**Consultancy Terms of Reference**

**Revision and update of the c-Infant and Young Child Feeding (IYCF) package**

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| **Section** | **Content** |
| **Background** | The community-IYCF counselling package was first published in 2010 by UNICEF in collaboration with Nutrition Policy and Practice (NPP), Center for Human Services, and University Research Co (URC/CHS). Its focus is on skill building and empowerment using participatory adult learning techniques for people of low literacy. The package was developed as a Social and Behaviour Change Communication (SBCC) tool for improving IYCF practices, including a focus on hygiene, and sanitation, feeding the sick child, infant feeding and HIV, recognizing danger signs, maternal nutrition and family planning. The package includes a planning guide, facilitator guide, a participant manual, counselling cards with high quality images.  In 2012, the package was revised and updated after a number of field tests, regional trainings and country-level experiences. At this time, UNICEF also added a supportive supervision/mentoring and monitoring module to the package and integrated essential early childhood development elements (based on the Care for Child Development evidence- based training approach, created by UNICEF and WHO in 2012) throughout the Package. Users of the package are explicitly recommended to adapt images to local settings.  In 2020, with the COVID-19 pandemic, the community IYCF package was adapted to integrate images reflecting COVID-related preventive measures.  While the existing community IYCF (c-IYCF) counselling package is one of the most widely used IYCF counselling tools in 94 countries (NutriDash 2019) across the globe, a recent review of this package by UNICEF[[1]](#footnote-2) highlighted the need to update the existing c-IYCF counselling package to strengthen content related to nurturing care, feeding and care of children with disabilities, and prevention of overweight and obesity.  Subsequently in 2021/2022, in a joint effort to improve the quality and representation of situations included in the IYCF Image Bank, UNICEF and USAID Advancing Nutrition are collaborating on updating the IYCF Image Bank and expanding its portfolio to include content on topics that were identified as a gap in the 2019 review, including responsive feeding and responsive care, feeding of children with disabilities and the prevention of all forms of malnutrition.  Therefore, this consultancy is to lead in the updating of the c-IYCF counselling package to integrate the missing components identified in the review in 2019. Throughout the process, the selected service provider will work closely with Nutrition Specialist and the Senior Nutrition Advisor at UNICEF HQ and a *Technical Steering Group* with representatives from UNICEF (Nutrition, ECD and disability) , USAID, Alive & Thrive, and other relevant partners (HQ/RO/CO representation) to support in the validation of the updated materials as part of this process. |
| **Scope of Work** | The purpose of this consultancy is to update the community-IYCF counselling package based on the recommendations of the 2019 IYCF package review, specifically, by:   * strengthening nurturing care components, guidance and illustrations on feeding and care of children with disabilities, and prevention of all forms of malnutrition. * development of additional related cards and associated messages. * revision of the planning guide, the facilitator guide, the participant’s manual, and the counselling cards based on the new images   The selected service provider will review and incorporate feedback from collaborating partners on the Technical Steering Group. The selected service provider will also facilitate the pilot testing of the updated package in 6-7 pre-selected countries (please refer to Annex 1). The field testing will be undertaken in collaboration with the UNICEF regional and country offices. This field testing will allow for informed revision, editing and finalizing the c-IYCF counselling package.  The final version of all deliverables will include the inputs from the Technical Steering group and pilot testing.  The contract shall commence as soon as possible. The maximum duration of the contract will be 250 days over 15 months.  Under the supervision of the Nutrition Specialist for Complementary Feeding and the Senior Adviser Nutrition in NYHQ (Early Childhood Nutrition unit) the consultant will:   1. **Phase 1 - Inception:**     1. Based on the report from the 2019 review, identify the elements of the c-IYCF counselling package (including the planning guide, facilitator guide, participant’s manual, and counselling cards) that require updating    2. Conduct a desk review of other related material that can contribute to a review and updating of the c-IYCF counselling package    3. Draft the ToR for the *Technical Steering Group*    4. Based on the review develop a workplan for the consultancy in consultation with the *Technical Steering Group* 2. **Phase 2 - Design and field testing:**    1. Develop draft one of the updated materials in consultation with the *Technical Steering Group*    2. Once validated, oversee the pilot testing of the updated materials of the c-IYCF counselling package in 6 to 7 countries in close collaboration with the UNICEF country and regional teams    3. Update and revise the c-IYCF package based on the feedback from the field testing    4. Conduct a 2nd level pilot test with a smaller number of country teams to validate updated c-IYCF package 3. **Phase 3 - Finalization and dissemination:**     1. Based on the feedback of the second field test and in consultation with the *Technical Steering Group*, update and finalize the revision of the c-IYCF counselling package    2. Support in the dissemination of the c-IYCF package including the development of a slide deck, through targeted webinars |
| **Deliverables** | **Phase 1 - Inception:**   * ToR for *Technical Steering Group* * Workplan for consultancy   **Phase 2 - Design and field testing:**   * Draft the c-IYCF counselling package for technical review * Updated draft of the c-IYCF counselling package based on review by *Technical Steering Group* * Plan for pilot testing endorsed by the *Technical Steering Group*   **Phase 3** - **Finalization and dissemination:**   * Final version of the updated c-IYCF counselling package integrating feedback from the pilot testing * Slide deck for dissemination of the updated c-IYCF package * Webinars conducted as part of dissemination |
| **Responsibilities of parties** | |  |  |  |  | | --- | --- | --- | --- | | **Phases** | **Task** | **End product/deliverable** | **Timeframe** | | **1** | * In consultation with UNICEF, identify who will be part of T*echnical Steering Group* * Develop the role and responsibilities of the *Technical Steering Group* | Deliverable 1: ToR for *Technical Steering Group* | 1 month | | * Map and review the elements of the c-IYCF counselling package (including the planning guide, facilitator guide, participant’s manual and counselling cards) to identify gaps to be included following the 2019 review * Map and review other relevant training and counselling material to align with the c-IYCF package update to the extent possible * During this phase, it will be essential to involve children with disabilities and their caregivers in consultations and activities related to this work. Equally important will be to engage with caregivers living with disabilities. | Deliverable 2: Workplan for consultancy | | * Write the end of the Phase 1 report. | End product: Phase 1 report | 1 day | | **2** | * Engage in technical consultations with UNICEF and partners to produce a draft of the c-IYCF counselling package | Deliverable 3: Draft the c-IYCF counselling package for technical review | 2 months | | * Engage in a participatory approach involving the Technical Steering Group UNICEF to incorporate inputs and facilitation for consensus * Based on the validation of the mapping and reviewing of the c-IYCF counselling package by UNICEF, revise the c-IYCF counselling package | Deliverable 4: Updated draft of the c-IYCF counselling package based on review by *Technical Steering Group* | 1 month | | * Develop a plan for the field-testing phase, including which countries will be included, a timeline overview, and any other relevant information * In 6-7 countries, oversee the testing of the revised components of the c-IYCF counselling package | Deliverable 5: Plan for pilot testing endorsed by the *Technical Steering Group* | 6 months | | * Write the end of the Phase 2 report | Product: Phase 2 report | 1 day | | **3** | * Based on the feedback on the field testing and the review by the steering group, update and finalize the revision of the c-IYCF counselling package | Deliverable 6: Final version of the updated c-IYCF counselling package integrating feedback from the pilot testing | 2 months | | * Support in the dissemination of the c-IYCF package | Deliverable 7: Slide deck for dissemination of the updated c-IYCF package | 1 week | | Deliverable 8: At least 3 Webinars conducted as part of dissemination for different time zones and languages | 3 days | | * Write the end of the Phase 3 report. | End product: Phase 3 report | 1 day | |
| **Reporting Requirements** | At the end of each of the three phases, phase 1 – Inception, phase 2 - Design and field testing, phase 3 - Finalization and dissemination**,** the selected service provider will be expected to submit a report to the Nutrition Specialist and Senior Nutrition Adviser at UNICEF. |
| **Payment schedule/Locations of Assignments etc** | Payment is dependent on submission of deliverables  Deliverables will be reviewed and certified as satisfactory by UNICEF prior to approval of any payment  The service provider will be paid for the amount agreed between UNICEF and the Service Provider as follows:   * **20% on completion and submission of deliverable 2 (end of phase 1)** * **40% on completion and submission of deliverable 5 (end of phase 2)** * **40% completion and submission of deliverable 8 (end of phase 3)**   The service provider is responsible for its personnel’s own health insurance  The service provider is expected to provide its own office space and equipment (computers, phones, etc.)  The service provider is not expected to be based in New York City. Work is mostly on a remote basis. Noting travel is anticipated during the testing phase of the c-IYCF package update to 6-7 locations as indicated in Annex 1 below. The bidders should provide an estimated travel budget that may be refined later when the actual locations and travel days are agreed upon by all stakeholders.  Work shall not commence unless a contract is signed by both UNICEF and the service provider. |
| **Qualification requirements** | The consultancy team should bring forth the qualification requirements as per stated below:   * At least five years of previous professional experience in social behaviour change communication (SBCC) / communication for development (C4D) in lower- and middle-income countries * Proven previous professional experience in graphic design related to SBCC in lower- and middle-income countries * Proven experience in community-based programme management and in nutrition for infant and young children feeding * Proven expertise in qualitative assessment methodologies, as well as demonstrated understanding of the uses and application of the c-IYCF package and all its components * Previous experiences in nurturing care framework, and feeding and care of children with disabilities is an asset * Previous experience with UNICEF / UN agency or development partners on a similar assignment is desirable * Technical knowledge in monitoring breastfeeding/community-Infant and Young Child Feeding programs at facility levels is an asset * Capacity to work with multi-disciplinary teams. * Advanced verbal and written English communication skills. * Proven excellent time management and ability to produce outputs as per agreed deadlines * Excellent Information and Communication Technology skills |
| **Supervisor** | The consultancy will be supervised by the Nutrition Specialist for Complementary Feeding and work closely with the Senior Nutrition Advisor, Grainne Moloney at UNICEF HQ. |
| **Technical criteria and weight allocated between technical and price proposal** | Proposal requirements should include a Technical Proposal and Financial Proposal. Proposals will be reviewed following a two-step process, the technical proposal (with a maximum total score of 70) and a financial proposal (with a maximum total score of 30) for a maximum possible score of 100 points. Technical proposals which receive a minimum of 50 points out of 70 will be considered further evaluation. The technical evaluation criteria are found below:   |  |  |  | | --- | --- | --- | | **Technical Criteria** | **Technical Sub-criteria** | **Maximum** **Points** | | **Overall Response** | Understanding of the assignment by the proposer and alignment of the proposal to the ToR Overall concord between RFPS requirements and proposal | 5  5 | | **Maximum Points** | ecblank | **10** | | **Company and Key Personnel** | Range and depth of experience with similar projects  Number of customers, size of projects and volume of work involved, number of staff per project Client references (a minimum of 3) Key personnel: relevant experience and qualifications including an excellent command of English and graphic designing | 5 2.5 2.5  5 | | **Maximum Points** | ecblank | **15** | | **Proposed Project Methodology and Approach** | Methodology proposed to update of the c-IYCF package (including the planning guide, facilitator guide, participant’s manual, and counselling cards) and proposed workplan  Proposed technologies to the development and adaptation of images , technologies and software platforms used and its compatibility with UNICEF to realize the graphic work on the c-IYCF package | 15  15  10 | | **Maximum Points** | ecblank | **45** | | **Total Maximum obtained for Technical Criteria** | ecblank(Note: the total maximum score must be equivalent to the weight assigned to the technical score) | **70** | | **Minimum score for technical compliance** |  | **50** | |

Only proposals that obtain a minimum score of 50 points in the technical evaluation will be considered for the Financial Evaluation. All other proposals will be disqualified from further consideration.

**Financial Evaluation**

The proposers should ensure that all pricing information is provided in accordance with Annex C of this RFPS.

The financial evaluation of all technically compliant proposals will be conducted

A proposal offering the lowest average cost will be awarded 30 points, all other price proposals receive scores in inverse proportion per the following formula:

Score for price proposal X = (Maximum score for price proposal (e.g. 30) \* Price of lowest priced proposal) / Price of proposal X

**AWARD**

Proposals obtaining the overall highest combined/cumulative score as a result of technical and financial evaluations, will be considered as the most responsive proposal, i.e. representing best value, and will be recommended for award.

**Annex 1**

**Updated c-IYCF Counselling cards:** The cards will be tested in 6-7 countries from the list nine countries below.

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| **Country** | **Justification** |
| **Bangladesh** | Country chosen to represent the context of South Asia. The country has IYCF counselling cards integrated within the service delivery system at the community level. Testing the updated cards here will provide an opportunity to leverage existing IYCF counselling platforms. |
| **Indonesia** | Country chosen to represent the context of East Asia and Pacific. The country has IYCF counselling cards integrated within the service delivery at the community level. Testing the updated cards here will provide an opportunity to leverage existing IYCF counselling platforms. |
| **Kenya** | Country chosen to represent the context of Eastern and Southern Africa. The country has IYCF counselling cards integrated within the service delivery at the community level. Testing the updated cards here will provide an opportunity to leverage existing IYCF counselling platforms. |
| **Malawi** | Country chosen to represent the context of Eastern and Southern Africa. The country has IYCF counselling cards integrated within the service delivery at the community level. Testing the updated cards here will provide an opportunity to leverage existing IYCF counselling platforms. |
| **Nigeria** | Country chosen to represent the context of West and Central Africa region context. The country has IYCF counselling cards integrated within the service delivery at the community level. Testing the updated cards here will provide an opportunity to leverage existing IYCF counselling platforms. |
| **Niger** | Country chosen to represent the context of West and Central Africa region context. The country has IYCF counselling cards integrated within the service delivery at the community level. Testing the updated cards here will provide an opportunity to leverage existing IYCF counselling platforms. |
| **Tanzania** | Country chosen to represent the context of Eastern and Southern Africa. The country has IYCF counselling cards integrated within the service delivery at the community levels. Testing the updated cards here will provide an opportunity to leverage existing IYCF counselling platforms. |
| **Paraguay** | Country chosen to represent the context of Latin America and Caribbean. The country has IYCF counselling cards integrated within the service delivery at the community level. Testing the updated cards here will provide an opportunity to leverage existing IYCF counselling platforms. |
| **Rwanda** | Country chosen to represent the context of Eastern and Southern Africa. The country has IYCF counselling cards integrated within the service delivery at the community levels. Testing the updated cards here will provide an opportunity to leverage existing IYCF counselling platforms. |

1. Review of UNICEF’s generic community-IYCF counselling package for integration of nurturing care elements: Gaps, best practices and lessons learned. UNICEF Report. 2020. [↑](#footnote-ref-2)