

## **Consultancy Service to Digitalize Social Behavior Change Messaging Campaign - Leveraging Community Systems for Optimal Maternal-Child Nutrition Project in Njombe and Mbeya Regions**

### **1. Introduction**

Catholic Relief Services (CRS), the official international humanitarian agency of the Catholic Community in the United States (USCCB-US), was founded in 1943 by the US Conference of Catholic Bishops. CRS seeks to cherish, preserve, and uphold the sacredness and dignity of all human life, foster charity, and justice, and embody Catholic social teaching as we work with local partners to promote human development by responding to major emergencies, fighting disease and poverty, and nurturing peaceful and just societies. In Tanzania, CRS has served vulnerable communities for over 60 years and implements its programs through partnerships with the Government of Tanzania, International and local organizations and community entities for maximum impact and sustainability. Today, the country program supports projects in sustainable agriculture and rural livelihoods, youth and adolescent economic empowerment, integrated nutrition, water sanitation and hygiene (WASH), early childhood development and multisectoral malaria and pediatric HIV/AIDS.

CRS in partnership with COUNSENUTH, with funding from UNICEF Tanzania, is implementing a one-year project *“Leveraging Community Systems to Optimize Maternal-Child Nutrition”* in Njombe and Mbeya Regions. The project aims to contribute to accelerating reduction of childhood stunting and improve adolescent nutrition outcomes in Njombe Region and selected councils of Mbeya Region through strengthened community structures and systems that protect and support adequate and varied diets, quality services, and adoption of optimal nutrition behaviors. Direct beneficiaries include 100,000 CU2 (0-23 months old ()), 40,000 adolescent girls (10-19 years), 100,000 caregivers of CU2 (70,000 pregnant/lactating women and 30,000 men), and 2,200 community leaders/elders and frontline workers. Geographical coverage will include 480 villages (386 from Njombe and 94 low performing villages from Mbeya). The lowest performing 100 villages from the supported district councils will be prioritized with more intense behavior change interventions and up to 500,000 community members will benefit indirectly through SBC campaigns.

### **2. Purpose and Objectives of the Assignment**

The purpose of this consultancy service is to adapt, digitalize and deliver contextualized Social Behavior Change (SBC) messages aimed to increase awareness on the importance of nutrient-dense foods, fortified foods, micronutrient powder, animal source foods, fruits, and vegetables to human health and improve the uptake of such nutritious foods in households in Njombe and Mbeya Regions. Service provider is needed to work closely with CRS, COUNSENUTH and respective Local Government Authorities (LGAs) to identify existing content, and messages that are tailored to various targeted audience. The products will be developed through an iterative process that will include several rounds of designing and development, field testing, and revision.

The specific objectives include the following components:

- In collaboration with respective LGA, CRS and COUNSENUTH use baseline findings to prioritize key behaviors determinants, and information needs targeting different audiences and contexts. Define the key behavioral outcomes that will be monitored to assess the strategy's effectiveness among the targeted audience.
- Identify, adapt, develop and disseminate key messages and information that are relevant and impactful for reaching targeted audience.
- Develop a plan for measuring outcomes of the SBC messaging campaign on the uptake of nutritious and diverse diets.
- Develop a full SBC messaging campaign and document relevant materials and tools for roll out.

### **3. Main Task for the Consultant**

The consultant will be supported by the CRS Project PM, MEAL and project staff to conduct the assignment. Specific activities include the following:

1. Desk review of documents, existing content and messages to prioritize key behaviors
2. Adapt existing messages in consultation with project staff, partners, government representatives, and other key stakeholders including project participants
3. Digitize and disseminate key campaign messages that are relevant and impactful for reaching targeted audience.
4. Evaluate the outcomes of the messaging campaign
5. Develop an implementation (roll out) plan
6. Prepare a full messaging campaign document and relevant materials and tools

### **4. Deliverables**

The key deliverables of the assignment shall include.

- Key message themes and communication platforms/channels that are relevant and impactful for reaching targeted audience.
- SBC evaluation plan and quarterly reports
- Full document and relevant materials and implementation tools

### **5. Requirements of the consultant**

It is expected that the consultant shall have the following qualifications and experience:

- Demonstrated experience in designing evidence-based SBC strategies using innovative digital approaches specifically in health, nutrition and related sectors

- Demonstrated experience using research data to target messages to a variety of primary and secondary audiences through appropriate platforms and channels
- Familiarity with, and ability to adapt pre-testing and communication tools
- Strong familiarity with health and nutrition promotion strategies in Tanzania
- Excellent communication, writing, and organizational skills

## 6. Timeline

The assignment should be completed in six to nine months including designing, development, implementation and evaluation. It is expected to start January 2025 to September 2025.

## 7. Ethical Considerations and Safeguarding

All data collection processes will be handled in line with accepted ethical standards and the CRS safeguarding policy. A summary of these standards is provided below:

1. Informed Consent: All respondents are expected to provide informed consent following standard and pre-agreed consent protocols. An informed consent and assent form will be developed and translated in Kiswahili before the data collection training. The data collectors will be trained on these ethical guidelines to ensure adherence. The respondents will first receive an explanation of the purpose of the study; only respondents who have formally consented and agreed to participation will be interviewed.
2. Systematic Inquiry: CPs conduct systematic inquiries linked to a clear data collection protocol.
3. Integrity/Honesty: Enumerators display honesty and integrity in their own behavior and attempt to ensure the honesty and integrity of the entire evaluation process.
4. Respect for People: Enumerators respect the security, dignity and self-worth of respondents, program participants, clients, and other evaluation stakeholders. It is expected that the evaluator will obtain the informed consent of participants to ensure that they can decide in a conscious, deliberate way whether they want to participate. National guidelines on interviewing participants who are minors will be followed

Proposals should be sent to the e-mail below and addressed to “Catholic Relief Services – Tanzania Program”

:

E-mail; [tz\\_quotations@crs.org](mailto:tz_quotations@crs.org)

to reach the undersigned 14 days after the advert is shared out to

Note: Please indicate “*Digitalize SBC Messaging Campaign - Leveraging Community Systems for Optimal Maternal-Child Nutrition Project in Njombe and Mbeya Regions.*”

Bid written in English addressed to the attention of the CRS / Tanzania Program Country Manager must be submitted to the above e-mail address on or before **9<sup>th</sup> December 2024 at 5:00 P.M**

### **Award of Consultancy**

CRS will evaluate the proposals and award the assignment based on technical and financial feasibility. CRS reserves the right to accept or reject any proposal received without giving reasons and is not bound to accept the lowest, the highest or any bidder. Only the successful applicant will be contacted. CRS does not charge any fees from applicants for any recruitment. Further, CRS has not retained any agent regarding this assignment

You are advised that this RFP does not constitute in any way a commitment on the part of CRS/Tanzania or its agents, for any service requested