

Request for Proposals:

Evaluation of the Demand Creation for Eggs Among Caregivers of Children 6 months to 5 years of age in Kaduna State, Nigeria



1. SUMMARY OF DEADLINES

Proposal submission deadline	November 10 th , 2018
Final response regarding selection of evaluation partner	November 24 th , 2018
Contracting process	December 2018
Evaluation design finalized	January 2019
Submission of ethical clearance application	February 2019

2. BACKGROUND

GAIN

Driven by a vision of a world without malnutrition, the Global Alliance for Improved Nutrition (GAIN) was created in 2002 at a Special Session of the U.N. General Assembly on Children. GAIN with its headquarter in Geneva Switzerland builds and supports innovative partnerships among the public and private sectors to increase access to and consumption of nutritious foods necessary for people, communities and economies to be stronger and healthier. With a current reach of over 892 million people (350 million of whom are women and children) in more than 30 countries GAIN's goal is to improve the lives of 1.5 billion people through access to sustainable nutrition solutions

Project description

There is now broad agreement that most food is bought from markets. There is also increasing acceptance of the importance of consumers seeking and choosing nutritious foods or products based on specific benefits resulting from their nutritional value, in addition to other criteria that matter to them, such as taste, price, social status etc. Behavior change programs in nutrition have tended to focus on imparting knowledge and information on how to improve diets. We theorize that the limited impacts of such knowledge transfer programs are in part a result of not addressing the motivational aspects which affect consumer choice. Therefore, GAIN is currently undertaking a portfolio of projects aimed at exploring how to make nutritious diets and foods desirable to consumers.

The project in Kaduna state is an opportunity to test a demand creation approach for an unpackaged nutritious food, eggs, targeted to caregivers of young children. Recent publications have highlighted the potential for eggs consumption to address key nutrient gaps and improve nutritional status of children (1,2). The burden of malnutrition among children in Kaduna state is high. According to the Nigeria Multiple Indicator Cluster Survey (2016-2017), 47% of children under the age of 5 are stunted and 12% are wasted (<-2 SD height-for-age and weight-for-height, respectively) (3). About one-third of children 6–23 months of age in Kaduna state do not consume the minimum number of food groups associated

with better nutrient adequacy and growth (3). Increasing consumption of eggs could improve intake of essential fatty acids, proteins, choline, vitamins A and B12, selenium, and other critical nutrients.

In Kaduna state, egg consumption among infants and young children is low according to the latest data on from the Nigeria Demographic and Health Survey (2013); 16% of children 6-23 months reportedly consumed egg in the 24 hours previous to the survey interview (4). Analysis of food expenditure and non-food expenditure data from the Nigeria Food Security and Vulnerability Survey 2016 (FSVS 2016) collected among 559 households in Kaduna state in October 2016 shows that 26.70% of households spent income on eggs in the 30 days prior to the survey. Rapid assessment of the egg market found that eggs are available for sale in markets for a price of approximately 30-35/per egg. Affordability analysis estimates that households in the top 7 expenditure deciles (about 70% of population) could purchase eggs 2 per week per child. Therefore, it seems that there is potential for a demand creation strategy to increase expenditure on eggs and promote feeding them to children.

The demand creation approach will be designed by GAIN and partners during October 2018 to January 2019. The coverage and types of interventions is yet to be determined. Our expectation is that the final design of the demand creation components will happen in tandem with the development of the evaluation design, and that the evaluation/research partner will collaborate in this process. For development of the proposal, the applicant should assume that the demand creation approach will include mass media, SMS, social media and point-of-sale marketing, and that all caregivers of children 6 months to 5 years of age living in Kaduna state will be targeted.

3. OBJECTIVE OF THE EVALUATION

The purpose of this evaluation is to measure the impact of a demand creation approach to motivate caregivers to purchase and feed eggs to children 6 months to 5 years of age and to elucidate the pathways through which these impacts are achieved. Results of the evaluation will improve our understanding of how a demand creation approach which changes the desirability of a food, particularly unpackaged a food, can be applied to improve the quality of diets in a setting like Kaduna state.

Specifically, the research questions for this work are as follows:

Primary research question:

- (i) Does a demand creation approach increase caregivers, and particularly those from low-income households, willingness to acquire, purchase and feed eggs to children 6 months to 5 years of age?

Secondary research questions (impact pathway analysis):

- (i) How did caregivers perceive and respond to messages (e.g. motivational, instructional) of the demand creation approach for eggs?
- (ii) How did components of the demand creation approach (e.g. mass media, point-of-sale marketing) influence (or not) caregivers' knowledge, attitudes and food choice for their children?

Expected *primary* outcomes to be measured include:

- Willingness-to-pay for eggs
- Egg sales
- Egg consumption among children 6 months to 5 years and other household members

Expected *secondary* outcomes to be measured include:

- Determinants of food choice for children (e.g. cost, convenience, perceived nutrition/health benefits)
- Attitude about egg consumption for children (e.g. perception of nutrition value, perception of eggs as a core food for children)
- Knowledge about key campaign messages

4. SCOPE OF WORK

Under this Scope of Work, GAIN is seeking a research partner to co-design with GAIN and then independently conduct an impact evaluation the over 2 years, using both qualitative and quantitative methods. The bidder will develop and implement a research framework that permits the assessment of impact of a demand creation approach aimed at changing the desirability of a food, particularly unpackaged a food as evidenced through knowledge, attitudes and practices, and the intermediate outcomes and processes that may lead to (or limit) that impact. The work will take place over a period of two years.

5. TIMELINE OF PROGRAM ACTIVITIES

The proposed work will take place over the course of 2 years. Below is an estimated timeline of program activities, proposals should propose the sequencing of all related activities.

- Designing of demand creation messaging and components (October 2018-February 2019)
- Baseline data collection (March/April 2019) *depends on ethical clearance approval
- Implementation of demand creation activities (May/June 2019 – November/December 2020)
- Endline data collection (October/November 2020)

6. SUBMISSION REQUIREMENTS AND SCORING

The proposal should include:

- A proposal outlining research objectives and evaluation approaches. The proposal should include explanation of how the suggested design determines attribution.
- Detailed profiles (qualification, expertise, relevant experience etc.) of the agencies and individuals who will be completing the work including their full names, their expertise and publications in relevant research. **The applicant team must include a partner based in Nigeria, including letters of commitment.**

- Illustrative budget in US Dollars, in a separate document. The final budget will be elaborated as the scope of the demand creation interventions are clarified and as part of the contracting process. The budget submitted with this proposal should include (i) justification of overall value for money, (ii) a comprehensive budget justification should be presented for each category of costs includes: personnel, cost of travel, including subsistence allowances, consultants, meeting/workshop, overhead if applicable, and miscellaneous expenses. All prices/rates quoted must be inclusive of all taxes/VAT as required.
- A narrative that does not exceed 4 pages of single spaced in text inclusive of references, tables, and figures.

Expertise required in:

- Qualitative and quantitative research methodologies, including impact evaluation methodologies and econometric modelling methods
- Market research
- Consumer-based market research
- Ethnographic methods of qualitative interviewing
- IRB protocols and field research in Nigeria
- Staff with proficiency in relevant local languages
- Willingness and demonstration of capacity to use Nesstar software system (<http://www.nesstar.com/>) for data organization, management and visualization

Scoring:

Elements of the proposal will be weighted equally based on:

- Clear articulation and understanding of the task
- Demonstrated ability of team
- Competency and track record to conduct proposed research

The full proposal evaluation criteria and weights presented below. All proposals and budget will be evaluated separately.

- Technical quality of proposal 50%
 - Clear articulation of methods to meet stated research objectives
 - Develop evaluation framework to assess
 - Strength of methodology to attribute observed impacts to program activities
- Competencies and roles 30%
 - Experience working in relevant topical areas
 - Organisational capacity to conduct research outlined in RFP
 - Organisational capacity to conduct additional methodology

- Demonstrated ability to produce work in a timely fashion
 - Experience working in Nigeria
- Budget 20%

7. INSTRUCTIONS FOR RESPONDING

Please submit technical proposals and budgets as two separate documents. Proposals should be submitted in English in electronic copy. The electronic copy should be sent to the GAIN email address: atumilowicz@gainhealth.org. The e-mail subject line should include the name of the company submitting the proposal and “Nigeria Egg Evaluation” in the subject line. Completed proposals should be submitted to GAIN by 5:00 pm EST on November 10th, 2018. The final award will be made November 24th, 2018. Final award is subject to other terms and conditions included in this solicitation, as well as successful final negotiation of all applicable terms and conditions related to the awarded contract.

Staff will be available via e-mail to respond to clarifications on this solicitation. Please direct all inquiries and other communications to the GAIN email address: atumilowicz@gainhealth.org. Responses will not be confidential except in cases where the applicant clearly indicates that proprietary information is involved.