Terms of reference for the Social Media Optimization services
Reason: Development of Digital Behavior Change Interventions

Descriptive Summary
Breakthrough ACTION is a global social and behavior change (SBC) project funded by the United States Agency for International Development (USAID) that is designed to increase the practice of priority health behaviors and enable social norms, including gender norms, for improved health and development outcomes, with an emphasis on malaria, family planning/reproductive health (FP/RH), maternal, newborn, and child health (MNCH). The Johns Hopkins Center for Communication Programs (CCP) leads the project, which was launched in 2017, in partnership with Save the Children, ThinkPlace, ideas42, Camber Collective, the International Center for Research on Women (ICRW), and Viamo.

Breakthrough ACTION in Guinea will launch a health campaign in Guinea that will seek to promote positive health and development behaviors among Guinean citizens, especially women, children, and young parents. The campaign will complement the priorities of the Ministry of Health of Guinea to encourage the continuation of health service delivery for essential life-saving interventions such as vaccination and birth spacing. The campaign will have a specific focus in multiple regions within Guinea and reach a wide audience through national-level broadcasts, social media, and mobile IVR messaging.

Breakthrough ACTION Guinea is looking for a professional service provider or firm capable of providing an analysis of the digital ecosystem of Guinea, provide in-depth qualitative information, and diffuse project messaging and materials on appropriate social media platforms to extend the reach of the health campaign. Further explanation of the specifications and responsibilities are below.

General Objective
The purpose of this call for offers is to find and procure a professional service provider capable of conducting an in-depth analysis of the digital ecosystem of Guinea to identify and present qualitative information about online conversations, themes and insights on vaccination, child spacing, and Covid-19, and diffuse project messaging and materials on appropriate social media platforms to extend the reach of the health campaign.

Specific Objectives

Based at
Johns Hopkins Center for Communication Programs

In partnership with
Save the Children, ThinkAction, ideas42, Camber Collective, International Center for Research on Women, and Viamo

www.breakthroughactionandresearch.org
1. Prioritize key themes, trends and barriers around vaccination, child spacing and covid-19 on online conversations that can lead to actionable insights.
2. Create audience segments based on the above landscape based on attitudes and behaviors.
3. Use the digital landscape to create and implement strategic approaches that lead to behavior change.

**Deliverables**

1. An analysis report, and an accompanying PPT exploring:
   a. Main themes on vaccination, child-spacing and Covid-19 on the online conversations in Guinea.
   b. Key segments participating in these online conversations.
   c. Actionable insights and strategy for changing behavior.
   d. Implementation of an approved digital nudge strategy based on the digital ecosystem analysis.
   e. Impact report of the digital behavior change intervention.

**Methodology**
- Use of advanced data mining techniques including Machine learning, Artificial Intelligence

**Expected Outputs**
1. Report on the digital ecosystem of Guinea
2. Presentation on key themes, trends and barriers by topic (Vaccination, Child Spacing, Covid-19) from online conversations in Guinea.
3. Presentation on Profiles of different segments of online users engaged in the above topics.
4. Presentation on actionable insights and strategies that can nudge online and offline behavior based on the digital landscape assessment.
5. Implementation of a digital nudge strategy that will lead to desired behavior change.
6. Presentation of an impact report on the digital behavior change intervention.

**Specifications**

All interested parties must meet the following requirements:
- Be an officially registered professional service provider;
- Have at least 4 years experience providing similar or related services;
- Must demonstrate a good understanding of the scope of work described herein;
- Must provide evidence of technical capability as shown by prior work, especially familiarity with Big Data approaches, technical understanding of Reproductive Maternal and Child Health health areas, and experience in social and behavior change approaches.
• Must be available to start immediately after full execution of the consultancy contract and to produce the outputs by December 31, 2020.
• Must provide evidence of past performance as articulated by former and/or current clients (i.e. work certificates, references, etc.)

Organization of Proposal
This request for proposals is open to any firm or provider who can adequately conduct and carry out the scope of work. All interested parties in this request for proposals must submit the following documents:

• Cover Letter (of at most 1 page)
  - A cover letter signed by the organization on its letterhead
  - The letter must carry the name, physical address, e-mail address, telephone number and other relevant details of the bidder

• A complete technical bid (of at most 5 pages)
  - Brief technical proposal: A proposed plan for carrying out the tasks described in the scope of the contract, including a description of activities, and a work schedule
  - Capability Statement: Background and other relevant information that qualifies the firm to undertake such a mission (Experience in similar projects using the techniques specified above).

• Financial proposal
  - Provision of costing according to the activities outlined in the RFP
  - Costing notes/justifications

• The CVs of key staff members who will work on this scope of work.
• Example(s) of previous and similar work
• References: A list of three clients (former or current) for whom similar work has been done, with their email addresses and phone numbers. This list should include, for each client, a brief description of the work performed and the dates on which it was performed.

Submission of bids
NB: Applications or questions should be sent to the following email address:

BAGuinea.Applications@gmail.com with the subject line of “Digital Media Landscape Assessment” no later than Tuesday, September 8th, 2020 at 12:00pm EST.

Bidders can ask questions or requests for clarifications by email between the date of publication and September 4, 2020, no later than 5:00pm EST.

Breakthrough ACTION plans to award the contract based on the best value, cost and all other factors taken into consideration. Breakthrough ACTION reserves the right to reject all bids received and not to award any contract under this request for proposals. Breakthrough ACTION will not pay or reimburse
the firm for bids submitted. The successful bidder must be able to start work as soon as the contract is signed.

Applicants should be aware that services will be performed for a program operated by a department at a university, designed to benefit the public good through the improvement of international public health services. The project is funded through USAID and as such is subject to US government terms and conditions.

Breakthrough ACTION reserves the right to add or delete information, or to modify the content of this request during the period meant for the preparation of bids. Breakthrough ACTION reserves the right to revise the date specified for the submission of bids.

All bids submitted constitute secure bids and may not be withdrawn for a period of 90 days after their submission. It is understood that bidders shall bear the costs for the preparation and submission of their bids.