

## UNICEF Uganda

## REQUEST FOR A CONTRACT FOR SERVICES (INSTITUTIONS)

**SHORT TITLE OF ASSIGNMENT**

Terms of Reference for a consultancy firm to develop the National Hand Washing with Soap (HWWS) Communication toolkit

<b>DUTY STATION:</b>	Kampala with field mission to select Districts		
<b>NAME OF CONTRACT MANAGER AND ALTERNATE</b>	Shivanarain Singh Stephen Wandera		
<b>PROPOSED DURATION</b>	16 weeks	<b>NATIONAL / INTERNATIONAL</b>	
<b>PLANNED START DATE</b>	TBD	<b>NOTES / COMMENTS:</b>	
<b>ESTIMATED BUDGET FOR SERVICES</b>		The consultancy is expected to take 16 weeks	
<b>WBS</b>	1.5.9.2 Support the development of handwashing communication toolkit		
<b>GRANT</b>	SC 190236 Japan Natcom		
<b>DAYS OF REMOTE WORK</b>			
<b>DAYS IN COUNTRY</b>		<b>DAYS ELSEWHERE</b>	
<b>OTHER LOCATIONS TO BE VISITED</b>	Field mission to select districts for pre-tests		
Need for procurement of institutional services is reflected in the RWP or is in response to a specific programming decision or justified for operational needs			YES
TOR is clearly defined with tangible, measurable deliverables or an end-product and with payments (contract fee) clearly linked to these			YES
TOR includes a description of the specific activities and timeframes for completion of the activities			YES
<b>SIGNED FOR AGREEMENT</b>			
<b>Function</b>	<b>Name</b>	<b>Signature</b>	<b>Date</b>
Prepared by	Miriam Lwanga, C4D Specialist		
Reviewed by	Augustine Wassago, OIC C4D Manager		
Endorsed by	Stephen Wandera, WASH officer		
Endorsed by	Jon Blasco, Supply and Logistics Manager		
Approved by	Shivanarain Singh, WASH Manager		

## UNICEF

## TERMS OF REFERENCE FOR SERVICES – INSTITUTIONS (CONTRACT OR LTA)

## SHORT TITLE OF ASSIGNMENT / LTA

**Terms of Reference for the Development of a National Hand Washing with Soap Social and Behavioural Change Communication toolkit.**

## BACKGROUND &amp; OBJECTIVES

**Introduction and Background**

The Constitution of Uganda clearly states that every Ugandan has a right to a clean and healthy environment<sup>1</sup>. The Government of Uganda recognizes that poor sanitation and hygiene not only increase the disease burden, but also adversely affect economic development. Evidence indicates that improved hand washing in particular, can have a major impact on public health in any country and can significantly reduce two leading causes of childhood mortality: diarrheal diseases and acute respiratory infection<sup>2</sup>. Washing hands with soap at the right times can reduce instances of diarrhea by 35 - 50%<sup>3</sup>. Evidence also suggests that hand washing with soap can reduce acute respiratory infections by 42-47%<sup>4</sup>. Hand washing with Soap (HWWS) therefore is one of the most effective means of preventing diarrheal diseases, along with safe stool disposal and safe household water treatment. HWWS has also been identified as a key preventive measure in the prevention and control of COVID-19.

The vision of the National Handwashing Initiative (NHWI) is to have a healthy, productive and prosperous population that contributes to economic growth, and its mission is to strive for 100% of Ugandans washing their hands with soap at all critical times, by 2030.

Since 2007, Uganda has promoted Hand washing with Soap (HWWS) through Behavior Change Communication (BCC) campaigns implemented under the auspices of the National Hand Washing Steering Committee (HWSC) and the National Sanitation Working Group (NSWG). The rates of HWWS have improved over the years (from 14% in 2007, 32.7% in 2014, 33% in 2015, 36% in 2016 to 37% in 2017 to 36.5% in 2018 and 38% in 2020) and are considered to be contributing to reducing child mortality rate in Uganda. However, the rates are still very low, averaging about 2% increment per year. The Water and Environment Sector has fully integrated Sustainable Development Goals (SDG) indicators into its sector performance measurement framework, however, at this rate the SDG target of 100% of Ugandans washing their hands with soap at all critical times by 2030 will not be met. Consequently, there is need to rethink the strategic direction, recognizing the factors that have driven the hand washing initiative, while introducing those strategies that will support the mass action to accelerate the rates of handwashing.

With support from UNICEF, the National Handwashing Secretariat, which is presently housed in the Ministry of Water and Environment, developed the National Handwashing with Soap Communication Strategy for Uganda 2020/21-2024/25. The strategy aims to support mass action to accelerate the rates of handwashing. It is therefore necessary that a comprehensive SBCC toolkit is developed to support the operationalization of the above-mentioned strategy. The toolkit will be a collection of evidence

<sup>1</sup> *The Constitution of The Republic of Uganda, 1995*

<sup>4</sup> Luby, S. et al. (2004). *Effect of Intensive Hand washing Promotion on Childhood Diarrhoea in High-Risk Communities in Pakistan: A Randomized Controlled Trial. Journal of the American Medical Association, 291, 2547-2554*

<sup>5</sup> Huttly, S. et al. (1997). *Prevention of in Young Children in Developing Countries. Bulletin of the World Health Organization, 75(2), 163-174.*

<sup>6</sup> Curtis, V., Cairncross, S. (2003) *Effect of Washing Hands with Soap on Diarrhoea Risk in the Community: a Systematic Review. The Lancet, Infectious Diseases, 3, 275-280.*

informed and adaptable resources (materials and messages) that will enable effective communication of handwashing with soap messages.

Accordingly, it is proposed that services of a technical firm are solicited to develop the NHWWS communication toolkit, with specific reference to the recommendations of the National Handwashing With Soap Communication Strategy for Uganda 2020/21-2024/25, for the various specified audiences as per the Social Ecological Model (SEM), with materials, messages and guidance on their use. The time involved, and the special competencies needed for developing such a strategy require the services of dedicated human resources. The toolkit should build on the collective analysis of the sector through a multi-stakeholder process with active representation from various individuals and institutions at various levels from government, non-government/ civil society and community.

## SCOPE OF WORK

The main objective of the consultancy is to develop a hand washing with soap communication toolkit, based on the National Handwashing with Soap (NHWWS) Communication Strategy recommendations, for use in national hygiene promotion programmes and activities aimed at raising awareness and accelerated practice of handwashing with soap at critical moments.

- With reference to the NHWWS communication strategy, and considering the Social Ecological Model (SEM), with its appropriate audience levels and approaches, develop and share a creative brief and three draft creative ideas/concepts, ensuring that the concepts effectively communicate to target groups
- Based on the recommendations of the concepts, develop a comprehensive SBCC communication toolkit, for the various audiences, with materials, messages and guidance on use through:
  - ✚ Conducting a photo and video shoot, graphic design work, and undertake production work for all materials (audio, print and video as deemed relevant). This should include translations into 24 local languages
  - ✚ Presenting the draft toolkit at a co-creation workshop for review by the pertinent stakeholders (workshop to be financially facilitated by UNICEF)
  - ✚ Pre-testing the developed communication toolkit including the translated materials, with the target audiences. The consultancy should ensure the independence of the pre-testing exercise.
  - ✚ Producing and submitting the final toolkit, after incorporation of comments
  - ✚ Providing technical guidance on use of the toolkit in various contexts. Content of the guideline to include overall strategy and objective, how to use the materials and instructions for use, types of materials and key messages, developing and adapting materials, technical information (such as styles, layout, design, software, colours, resolutions, formats, fonts).

### Areas of Consideration:

1. The consultant will plan, facilitate and document three stakeholder workshops (for the draft inception report, the draft SBCC toolkit and final validation workshop). UNICEF will bear the cost of organizing the workshops, including cost of venue, lodging and transport where appropriate.
2. The consultant will meet contract management team (and prepare minutes of such meetings) and make presentation on status and progress of the assignment to the technical working group of the assignment as and when required
3. The consultant will pre-test the draft communication toolkit, including translated materials, in target audiences, in at least 6 sample districts for sub national analysis. The consultant to ensure independence of pre-testing. In close consultations with the contract management team the consultant will identify 6 local governments where interviews and field visits will be held with key

stakeholders. The districts will be selected to obtain a reasonably representative sample in terms of geographic spread. It is expected that the districts shall be reasonably diverse in terms of culture, topography, resource endowment and access to WASH services. The consultant shall provide the criteria of selection in the inception report. Costs for the sub national consultation will be included in the financial offer.

## METHODOLOGY

### Methodology

The process consists of technical support to i) Review the NHWWS communication strategy and some of the existing HWWS communication materials ii) Draft the Social Behaviour Change Communication toolkit ( video and photo shoots, and graphic designs) iv) Pre-test the communication toolkit v) Finalize Social Behaviour Change Communication toolkit, including guidelines on use.

The following is an indicative phases' timetable for the consultancy:

Activity	Duration
<b>Inception Phase</b>	
Inception Report, including: <ul style="list-style-type: none"> <li>• Conceptual report</li> <li>• Work plans</li> <li>• Travel and meeting schedules</li> </ul>	3 Weeks
Review of the draft of the inception report by the contract management team and technical working group	1 week
Presentation of the inception report	
<b>Execution Phase</b>	
Review of the National Handwashing with soap Communication Strategy and existing communication tools	2 weeks
Development of new tools in line with the National Handwashing with Soap Communication Strategy	4 Weeks
<b>Delivery Phase</b>	
Presentation of Draft Social Behaviour Change Communication toolkit in a co-creation workshop and incorporation of stakeholder feedback.	1 Week
Pre-test of communication toolkit and incorporation of field feedback.	2 Weeks
Presentation of the NHWWS Social Behaviour Change Communication toolkit and Toolkit Guidelines in a workshop	1 Week
Submission of Final Report after incorporating stakeholder feedback	2 weeks

## DELIVERABLES AND TIMELINES

Tasks	End Deliverables	Products/	Time Frame
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Submit Conceptual / inception Report, detailed workplans, travel and meetings schedule.	Inception Report produced and submitted	3 weeks
<p>Submission of the draft HWWS Social Behaviour Change Communication toolkit:</p> <ul style="list-style-type: none"> <li>Based on the approved NHWWS communication strategy and creative brief, and considering the Social Ecological Model with its appropriate audience levels and approaches: Develop and share three draft creative ideas/concepts, ensuring that the concepts effectively communicate to target groups</li> <li>Based on the recommendations of the concepts, develop a comprehensive SBCC communication toolkit, for the various audiences, with materials, messages and guidance on use:</li> <li>Conduct a photo and video shoot and undertake production work for all materials (audio, print and video as deemed relevant). This should include translations into 24 local languages.</li> <li>Present the Draft Social Behaviour Change Communication toolkit in a co-creation workshop and incorporation of stakeholder feedback.</li> <li>Pre-test of communication toolkit and incorporation of field feedback.</li> <li>Presentation of the NHWWS Social Behaviour Change Communication toolkit and toolkit Guidelines in a workshop</li> </ul>	Draft report produced and submitted	10 weeks
Submission of final completion report and guidelines on use of toolkit	Final SBCC toolkit, translated, pre-tested, produced and finalized products submitted, including guideline on use of toolkit.	3 weeks

### PROPOSED PAYMENT SCHEDULE

#### Payment Schedule for the Consultancy:

The Consultant shall be paid:

30% on approval of the final inception report, including the workplan and schedules.

20% after presentation of draft Communication toolkit

30% on submission of the Communication toolkit after its pre-test and stakeholder feedback.

20% after submission of final communication toolkit materials/ products and report, including guideline on use of the toolkit

#### Payment conditions

Invoices shall be delivered to UNICEF with the relevant certified reports/deliverables.

**Payment method**

Payment shall be made via bank transfer to the Bank Account of the Consultancy

**QUALIFICATIONS, SPECIALIZED EXPERIENCE AND ADDITIONAL COMPETENCIES****Qualification Requirements:**

This assignment is open to both national and international institutions, consultancies or agencies and UNICEF expects that the selected contractor will put their best creative team on the assignment. CV's for all the staff designated for the entire assignment should be part of the proposal. Essential staff for the assignment, who should have experience of similar work and handling big assignments includes:

- Team Leader with expertise in Social and Behaviour Change Communication and programme work
- Creatives and Graphics Designer
- Sanitation and Hygiene specialist

For each staff member please include the evidence of working on similar assignments, detailing the roles and responsibilities of the staff.

The consultancy will need to demonstrate:

- Ability to plan, implement, monitor, and facilitate the development of social and behavioural Communication materials.
- Extensive consumer advertising experience and expertise, including at least one assignment targeting rural population in a developing country preferably in Uganda.
- Demonstrated creativity, dedication, and client satisfaction

Competencies:

- Excellent facilitation skills, negotiation skills and oral and written communication skills.
- A repertoire of a wide range of facilitation approaches
- Strong analytical skills
- Knowledge of the Uganda context is an added advantage

The technical evaluation will consist of two stages: stage i) Desk based review of proposals submitted by the prospective bidders; stage ii) presentation, person to person or through teleconferencing by bidders from stage one selected after meeting minimum threshold level of technical competence.

As part of the evaluation process UNICEF may request the consultancies that have been successfully technically evaluated to discuss pertinent implementation issues through teleconference or in person, as may be convenient.

If the consultancy that is awarded the contract finds it necessary to change any of the personnel in the proposal, the consultancy has to consult with the Client.

**MANAGEMENT & OVERSIGHT****Supervisor:**

The Consultant will be supervised by the Commissioner, Rural Water Supply and Sanitation, Ministry of Water and Environment, supported by a task force constituted from Ministry of Health, Ministry of Education and Sports and Ministry of Water and Environment. The WASH Manager, UNICEF, will provide technical support.

**CONTENT OF TECHNICAL PROPOSALS**

*Documents, annexes or content that must be included in the technical proposal:*

Introductory note, understanding of the assignment, proposed methodology and approaches, company profile, list of similar projects delivered, customer references, project team , CVs of individuals proposed for the assignment, outline of the methodology to be employed, supporting certificates, financial statements, company organogram, etc

**CONDITIONS OF WORK**

- a) Provision of services will not commence unless a contract is signed by both UNICEF and the awarded institution.
- b) All materials developed are subject to Intellectual property considerations under the UNICEF General Terms and Conditions of contract
- c) All anticipated field travel costs to be included in the financial proposal. UNICEF will not be responsible for catering for transportation and accommodation for the consultancy team, partners or any government representative, outside what has been included in financial proposal
- d) The awarded institution will work from own premises and not UNICEF office.
- e) The lead consultant to be the liaison between UNICEF and the consultancy

<b>CRITERIA FOR EVALUATION – INSTITUTIONS</b>
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<b>TECHNICAL CRITERIA</b>	<b>POINTS TO CONSIDER</b>	<b>MAX POINTS</b>
<b>Overall Response and completeness of response</b>	<ul style="list-style-type: none"> <li>• Completeness of proposal as per the RFP</li> <li>• Overall evidence of conceptualization and harmony between TORs and proposal</li> </ul>	15
<b>Company Profile, experience and key personnel Key Personnel</b>	<ul style="list-style-type: none"> <li>• Range and depth of experience of agency with similar impact assessment studies</li> <li>• Previous experience in related assignments with UNICEF, other UN agencies/other development organizations</li> <li>• At least two client references with names and contacts</li> <li>• Completeness of CVs of key personnel with relevant qualifications and experiences specific roles in the assignment</li> </ul>	20
<b>Proposed Methodology and Approach</b>	<ul style="list-style-type: none"> <li>• Proposed approach and workplan of implementation tasks as per the TORs</li> <li>• Technologies used - compatibility with UNICEF</li> <li>• Project management, monitoring and quality assurance process</li> <li>• Innovation approach</li> <li>• Envisaged timeline</li> </ul>	25
<b>Presentation</b>	<ul style="list-style-type: none"> <li>• Evaluation of proposal presentation by the consultancy to elaborate on their proposal</li> </ul>	10
<b>TOTAL SCORE</b>		<b>70</b>
<b>Minimum score for written proposal</b>		<b>40</b>
<b>Minimum score for technical evaluation (proposal and presentation)</b>		<b>50</b>

<b>EVALUATION COMPONENT</b>	<b>WEIGHT</b>
<b>TECHNICAL</b>	70%
<b>FINANCIAL</b>	30%