

TERMS OF REFERENCES (TORs)

DEVELOPING A BEHAVIOR CHANGE COMMUNICATION STRATEGY AND ACTIONS

December 29, 2022

1. Introduction and Purpose:

Doaba (دوآبہ) literary means land between two rivers or 'waters'. Since 1987, Doaba Foundation is the result of the efforts of riverine communities when they were united to minimize their sufferings and vulnerabilities in the face of flood disaster. It made its first move from Muzaffargarh, Punjab-Pakistan. Doaba's vision is "disaster prone communities becoming self-reliant in pursuit of their common interests". Doaba's mission is to improve the quality of life of rural and disaster-prone communities through optimum utilization of resources, using right-based, inclusive, and participatory approaches, it seeks to build the capacity of communities, focusing on the vulnerable groups, for community-led disaster risk management, incorporating programs of sustainable development interventions.

Welthungerhilfe (WHH) was established in 1962, It is today one of the largest private organizations working in development cooperation and humanitarian aid across the globe. The organization is non-profit-seeking, non-partisan and non-denominational donations from the population at large. WHH receives grants from the Federal German Government, the European Union, and the United Nations for International Development. In Pakistan, WHH is working in three key thematic areas including humanitarian aid, food and nutrition security and capacity development, advocacy, and empowerment. Food and nutrition security is key thematic area for development programs in Pakistan.

Doaba Foundation with the financial support of Deutsche Welthungerhilfe (WHH) is implementing a project titled "Strengthening of resilience of flood-affected communities in District RajanPur (Punjab-Pakistan)". The operational areas are from one Tehsils namely Jampur. The area is flood-affected which includes three UCs i.e. Bakhir Pur, Wah Lashari, and Noor Pur Manjhu wala. The project's overall objective is "The resilience of the affected households against the impacts of the flood is strengthened."

The purpose of services would be to develop the behavior change communication actions based on local knowledge, attitude and practices related to infant and young Child feeding (IYCF), 1000 days a window of an opportunity, Health, Hygiene and Nutrition (nutrition for pregnant and lactating women and children under 2 years) and improved diversified food.

Doaba is looking forward to take the services of an experienced consultants or firms for designing BCC (Behavior Change Communication) Actions.

2. Scope of work:

The scope of work would focus on basic causes, underlying causes and immediate causes of malnutrition, health and hygiene, food and feeding practices, WASH related behaviors. The following are some key areas and methods to serve the purpose of the work, but not limited to:

- 2.1 Designing of a Behavior Change Communication (BCC) Strategy based on findings of baseline survey, pre-KAP study, MDDW, MDDI, Situation Analysis report of project and consultant field work planning.
- 2.2 Identify, prioritize and design /propose actions for positive and healthy behavior related to social behavior change communication under themes such as nutrition, health, 1000 days a window of an opportunity, sustainable WASH practices at the community level.
- 2.3 Propose supportive guidelines to implement actions in order to achieve minimum quality standards for delivery of actions
- 2.4 Provide and enrich document with relevant resource material and tools to support actions and guiding notes
- 2.5 Pretesting and orientation of staff of contracting authority

3. Deliverables:

- 3.1 Initial working and inception report on assignment /work
- 3.2 Outline (Clearly mentioning chapters) of BCC strategy and actions followed by guiding notes and relevant material and tools
- 3.3 Submission of final BCC strategy in soft and hard
- 3.4 Inclusion of Chapter of BCC actions in strategy as mentioned and would be identified during period of work
- 3.5 Inclusion and writing down comprehensive and clear guiding notes and resource material for the implementation of proposed actions.
- 3.6 Orientation workshop for staff focusing on developed strategy, actions and how to use the document in field
- 3.7 Submission of report along with best quality pictures (with consent form)- soft form.

4. Timelines:

- 4.1 The duration of consultancy shall be of 45 days.

5. Eligibility Criteria

- a) Firms or consultants as an active taxpayer
- b) Experience in developing BCC strategy on nutrition, health, and hygiene
- c) Have demonstrated knowledge and understanding of local contexts
- d) Have the ability, capacity, and resources in place to develop BCC strategy in project target areas

6. Requirements of Proposal Submission

Interested potential consultants or consultancy firms with relevant experience can submit technical and financial proposals containing the following documents;

- a) Budget break up with timeframe and methodology of Research.
- b) A short description of the methodology to undertake the assignment
- c) Profiles or CVs of key person(s) to be involved in the assignment.
- d) At least two relevant examples of previous assignments of similar nature carried out preferably in Pakistan with any National/International NGO.

7. Submission of Bids/Proposals (Financial and Technical):

Interested consultants (firm/Individual) can send their bids along with technical and financial proposals by doaba.procurmenet@gmail.com on or before (Date: January 04, 2023) by COB 17:00 Hours, otherwise, send hard copies in a sealed envelope/as sealed bids marked as **"ToRs /DF /Pak-1132/001"** at address ;

Doaba Foundation House number 02, New Model City, Behind Daewoo Cargo office,
Near Model Town, Multan

Disclaimer: DOABA is an equal opportunity employer; persons with disabilities and women are encouraged to apply. DOABA has the right to accept, reject or cancel the bid without assigning any reason (s) whatsoever.