

## **Hiring of Firm/Organization for consultancy on developing digital intervention for adolescent health and nutrition in Bangladesh**

### **Terms of Reference**

#### **A. Background**

One-fifth of Bangladesh's total population consists of adolescents. Adolescence is a time for critical growth and development, second only to infancy; yet adolescents have often not been a focus of health interventions. Investment in this significant adolescent population will have an immediate and direct impact on adolescent wellbeing and on the Bangladesh's health, nutrition and development goals and on the achievement of the Sustainable Development Goals (SDGs). Adolescence is a period of rapid physical and mental growth and changes with increasing socioemotional demands and potential risks. It is at time of increased reliance and connectiveness with peers; reproductive development and puberty; increased body awareness, etc. Providing evidence based and reliable information on nutrition, health, life skills, mental health and well-being can be the best way to support them in developing sound health practices, coping strategies and protective factors. It can be a life phase for initiating lifelong healthful practices.

Nutrition International has been working in Bangladesh since 1995 to support Government of Bangladesh in scaling up low-cost, high-impact nutrition interventions, especially for women, adolescent girls, children, and vulnerable populations. In partnership with National Nutrition Services (NNS) of Institute of Public Health and Nutrition (IPHN), Ministry of Health and Family Welfare, and Directorate of Secondary and Higher Education (DSHE), Ministry of Education, NI now aims to strengthen adolescent nutrition and health programs in the country.

Nutrition International is collaborating with the World Bank's Mind, Behavior, and Development Unit (eMBeD) and the Directorate of Secondary and Higher Education (DSHE), Ministry of Education to develop a behaviorally informed digital health and nutrition education to address adolescent health and nutrition challenges in Bangladesh. This intervention aims to improve health, nutrition, and wellness outcomes of adolescents across Bangladesh by making evidence based relevant information available to adolescents through developing, implementing, and promoting utilization of an attractive and sustained web- or social media-based interactive platform, including a chatbot, on issues related to adolescent nutrition, health, and wellbeing. Such a platform could be an effective and appealing way to support positive health and nutrition behavior change for a specific segment of adolescents, especially in a time like COVID-19 pandemic and beyond in both school and out-of-school settings for those with access. Alternative delivery platforms may be needed for those without consistent web access.

Nutrition International is seeking services of an expert organization or individual to provide guidance to NI, eMBeD and DSHE on the potential for developing a chatbot and related relevant digital interventions for adolescents with access to technology.

## **B. Purpose of the assignment**

Provide technical guidance on the digital and web-based architecture, systems and maintenance required to develop, implement and maintain digital platform and ChatBot to improve access to information that supports improved health, nutrition, and wellness outcomes of adolescents.

## **C. Scope of work**

Within the scope of the assignment, the digital expert organization or individual is expected to provide consultancy services for the below listed activities.

1. Meet NI, eMBeD and DSHE team to understand the assignment and technical needs of developing discrete functionality of digital technology to be applied to reach adolescents with appropriate and relevant health and nutrition information.
2. Support NI, EMBED and DSHE team in understanding the potential reach and use of a web-based platform and profiles of potential users
3. Create plan for a consultative process and conduct series of discussions and meetings with DSHE as well as necessary stakeholders- including adolescents- to identify and propose the most appropriate digital solution for adolescent health with access to web based platform.
4. Assessment of the platform, methodology, and a development approach for the platform, describe maintenance needs for IT and nutrition and health technical and ChatBot and provide options with pros and cons.
5. Provide estimated budget and human resources for each option provided.
6. Develop a briefing note for developer of the platform and Chatbot.

The proposed plans for digital solutions would be based on understanding of potential risk and data security and confidentiality issues given that the chatbot would be an interactive platform. The selected agency/consultant would be required to provide mitigation options for the identified risks.

## **D. Timeline**

Total duration of the contract: December 2021 – March 2022.

The planned consultation period would be from December 2021 to February 2022.

## **E. Deliverables**

- Short report on technical capacity of DSHE in terms of maintaining a Chatbot, highlight need for health and nutrition technical capacity in managing & producing content and responses
- Consolidated report on stakeholder consultation
- Comprehensive report on identified platforms, methodologies, and development approaches for the Chatbot including estimated budget for each option provided
- Briefing note for developer.