

ANNEX I

LRPS-2019-9148381 - Awareness Generation Campaign on Child Malnutrition



TERMS OF REFERENCE

Title of the assignment:

Addressing the Burden of Child Undernutrition in Recent Emergency in Central Sulawesi and Future Emergencies at National Level by Engaging in Awareness Generation Campaign on Child Malnutrition

Background and Justification:

On 28 September, a tsunami and a series of strong earthquakes hit Indonesia's Central Sulawesi province, resulting in considerable damage and loss of life. Thousands of families have lost their homes, access to services and sought refuge in safer areas. An estimated 1.5 million people were affected including 5,000 children. UNICEF Indonesia has been responding to this massive emergency by providing immediate, early recovery and rehabilitation assistance for children and women particularly in three districts of Palu, Sigi and Donggala, in Central Sulawesi. In addition, UNICEF has been supporting the Government to strengthen the national capacity in emergency preparedness.

Nutrition is undoubtedly an important component of emergency response. The burden of malnutrition tends to increase during emergency and protecting the nutritional status of vulnerable groups including women and children affected by emergencies is mandated in human rights law. Emergencies have direct and indirect impact on the determinants of malnutrition at all levels and elevate the vulnerability of the population to various nutrition problems. The main nutritional concerns in emergencies are elevated rates of acute malnutrition (i.e., wasting), micronutrient deficiencies, and in some contexts chronic malnutrition. In response, the proven essential nutrition-specific interventions such as infant and young child feeding, and integrated management of acute malnutrition need to be scaled up.

In Central Sulawesi, UNICEF is supporting the government to implement a series of interventions to prevent malnutrition guided by the Core Commitments for Children (CCCs) in Humanitarian Action. The focus of UNICEF's responses in the Central Sulawesi is related to Infant and Young Child Feeding (IYCF) in Emergency and to strengthen facility-based treatment of severe acute malnutrition. Moving forward, UNICEF plans to further strengthen the government's capacity on IYCF and integrated management of acute malnutrition, including both facility-based and community-based management of severe acute malnutrition.

One of UNICEF's commitment in CCCs is on Communication. Much efforts have been made to strengthen the capacity of the government health and non-health workers on providing quality counselling on IYCF to caregivers of children under-five. However, the public awareness on many nutrition issues including acute malnutrition, stunting, importance of optimal breastfeeding practices and optimal complementary feeding practices remain low in Central Sulawesi, which has been hindering the public from demanding quality nutrition services in the area. This also applies to other areas and at national level, serving as one of the major challenges in strengthening national capacity in emergency preparedness.

While the public awareness on child undernutrition is being generated, at the same time, efforts need to be made to strengthen national and sub-national government capacity on how to plan, implement and monitor nutrition specific interventions both in the context of emergency and development. Therefore, it is important to further disseminate nutrition specific awareness to prevent malnutrition through an online learning program.

Against this backdrop, UNICEF Indonesia seeks a qualified creative agency to support UNICEF and the government to design, implement and monitor an awareness generation campaign on child undernutrition, particularly severe acute malnutrition and related evidence-based interventions to address the burden, including integrated

management of acute malnutrition, breastfeeding, complementary feeding and relevant essential nutrition-specific interventions.

Purpose of the assignment:

The agency will support UNICEF and the Government of Indonesia in designing, implementing and monitoring a public awareness campaign on child undernutrition, specifically acute malnutrition, and evidence-based interventions to address child undernutrition, including integrated management of acute malnutrition, infant and young child feeding, and other relevant essential nutrition-specific interventions. The awareness generation initiative aims to address:

Low Existing Levels of Awareness/Understanding:

There is a fundamental lack of familiarity with the subject of malnutrition both in emergency and development context (severe acute malnutrition, stunting, Infant and Young Child Feeding) across critical target groups from national down to the village level.

The necessary for Broad Multi-Stakeholder Buy-in:

Experience has shown that a successful nutrition communications campaign, especially in the emergency context, requires the engagement and empowerment of multiple tiers and elements of society. Partnering with an established national program or programs will better address the government's priorities and ensure their support.

Scope of Work:

Public Awareness Campaign on Malnutrition

The selected agency will be required to design, implement and monitor a public awareness campaign on child undernutrition, specifically severe acute malnutrition, and relevant evidence-based interventions to address the burden of child malnutrition. The campaign will include a comprehensive package of awareness generation initiative such as creating a web platform, information, education and communication materials, advocacy tools etc. Specifically, the work will focus on: a public awareness campaign for integrated management of Acute Malnutrition, and small portion of Infant & Young Child Feeding (Breastfeeding and Complementary Feeding). This communication campaign is to be carried out over a one-year duration which includes design and production of communication behavior change materials, which may include but not limited to digital and paper-based communication materials, community mobilization activities, high level and community events, and monitor to adjust campaign activities.

Development of E-learning Tools on Specific intervention to prevent malnutrition

The purpose of this work is to deliver training on planning, budgeting, implementation and monitor nutrition specific interventions to large number of health and non-health workers at district, sub-district (Puskesmas) and village level who are geographically dispersed in the various parts of the country. The selected agency is expected to work with UNICEF and IGI Experts, to get an understanding of the content material and organizational context. The seven months project will involve creation of defined storylines or scenarios and will need to be interspersed with quizzes, information pieces/links, and case studies to enhance the learning experience as well as improve the interaction with the target audience.

Tasks	Deliverable	Timeframe/duration
Public Awareness Campaign on Malnutrition		
To create (design, develop, test, implement and maintain) a web platform within the designated timeline which meets the following criteria: such as 1) Interactive, appealing, highly user-friendly and responsive web design; 2) Average site load-time should be reasonable; 3) User- friendly search engine; 4) Able to reduce appropriately on a wide variety of different browsers, optimized for tablet and smartphones, and remote places (low connection); 5) Social Network Integration; 6) Site Statistics/Management Reports; 7) Secured & Authenticated Web Access: Web solution should be secured in accordance with current best practices (use of Drupal, Laravel, or any other framework with security considerations); 8) All the system and the content should be backed-up regularly on different server to prevent unavoidable problems (disaster, crash, etc);	<ul style="list-style-type: none"> Conceptual architecture of the website (complete wireframe, taxonomy, etc) Off-line website available meeting criteria for pre-tested and approval 	25 June 2019
	<ul style="list-style-type: none"> Fully functional website hosted and maintained (incl content management) 	25 August 2019
	<ul style="list-style-type: none"> Carry out other relevant web-related tasks including regular updates 	
	<ul style="list-style-type: none"> Training for end-user and administrators on the technical system for the hand-over to the government or other parties Provide six months technical support after hand-over to the government or other parties 	1 May 2020
Conceptualize, develop layout, format and design all campaign materials to increase awareness and understanding of acute malnutrition among parents, community members, government officials, and the general public. This should include exact products or initiatives on all channels of communication including <i>traditional</i> (women's groups, community and faith based organisations, multi-media, etc.)	<ul style="list-style-type: none"> Two of 3min educational video Three of 1min raising awareness video clip Ten infographics for social media campaign One of 8min advocacy video on nutrition specifics intervention 8 infographics on nutrition specific interventions One design/lay-out printed education materials 	25 June 2019

and <i>non-traditional</i> (social media platforms, SMS messaging etc.) communication approaches.	<ul style="list-style-type: none"> • Three of 3min educational video • Six of 1min raising awareness video clip • Fifteen infographics for social media campaign • Four awareness generation events (Jakarta and Palu) • One design/lay-out printed education materials 	15 August 2019
	<ul style="list-style-type: none"> • Three of 3min educational video • Five of 1min raising awareness video clip • 15 infographics for social media campaign • Two awareness generation events (Jakarta and Palu) 	5 November 2020
	<ul style="list-style-type: none"> • Four of 3min educational video • Five of 1min raising awareness video clip • 25 infographics for social media campaign • One awareness generation events 	Upon Final Report 1 May 2020
Develop Social media management and activity including developing online media plan to promote increased level of engagement; Identifying and engaging appropriate influencers to increase awareness about the issue; developing, scheduling and disseminating social media content; and developing indicators and method used for monitoring & evaluation of social media activities	<ul style="list-style-type: none"> • Social media management plan and activities (for the whole project time-frame) available • Monthly social media management plan submitted (June) • Monthly report on activities based on indicators agreed (June) • Appropriate influencers identified to promote messages 	25 June 2019
	<ul style="list-style-type: none"> • Monthly social media management plan submitted (July – August) • Monthly report on activities based on indicators agreed (July-August) 	15 August 2019
	<ul style="list-style-type: none"> • Monthly social media management plan submitted (September-November) • Monthly report on activities based on indicators agreed (September-November) 	5 November 2019

	<ul style="list-style-type: none"> Monthly social media management plan submitted (December 2019-April 2020) Monthly report on activities based on indicators agreed (December 2019-April 2020) 	Upon Final Report May 2020
Develop and execute a campaign monitoring mechanism and plan including developing indicators and method used for monitoring & evaluation of social media activities	<ul style="list-style-type: none"> Campaign monitoring mechanism and plan available based on indicators agreed 	25 June 2019
	<ul style="list-style-type: none"> Biannual monitoring report available 	15 November 2019 May 2020
Development of E-learning tools		
(i)Designing and developing a functional prototype of the online learning modules for review and validation; <ul style="list-style-type: none"> Use of any specific open source framework such as drupal, laravell or Ilias. Work with UNICEF/IGI team to understand the content and to instructionally design the content into storyboards to 	<ul style="list-style-type: none"> Design and architecture of the e-learning Draft of sample user interface designs for the module for the online learning 	25 August 2019

<p>meet the agreed learning objectives.</p> <ul style="list-style-type: none"> • In consultation with UNICEF, to present three (3) distinct sample user interface designs for the module(s), each to include an example of a welcome/ main menu screen and a page of sample content. These designs should include color palettes, header and footer sections, navigational and menu buttons. • Any identified deficiencies in the selected design identified during the validation process will be corrected by the agency before being approved. <p>(ii)Completing development of the self-paced and interactive learning modules;</p> <p>The final product will have:</p> <ul style="list-style-type: none"> • An overall design plan and architecture. • A consistent look and feel. • A common and apparent navigation strategy. • Interactive exercises. • Required visuals – flow charts/ decision trees/sketches/interactive image maps/videos(?), etc. <p><i>The agency need to ensure the following points while developing the eLearning modules:</i></p> <ul style="list-style-type: none"> • The existing course content is currently developed in power point format • Each module of the training is expected to take no more than 30 minutes to complete, which should be further broken down into topics. • It is expected that the entire Course Content will be 8 module long. 	<ul style="list-style-type: none"> • Revised e-learning design and architecture (based on pre-test) • Final off-line e-learning module • Final on-line e-learning module • Manual of the e-learning (trouble shooter) 	<p>5 November 2019</p>

<ul style="list-style-type: none"> • Training should also direct the learners to the Links for additional reading resources, a case study with closed-ended questions will be part of the overall training module. Number of assessment questions “check-for-understanding” embedded in each module • The consultant should be aware of the culture contexts of the learners. Images and references should be culturally appropriate. <p>(iii) Integrating the learning modules into learning platforms that can be used on-line and off-line (including smart phone)</p>		
<p>Payment Schedule As per UNICEF policy, payment is made against approved deliverables. Scheduled payments payment upon completion of the tasks/activities (deliverables) in the agreed work plan, as follow:</p>		
First Payment (10%)	20 June 2019	<ul style="list-style-type: none"> • Conceptual architecture of the website (complete wireframe, taxonomy, etc) • Project Plan
Second Payment (10%)	5 July 2019	<p>Deliverable:</p> <ul style="list-style-type: none"> • Off-line knowledge platform available • Two of 3min educational video • Three of 1min raising awareness video clip • Ten infographics for social media campaign • One of 8min advocacy video on nutrition specifics intervention • 8 infographics on nutrition specific interventions • One design/lay-out printed education materials • Social media management plan and activities (for the whole project time-frame) available

		<ul style="list-style-type: none"> • Monthly social media management plan submitted (June) • Monthly report on activities based on indicators agreed (June) • Appropriate influencers identified to promote messages • Campaign monitoring mechanism and plan available based on indicators agreed
Third Payment (30%)	25 August 2019	<ul style="list-style-type: none"> • Fully functional website hosted and maintained (incl content management) • Three of 3min educational video • Six of 1min raising awareness video clip • Fifteen infographics for social media campaign • Four awareness generation events (Jakarta and Palu) • One design/lay-out printed education materials • Monthly social media management plan submitted (July – August) • Monthly report on activities based on indicators agreed (July-August)
Fourth Payment (20%)	5 November 2019	<ul style="list-style-type: none"> • Three of 3min educational video • Five of 1min raising awareness video clip • 15 infographics for social media campaign • Two awareness generation events (Jakarta and Palu) • Monthly social media management plan submitted (September-November)

		<ul style="list-style-type: none"> • Monthly report on activities based on indicators agreed (September-November) • Biannual monitoring report available • Revised e-learning design and architecture (based on pre-test) • Final off-line and on-line e-learning module • Manual of the e-learning (trouble shooter)
Final Payment (30%)	1 May 2020	Final Report including all documentations, on-line module, system manuals (administrator and end-user, technical/source code)

Reporting Requirements:

The agency will report to the Chief of Nutrition, and work closely with the UNICEF Nutrition Specialists and C4D Specialists for technical guidance and inputs.

The agency will provide an update on a bi-weekly basis (by email or skype) with regards to progress, challenges encountered, support required and proposed solutions.

Performance will be regularly reviewed throughout the assignment, with formal evaluation being conducted at the end of the Contract.

Methodology:

- Agencies are encouraged to propose new and fresh ideas and initiatives, within reasonable budgets
- The agency will have to develop and execute of a comprehensive and effective public awareness campaign including social media campaign and to develop an on-line learning on nutrition to prevent malnutrition
- Agency will develop dissemination plan and produce the content and submit it to project supervisor for approval prior to dissemination.
- A simple monitoring plan should be developed and implemented in order to track efforts.
- The post campaign assessment plan should be included in the strategy to evaluate impact and document lessons learned for future advocacy initiatives.

Timing/duration of contract:

15 May 2019 to 14 May 2020

Qualifications Required:

The work needed to realize public awareness campaign in Palu (Central Sulawesi) and in national level is considerable and requires the expertise and capacities of a professional communication services agency. In addition, the agency should also have experiences in developing online learning. In line with this, selected agencies will be invited to apply as the agency for this endeavor and should fulfill the following requirements:

- The agency will be a local agency or an international firm with offices in Indonesia with experience in carrying out large-scale public awareness campaigns at the national level and developing e/online-learning.
- Familiarity and understanding of Indonesia's culture, heterogeneous population, demographics, governmental mechanisms, among others, are a must.
- The agency must have understanding and awareness of the tendencies and preferences of the Indonesian general public in relation to effective mass media communications and on-line learning.
- The agency must have knowledge of web design, graphic design, online video publishing and animation software would be an asset
- The agency must have experience in developing social networking and knowledge management functionalities.
- The agency will have ready a core team consisting of experienced professionals:
 - A team who will be in-charge of the campaign and include their curricula vitae in its proposal. The professionals must possess high level of creativity and ability to accord it effectively in the context of mass communications targeted at the Indonesian general public.
 - A team who will be in-charge for the development of e-learning module. The professionals must be comprised of qualified experts, with a demonstrated track record in developing quality online learning. Preference will be given to a team that have experience developing online learning in low-bandwidth environments and have knowledge of delivering online learning.
- The agency must have a reputation for consistently delivering high quality services as attested by references from its clients. (References are to be included in proposal.)
- It should be noted that past public awareness campaigns in Indonesia have benefited greatly from the active participation of local public figures and/or celebrities in roles such as campaign ambassador and/or spokesperson. Thus, the contracted agency should be able to envision the right candidate for such roles and have the capacity to engage them in the campaign.
- The agency must be able to identify key messages and formulated them as slogans or catchphrases, which will feature prominently in the campaign
- The agency should be able to work simultaneously for different type of work in a very limited time

Selection Process

- Interested agencies will submit a detailed proposal; (i) Project Proposal, including elaboration on public awareness campaign strategy and on-line learning, as well as its outline and work schedule, list and curricula vitae of core team members; and (ii) Financial Proposal with detailed budget.
- In order to allow effective negotiations, agencies should ensure that a net and all-inclusive budget is fully broken down to display all individual costs including salaries, travel, per diem and all taxes and duties.
- Agencies that have passed a preliminary selection shall be invited to present and pitch their proposal.
- The final selection of agency shall be conducted after consideration of the proposals and the ensuing presentations.