

## **Request for proposals to provide implementation support to GAIN's Fortification Assessment Survey**

9 January 2015

### 1. Background

#### 1.1. The Global Alliance for Improved Nutrition (GAIN)

Founded in 2002 at a special session on children at the United Nations, the Global Alliance for Improved Nutrition (GAIN) is an alliance driven by a vision of the world without malnutrition. GAIN's mission is to reduce malnutrition through the use of food fortification and other strategies aimed at improving the health and nutrition of populations at risk. GAIN pursues its mission by building alliances around common objectives shared between public and private partners while providing them financial support and technical expertise. GAIN-supported programs are reaching an estimated 811 million vulnerable people in more than 30 countries with affordable nutritious foods. About half of the beneficiaries are women and children. GAIN's goal is to reach 1 billion people by 2015 with nutritious foods that have sustainable nutritional impact.

#### 1.2. The Project

GAIN with technical assistance from the United States Centers for Disease Control and Prevention (CDC) is planning to conduct a survey in Uganda in 2015, which will focus on assessing the coverage and potential contribution of fortified foods to the micronutrient intake of the population. The project stems from GAIN's strive toward greater impact by documenting successes, identifying potential barriers related to program coverage, and improving programs based on evidence of program performance.

#### 1.3. The FACT Tool

The Fortification Assessment Coverage Tool (FACT) is a survey instrument that was developed by GAIN and partners for carrying out coverage assessments of both population-based (large-scale food fortification) and targeted (e.g., point-of-use fortificants or supplements) programs. The tool was developed to help stakeholders achieve greater program impact by assessing coverage and identifying program barriers and potential ways to address them. GAIN placed a major emphasis on developing a tool that is rapid to implement, analyze and report, while maintaining rigor and low-cost. Indicators used in the FACT instrument have been adapted from validated survey guidelines where possible.

The FACT methodology focuses on three key areas:

- i. Identifying and classifying at risk population subgroups
- ii. Assessing coverage and intakes of fortifiable/fortified food vehicles
- iii. Assessing adequacy of food fortification levels

## 2. Survey Methodology

### 2.1. Design and population

The survey population will consist of households and women of reproductive age. The survey is cross-sectional and designed to be representative at the national level.

### 2.2. Sample size considerations

The following is a general guideline for sample size. The exact sample size of the survey may change slightly as the study design is finalized with the local implementation partner.

To select a representative probability sample of households, a two-stage stratified random sampling strategy will be applied. The sampling frame consists of two strata (urban and rural) to account for regional differences in food consumption habits.

At the first stage of sampling, census districts will be selected within each stratum with probability proportional to the number of households. To ensure a balance between geographic distribution of households (which increases precision) and a more concentrated sample (which reduces cost), 35 census districts will be selected in each stratum or 70 total census districts.

The second sampling stage is the selection of households within the sampled census districts. The target sample size is 519 completed households. The target number of completed households is based on the following assumptions: 95% confidence interval, 50% prevalence rate, precision of 0.065, and a design effect of 2, yielding a base sample of 519 completed households per sampling stratum. For the two regions, the total number of households for the survey is 1038.

### 2.3. Timeframe for data collection

Data collection for the entire survey is anticipated to take 1-1.5 months to complete, assuming six day work weeks. The questionnaire takes about 30-45 minutes to administer in each household.

## 3. Scope of Work

GAIN is seeking proposals from qualified organizations to provide implementation support to the survey on the following areas:

- **Obtain country approvals:** Apply for and obtain all required approvals from relevant authorities in the country, e.g., ethical committees, government, etc.
- **Prepare sampling framework:** Develop the sampling framework in close collaboration with GAIN, CDC, and where appropriate the National Bureau of Statistics.
- **Adapt and translate data collection tools:** Contextualize survey protocols and questionnaire to the local context and translate into the local language then back translate into English. Develop and translate supporting instruments (e.g., field guide, maps (create new or update existing), etc.) to facilitate field work.

- **Recruit and train supervisors and enumerators who will carry out the survey:** Provide training in collaboration with GAIN and CDC, covering all areas of the data collection and entry process (selection of households, interview procedures, questionnaire piloting, data entry and database management, etc.). Input on training agenda and operational plans for fieldwork will be required.
- **Pilot test and finalize data collection tools:** Pre-test and pilot all materials then revise questionnaire as needed in consultation with GAIN and CDC.
- **Data collection:** Supervise enumeration teams in their collection of all data, i.e., interview and collection of fortified food samples from households and markets. Regular progress updates to GAIN and CDC throughout the duration of the fieldwork will be required.
- **Data entry and management:** Ensure that data are entered appropriately (e.g., double data entry) and raw data files are reviewed for inconsistencies, coding errors, and any other implausible values in collaboration with GAIN and CDC. Data will be required to be sent to GAIN and CDC for review on a regular basis throughout the data entry period. Final deliverables will include complete double data entered and cleaned dataset with calculated indicators and a detailed codebook.

#### 4. Timeline

Preparations for the survey are to begin in February 2015. Preparatory activities, including obtaining country approvals, hiring and training staff, and adapting and pilot testing data collection tools, should take 1-3 months to complete. These activities will be followed by data collection and entry, which should take no more than two months to complete. All aspects of the Scope of Work are to be completed by the end of July 2015.

#### 5. Instructions for preparing the RFP

In response to this RFP, organizations are requested to prepare a detailed proposal with accompanying budget explaining how the organization will address the abovementioned areas of work. The proposal should list the details of the individuals who will be involved, as well as expected level of effort from each during the course of the project. Any assumptions made should be clearly listed in the proposal.

#### 6. GAIN responsibilities in respect of this RFP

- i. Provide the relevant background information necessary to complete the RFP.
- ii. Respond to questions/comments by phone and/or email during the period up to 4 February 2015.
- iii. Notify all respondents by email communication within the given timeframe as to GAIN's final decision on the RFP.
- iv. Provide all respondents with the rationale for GAIN's decision on the RFP.

## 7. Required components for proposal submission

- i. Description of previous relevant work (maximum 1 page)
- ii. Composition of team with names and brief biography of all key staff
- iii. Detailed proposal explaining how the areas of work mentioned in section 3 (Scope of Work) will be addressed (maximum 10 pages)
- iv. Budget
- v. Detailed budget justification
- vi. Risk and mitigation strategy
- vii. Timeline
- viii. References

## 8. Scoring criteria

- i. Previous experience in comparable assignments (20 points)
- ii. Quality and experience of key personnel, capacity on the ground (20 points)
- iii. Technical quality of the proposal, fit with requirements (30 points)
- iv. Budget: competitive and cost effectiveness (20 points)
- v. Project managements: Timeline, workplan, team organization (10 points)

## 9. Deadlines

Proposals received by 6 February 2015, 18:00 Geneva time will be considered

Decision and contract process will be initiated by 16 February 2015.

Please submit a proposal with budget by email to:

To: Valerie Friesen ([vfriesen@gainhealth.org](mailto:vfriesen@gainhealth.org))

Cc: Maria Elena Jefferds ([mnj5@cdc.gov](mailto:mnj5@cdc.gov))

## 10. Unacceptable submissions

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline at the specified receiving office.
- Proposals received by fax.
- Incomplete proposals.
- Proposals that are not signed.

## 11. Revisions

Proposals may be revised by electronic mail confirmed by hard copy provided such revision(s) are received before the deadline.

## 12. Acceptance

GAIN will not necessarily accept the lowest cost or any of the Proposals submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern.

## 13. Completion

- Proposals must be submitted on official letterhead of the lead organization or firm and must be signed by a principal or authorizing signatory of the lead firm or organization.
- In case of errors in calculating overall costs, the unit costs will govern.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN, prior to making their submission.
- While GAIN has used considerable efforts to ensure an accurate representation in this Request for Proposal (RFP), the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

## 14. Right of rejection

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

## 15. References

GAIN reserves the right, before awarding the Proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

## 16. Release of Information

After awarding the contract and upon written request to GAIN, only the following information will be released:

- Name of the successful applicant;
- The applicant's own individual ranking.

## 17. Terms and conditions of this solicitation

### 17.1. Notice of Non-binding Solicitation

GAIN reserves the right to reject any and all bids received in response to this solicitation, and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicant's proposal, as well as the option of accepting partial components of a proposal if appropriate.

### 17.2. Confidentiality

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

### 17.3. Right to Final Negotiations on the Proposal

GAIN reserves the right to negotiate on the final costs and the final Scope of Work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

## 18. Evaluation Criteria

The following indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive or 100% inclusive, and is provided to enhance the applicants' ability to respond with substance.

### Understanding of Scope of Work:

- Proposal demonstrates a clear understanding of Project Objectives and Deliverables;
- Demonstrate a clear understanding of the technical requirements of this RFP;
- Provides detailed technical documentation of the proposed strategy;
- Proposal includes a feasible work plan to ensure successful completion of Deliverables;
- Detailed budget of proposed approach;
- Management and personnel plan;
- Qualifications and overall experience of team members;
- Evidence of experience managing similar projects;
- Roles and responsibilities of team members clearly delineated;
- Possible challenges and opportunities envisaged in undertaking this work; and
- A duly completed Offer of Services.

## 19. Expectations of Applicants

The successful team of applicants will:

- Work closely with representatives from GAIN and CDC: A lead contact will be designated for the purposes of regular communication and monitoring of deliverables;
- Meet with representatives from GAIN and CDC shortly after the contract is awarded, following which a work plan will be developed detailing the objectives, deliverables, timelines and budget for each of the parts outlined in the Scope of Work;
- Be prepared to submit a narrative and financial report to GAIN during the course of the Project as well as at the request of GAIN;
- Submit deliverables and reports according to the agreed upon schedule in the revised work plan.

## 20. Review Process

Proposals will be reviewed by a Review Committee comprised of representatives from GAIN and CDC.

## 21. Limitations with regard to third parties

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorize any third party to bind or commit GAIN in any way without GAIN's express written consent.

## 22. Communication

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the Project, the review panel, or any other party may be considered a conflict of interest, and could result in disqualification of the proposal.

## 23. Final Acceptance

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions, including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

## 24. Validity Period

The Offer of Services will remain valid for a period of 28 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter into a services contract subject to GAIN terms and conditions.

**OFFER OF SERVICES**

1. Offer submitted by: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
(Print or Type Business, Corporate Name and Address)

2. I (We) the undersigned hereby offer to GAIN, to furnish all necessary expertise, services, supervision, materials, or other things necessary to complete to the entire satisfaction of the Executive Director or authorized representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following price:

**TOTAL COST: US\$** \_\_\_\_\_

3. I (We) agree that the Offer of Services will remain valid for a period of twenty-eight (28) calendar days after the date of its receipt by GAIN.

4. I (We) herewith submit the following:

(a) A Proposal to undertake the work, in accordance with GAIN requirements specified;

(b) A duly completed Offer of Services, subject to the terms herein.

**OFFERS WHICH DO NOT CONTAIN THE ABOVE MENTIONED DOCUMENTATION OR DEVIATE FROM, THE PRESCRIBED COSTING FORMAT MAY BE CONSIDERED INCOMPLETE AND NON-RESPONSIVE.**

Date: \_\_\_\_\_, at

in

\_\_\_\_\_ Title

Signature  
(Applicant)