triangulate all qualitative findings with quantitative data
* Discussion on preliminary findings of the study results

• Draft and Final Reports

• Presentation of key findings to GOAL at the collaborative design workshop

# Dissemination of findings

Results and recommendations will be communicated to the government, partners, and other relevant stakeholders at the discretion of RIPA technical and senior management. The result will be communicated to relevant stakeholders and global community through formal presentation using the available nutrition platforms, posting on Organization’s website and summarizing and sharing the findings to the donor. Study findings will be used to develop and strengthen programming under Component 4 of RIPA.

# Ethical consideration

The study team will make clear to all participating stakeholders that they are under no obligation to participate in the study. All participants will be fully informed on data usage and protection policies as applied to their personal data. The full consent should be obtained from the participants prior to each interview/discussion. The study team will ensure prior permission is received for taking and use of visual still / moving images for specific purposes, i.e., ‘for the study report and presentations.

Study team will ensure adequate level of confidentiality of the data and anonymity of individuals and organizations participating in the study. RIPA and the consultant are responsible for determining whether the proposed methodology would require Institutional Review Board (IRB) clearance and will be responsible for clearing the process and training if such approval is required.

# Assumption and requirements

* The consultant will have access to the targeted community for conducting interviews.
* Study activities will be adapted to follow all current Government and partner COVID-19 safety procedures
* GOAL will provide relevant security and safeguarding/protection briefings. Security concerns could impact the timing and scope of the study. It is important for the consultant to remain flexible.
* The consultant is responsible to obtain the relevant travel permits and visas, however GOAL will furnish letters of invitation required application.

# Qualifications of Successful Candidate

* Individual/Institutional consultant(s): Post-graduate degree in Nutrition, Public Health, Health Sciences, Social sciences including anthropology, global/international health and nutrition, or medicine
* At least 7 years of recent documented work experience in conducting nutrition and/or WASH related field research including quantitative and qualitative studies with a focus on maternal and child nutrition and hygiene, including experience in conducting anthropology and barrier analysis studies
* Demonstrated recent work experience in formative, operational research, data management and analyses. And developing SBCC strategies.
* Substantive knowledge on maternal, neonatal, child health and nutrition (MNCHN), early child development and WASH-nutrition linkages
* Strong inter-personal, teamwork and organizational skills
* Solid understanding of and documented work experience in individual and social behavior
* Extensive experience of conducting formative study and experience of designing evaluation methodology/tools, data analysis, etc.
* In-depth knowledge of quantitative and qualitative research methods.
* Competent in using statistical packages for quantitative and qualitative analyses
* Excellent written and verbal communication skills, and excellent presentation skills. Proven experience in producing high-quality documents ready for external dissemination.
* Excellent analytical and writing capacity in English.
* Good facilitating, negotiating, communication and advocacy skills

# Proposed Study Timeline

|  |  |
| --- | --- |
| **Task** | **Approximate number of working days\*** |
| 1. ***Conducting the formative study*** | |
| Literature review and development of primary data collection tool | 10 days |
| Training for interviewers and supervisors | 3 days |
| Community assessment | 7 days |
| Data collection | 12 days |
| Coding, data entry, and analysis | 7 days |
| Complementary study | 3 days |
| Complete a final narrative report and slide deck | 5 days |
| Facilitate validation workshop | 2 days |
| 1. ***Developing SBCC strategy*** | |
| Develop an SBCC Strategy | 10 days |
| Write Communication Plan | 5 days |
| Facilitate validation workshop for the SBCC strategy | 2 day |
| **Total** | **66 days** |

# Bidding Requirement

The deadline for submission of the technical and financial proposal and accompanying documents is **23rd October ,2020 to** [tender@et.goal.ie](mailto:tender@et.goal.ie%20%20)  and

Hand delivered to:

GOAL Ethiopia, Procurement team, Head Office, Addis Ababa, Yeka Sub City, Woreda 9, House No. 508, Next Compound to Kotebe Health Centre, PO Box 5504, Tell 011-647-8116/17, hours of business 8:00AM up to 4:30 Pm working days..

**Essential Criteria:**

* Availability to commence consultancy between November 2020 and January 2021
* Technical proposal including detailed tasks, recommended methodology summary and your relevant experience, how you meet the profile required and details of time required (maximum 8 pages)
* Provide at least 3 assessment/research activities and SBCC strategy development experience in similar field.
* CVs of key personnel involved in undertaking the evaluation
* Relevant and Valid licenses

**Award Criteria:**

* Capacity to conduct formative study and develop SBCC strategy, experience of conducting same activity.
* Proposed Methodology
* Number of days proposed to fulfill the TOR, see section 8, proposed study timeline
* Daily rate

# Key Notes

* The consultant should be able to demonstrate that they can carry out the work as stated in the TOR in Ethiopia
* The consultant should be conversant with Ethiopia taxation laws and the daily rate should consider all taxes.
* The provided daily rate should specify whether it is exclusive costs that are not applicable for remote consultancy assignment
* Please note that currently GE withholding 15% VAT and 15% Withholding tax of the service fee from international bidders

For any clarifications, please send it through [clarifications@et.goal.ie](mailto:clarifications@et.goal.ie)

# Annex 1. Standard Consultancy Information Request

Consultancy for Formative Study under PR\_BOR- RN-003447

**Timeframe to accomplish the work:** 20 November 2020 to 26 January 2021

## a) Consultant days

|  |  |  |
| --- | --- | --- |
| **Task** | **GOAL proposed number of working days\*** | **Consultant proposed number of working days** |
| 1. ***Conducting the formative study*** | |  |
| Literature review and development of primary data collection tool | 10 days |  |
| Training for interviewers and supervisors | 3 days |  |
| Community assessment | 7 days |  |
| Data collection | 12 days |  |
| Coding, data entry, and analysis | 7 days |  |
| Complementary study | 3 days |  |
| Complete a final narrative report and slide deck | 5 days |  |
| Facilitate validation workshop | 2 days |  |
| 1. ***Developing SBCC strategy*** | |  |
| Develop an SBCC Strategy | 10 days |  |
| Write Communication Plan | 5 days |  |
| Facilitate validation workshop for the SBCC strategy | 2 day |  |
| **Total** | **66 days** |  |

## b) Submission deadline and email

Consultant must return the above information as stated in the proposed timeline above; page 1 of 11. Where no response has been received, it will be deemed that the consultant is not available/interested in the work.

Submissions should be made to: [[tender@et.goal.ie](mailto:tender@et.goal.ie)]

OR

Hand delivered to:

GOAL Ethiopia, Procurement team, Head Office, Addis Ababa, Yeka Sub City, Woreda 9, House No. 508, Next Compound to Kotebe Health Centre, PO Box 5504, Tell 011-647-8116/17, hours of business 8:00AM up to 4:30 Pm working days.**.**

**Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**STAMP OF SUPPLIER:**

1. UNICEF: https://www.unicef.org/nutrition/index\_sam.html [↑](#footnote-ref-1)
2. UNOCHA: https://reliefweb.int/sites/reliefweb.int/files/resources/FINAL%20Ethiopia%20%20COHA%20Summary%20Report%20June%2028.pdf [↑](#footnote-ref-2)
3. WFP Cost of Hunger in Africa Stud: A Regional Look at the Price of child undernutrition in Africa [↑](#footnote-ref-3)
4. Mini EDHS 2019 [↑](#footnote-ref-4)
5. EDHS 2016 [↑](#footnote-ref-5)