

## **Terms of Reference (ToR) for Development of Social Behavior Change Communication (SBCC) strategy, materials followed by Communications and Social Behavior Change Strategy development workshop**

### **Background**

#### **Organizational background**

Rupantar is an NGO working in Bangladesh with various development activities including women empowerment and their organizational development, reduction of violence against women, Peace and tolerance, gender disparity also includes the improvement of main indicators of human development index the level and qualities of education, health, nutrition and WASH.

#### **Project Background:**

Collective responsibility action & Accountability for improved nutrition (CRAAIN) is a three-year project, funded by the European Union (EU), with four implementing partner Concern Worldwide, Water Aid Bangladesh, Rupantar, JJS which started its operations from January 2020. CRAAIN will replicate proven best practices for better nutrition. The project will work with broad range of stakeholders including the Government organizations, NGOs, Civil society, Media, private sector, Adolescents, Lactating mother, communities and schools at local levels by strengthen their capacity & promoting healthy and hygienic behaviors amongst the people.

CRAAIN is being implemented in Bagerhat district covering the four most vulnerable upazilas of Bagerhat; Mollahat, Mongla, Kachua & Sarankhola reaching all unions & Pouroshova.

The Overall objective of Action is to improve maternal and child nutrition in 4 Upazilas (Mongla, Sharonkhola, Kachua and Mollahat) of Bagerhat district in the Coastal Region. The Specific objective is to enhance capacity, coordination, responsiveness and accountability of Government, Private Sector, Civil Society and Communities to deliver quality nutrition services targeting pregnant and lactating women, U5 children, focusing on first 1,000 days and adolescent girls in Bagerhat (10-19 years old). The action targets all administrative areas of the 4 Upazilas and the total population.

#### **Reasons for developing SBCC strategy, materials:**

There is a enormous lacking's in WASH & Nutrition behaviors and practices in selected upazilas. There is many other obstructions like, safe water is not available due to salinity, poor menstrual hygiene management, poor reproductive health, Gender discrimination, early marriage, poverty; which impacts their physical health. The project will contribute to realizing the vision by sustainably improving access to and use of sanitation and improving hygiene-Nutrition behaviors for all women, girls, boys and men in the coming three years.

It is envisaged that behavior change in these norms can done by changing discriminatory practices, social norms, breaking the taboos around WASH & Nutrition.

#### **Consultancy service description:**

The objectives of the consultancy services are to develop (i) an SBCC strategy that addresses inadequate health, adolescent nutrition, maternal, infant, young child nutrition (MIYCN) and

hygiene behaviors and identified norms that are disempowering them in WASH & Nutrition sector in Bagerhat district (details are given below). These norms are heavy workload, leadership capacity, meaningful participation, control over use of resources and access to and decision making, and poor hygiene and sanitation behaviors are discriminatory and stereotypes, harmful practices around menstruation, and access to and use of WASH facilities, poor practices related to nutrition specific, nutrition sensitive & sanitation.

The SBCC will provide a comprehensive approach that responds to audience needs and the context of the challenge(s) to be addressed, it will develop a memorable identity and theme for all messages and activities, and outlines plans for implementation, monitoring and evaluation.

**Specifically the SBCC will aim at:**

- Promote proven nutrition behaviors and practices focusing on the first 1,000 days; the 'window of opportunity'.
- Changing or positively influencing social norms in support of long-term, sustainable healthy and hygienic and gender equitable behavior change at the household and community level
- Fostering long-term, normative shifts in behavior in support of increasing the practices of healthy and hygienic behaviors and gender equitable norms
- Enhance awareness amongst men and women, adolescents at household level and on a wide scale, the community, regarding gender norms, healthy and hygienic behaviors and practices inhibiting nutritional development
- Maternal health and nutrition care and the encouragement of health-seeking behaviors through facility and community-based approaches
- Appropriate Infant and Young Child Feeding practices with emphasis on Exclusive and early initiation of breast feeding within one hour of birth ,Food diversity and complementary feeding practices
- Nutrition of female adolescents and associated risks of early marriage and teenage pregnancy, Effect of low birth weight and breakdown vicious cycle
- Health risks of inappropriate consumption of processed foods, excess salt and sugar, Junk food, food contamination, saturated and trans fat in the development of overweight and obesity and the non-communicable diseases (NCDs)
- Healthy food preparation and cooking demonstrations of nutritious recipes (especially for complementary feeding)
- Food handling and food safety measures
- Nutritional requirements of different household members (with emphasis on first 1000 days) and intra-household distribution
- Dissemination of nutrition and related laws like National Food Safety Law, Salt Law, BMS code , National nutrition policy, universal Iodized salt etc. and the need for enforced compliance
- Nutritional needs of vulnerable groups in times of disasters following IYCF main principal.
- Gender sensitization or women empowerment
- Micronutrient supplementation like VitA, IFA, MNP, Zinc, Deworming etc

### Scope of the work (SoW)

- a) Conduct workshop/s.
- b) Develop **SBCC strategy** by Understanding social and cultural norms that may affect the changes.
- c) **Design the Strategy** incorporating the information gathered to develop a strategy plan for reaching project objectives
- d) Developing the **Communication Strategy** which includes information from the situation analysis, communication objectives, audience segmentation, program approaches (strategic approaches – mix of tools, channels, vehicles, and media which will convey and mutually reinforce messages), a work plan, and a plan for monitoring and evaluation.

The materials development process includes:

- Developing communication materials including IEC materials as per result of field analysis and project requirement.
- Finalizing the materials by incorporating the suggestions and feedback from selected audience and Plan and partners' project team members.

### Methodology:

The contracted Consultant will develop plan & organize the SBCC & Communication strategy for leading result based Campaign. The contents should incorporate information, facts and stories from recent nutrition interventions/initiatives in Bangladesh fitting with local context especially from the strategic areas highlighted in second National Plan of Action on Nutrition (NAPN2) 2016-25. Consultant may also obtain discriminatory practices, social norms, beliefs, taboos from each of the selected upazilas (Mongla, Sharankhola, Kachua, Mollahat) through participatory learning assessments (PLAs) employing Focus Group Discussions (FGDs) and Key Informant Interviews (KIIs). Learning principles and methodologies should be the key consideration for designing the strategy thus to meet learning objectives, expectations and queries of participants. The consultant may also incorporate the KPC survey findings/learnings in the SBCC strategy (if found).

### Deliverables:

- Develop Communication & SBCC Strategy; Campaign Design and Implementation Plan (identify effective communications channels, tools, mass campaign slogan/theme, campaign activities, strategy, stakeholder engagement matrix, etc.)
- Workshops conduction to identify commonly held understanding, beliefs and practices held among the target population with political leaders, Government, local Government, IPHN, CSO, media, private sectors, consortium partners and other key relevant stakeholders.

**Final report:** The final baseline assessment report should include the following:

- a) Title Page
- b) Executive Summary: *max 4 - 5 pages*, clearly summarizing the assessment - key findings in accessible language serving the purpose of a snapshot of the whole study.
- c) Acronyms
- d) Table of Contents (with hyperlinked sections & sub-sections)
- e) Purpose, Coverage, and Scope
- f) Methodology: Detailing data collection process and the proposed sample size (*max 3-5 pages*)
- g) Limitations of the Assessment
- h) Analysis of the Findings including the results of the assessment according to the objectives of this ToR, combining qualitative & quantitative data (*disaggregated by related sections and categories*); summary table providing detailed information about each indicator (*Maximum 24 -30 pages*)
- i) Conclusions: Summarize and interpret findings and highlight key insights from the baseline (*max. 3 pages*).
- j) Options or Recommendations: Based on the findings, conclusion and in reference to the grant/program design, this section may include any suggestions (*e.g. proposing changes in program design, the requirement of improving conducting additional studies and so on*)
- k) Annexes (tools to be shared while all the raw data to be shared in a separate document/file with Rupantar)

**Report dissemination and use:** The research consultant(s) is requested to develop a summary version of the report for project consumption and dissemination. Sharing the report with any external entity will remain subjected to be under mutual agreement between Rupantar and the consultant(s) for specific purpose and requirement as deemed necessary.

**Suggested timeframe:**

Task/output	Timeline
Inception meeting and a review of key background documents, existing data collection tools	December 5, 2020
Detailed inception report including detailed draft methodology and sampling approach for quantitative data collection, quantitative and qualitative tools finalized in agreement	December 7, 2020
Quantitative Data Collection from respondents	December 15, 2020
FGDs and key informant interviews (KIIs), quantitative/qualitative data collection	
Data analysis and draft SBCC strategy report submitted for comments	December 20, 2020

Program teams' (Rupantar) comment on first draft	December 21, 2020
Revision of draft report by the consultant(s)	December 22, 2020
Program team's (Rupantar) & Concern Worldwide's comment on second draft	December 25, 2020
Meeting/workshop with political leaders, Government, local Government, IPHN, CSO, media, private sectors, consortium partners and other key relevant stakeholders.	December 26, 2020
Final SBCC strategy report	December 30, 2020
All raw data (quantitative/qualitative data files, notes from all FGDs, KIIs, etc.)	

### Consultant's Qualifications and experiences:

Rupantar is looking for a consultant/team/registered firm with the following skills and qualifications:

**Education:** Post-graduate degree in social and behavioral sciences, or in a related field.

#### Experience:

- A minimum of 5 to 10 years of professional experience implementing SBCC programs or advising on social and behavior change interventions; experience with campaigns related to health and disability inclusion preferred
- Excellent interpersonal skills required, including strong professional communication ability
- Experience as a consultant producing and delivering quality results
- Excellent writing and speaking skill in English

### Terms and conditions:

- Technical support period will be starting from the date of signing of contract till the end of the contract (30 December, 2020)
- Rupantar reserves the right to monitor the quality and progress of the work during the assignment and to ask for progress reports if required.

### Intellectual Property:

- All devices, data analysis, audio recording, reports and related materials/ideas produced during the assignment will be treated as Rupantar property and cannot be used elsewhere without prior approval of Rupantar.
- All information pertaining to this project (data, recording, analysis, reports, cyber, project documents, etc.) belonging to Rupantar, which the consultant may come into contact with in the performance of his/her, duties under this assignment shall remain the property of Rupantar who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever form without written permission of Rupantar in line with the national and international copyright laws applicable.

## **Policies and Guidelines:**

Relevant policies and guidelines of Rupantar and Concern Worldwide i.e. Child protection policy, Gender policy, Child safeguarding policy on Quality and Accountability principles, Communication and visibility guideline etc. will be considered as the integral part of this ToR.

## **Safety and security and Disclosure of Data/Information**

The security of community members, staff of grantees, and baseline assessment team should be of primary consideration, particularly considering the sensitivity of some of the issues that may be covered. Information gathered in surveys and interviews is personal and potentially sensitive. Respondents should be reassured that information provided will be kept anonymous. Under no circumstances should interviewees be pressured to respond to all or some questions or items. Parental consent must be obtained before interviewing minors.

Rupantar is requested to consider and document security aspects of data gathering and storage, including who will have access to the data and the results. Only collect and/or store data which will be of use to inform the project.

The consent of each individual participating in the baseline assessment will be sought and participants will be requested to sign a consent form. Consent can be withdrawn at any point during the baseline assessment. If a panel survey data for a small sample of individuals is selected, the consultant shall request the explicit consent of the individuals that will be traced during the period of the grant, as well as some form of means of communication with the individual, such as email, or telephone. This data shall be strictly secure and be only accessible to the consultant, a GCERF staff member, and Rupantar.

## **Legal Compliance:**

All the compliance will be maintained following the government rules and regulations as applicable including but not limited to VAT and TAX.

## **Assignment duration:**

This assignment is expected to be completed within 30 working days (can be extended based on requirement) starting from 01.12.2020 in Bagerhat. The consultants will submit detail work plan, schedule of activities in the proposal & budget breakdown including all applicable taxes in the financial proposal.

## **Remuneration/Fee:**

Rupantar will pay the Consultant (individual/firm) according to Rupantar's financial policy for conducting the training. Applicable income TAX and VAT will be deducted from the consultancy fee as per the policy of the government of Bangladesh. The payments will be made through Account payee cheque in favor of the consultant/consultancy firm.

## **Payment:**

The fees will be paid in installments against invoices issued by the Consultant with a copy of work contract and ToR. The payments will be made through Account payee cheque as per Rupantar’s policy in three installments, as follows:

- 20% of the total cost of the assignment will be paid after signing the agreement.
- 50% of the total cost of the assignment will be paid after receiving the draft strategy.
- Remaining 30% will be paid after receiving the required tasks & their approval from Concern World Wide.
- All the payment will be paid upon receipt of a written invoice from the consultant to commence activities.
- Rupantar will not be liable for any bank charges if arising from incorrect bank details being provided to Rupantar or any other means.
- Any VAT/TAX incurred from this assignment must be deducted at source as per government rule and policy.
- If an organization is contracted, a valid TIN and VAT registration document is required. If an individual is contracted, a valid TIN is required. In this case Tax and VAT will be deducted from consultant’s fees or at source while payment will be made by Rupantar as per the rules and regulations of Government of Bangladesh.

**Applicants should submit:**

- a current CV
- Short proposal (2-3 pages) to outline the suggested approach and means to accomplish the objectives/ stages of support
- Two previous similar work samples (SBCC materials produced or involved in / example of previous strategy developed)
- Detailed financial proposal (including proposed costs if travelling from outside Bagerhat)

**Evaluation Criteria**

On receipt of the EOI, a designated team will evaluate the proposals and take a decision about the consultant/consulting firm for the assignment. Selection of the consultants/ consulting firm will be based on:

Selection criteria	Scores
Proposed methodologies and tools are in compliance with standard communication strategy plan development; logical and result oriented, self-explanatory and sufficiently detailed presentation toward achieving the results within set time frame	25



Evidence of experience in <ul style="list-style-type: none"> <li>• Expression of Interest (Eoi) outlining how the consultant(s) meets the selection criteria and their understanding of the ToR and methodology;</li> <li>• A proposed activities schedule/work plan with time frame accompanied by proposed sampling</li> <li>• One recent example of similar baseline or evaluation report written by the applicant;</li> </ul>	10
Team profile (if any) - CVs of the key consultant/firm	5
Costs – value for the assignment with justification	10
TOTAL	50

### Application process:

[Rupantar](#) invite interested individuals and companies to submit the following application documents:

- Expression of Interest (Eoi) outlining how the consultant(s) meets the selection criteria and their understanding of the ToR and methodology;
- A proposed activities schedule/work plan with time frame accompanied by proposed sampling
- Copy of CV of the consultant(s) who will undertake the evaluation;
- One recent example of similar baseline or evaluation report written by the applicant;
- Financial proposal detailing consultant(s) itemized fees, data collection and administrative costs specifically and respectively.
- Interested consultant / firm are requested to submit their Expression of Interest (Eoi) in electronically to the following address **on or before on 30 November, 2020** where only the successful applicant(s) will be notified:
- Email to: [shibly@rupantar.org](mailto:shibly@rupantar.org) and CC to [khaledamoon.rupantar@gmail.com](mailto:khaledamoon.rupantar@gmail.com)
- Only short-listed candidates will be contacted.

### Communications

For additional information on the consultancy, please contact:

Mail ID: [iliashossain26@gmail.com](mailto:iliashossain26@gmail.com)