



ISLAMIC REPUBLIC OF AFGHANISTAN

MINISTRY OF PUBLIC HEALTH

DIRECTORATE OF PROCUREMENT

GRANT AND SERVICES CONTRACT MANAGEMENT UNIT

(Sehatmandi)

(PROJECT ID: P160615)/ GRANT No.: IDA (D2850-AF), ARTF (TF0A7113-AF), GFF (TF0A7314)

REQUEST FOR EXPRESSION OF INTEREST (REOI)

For Consultancy Services for conducting Formative and Operational Research, Campaigns, and Capacity Building under Sehatmandi Project

Reference Number: Sehatmandi/REOI/05 Date: February 20, 2019 (01/12/1397)

The health situation in Afghanistan has improved since 2001 when Maternal Mortality Ratio (MMR) was the highest ever recorded at 1,600 per 100,000 live births, when Infant and Child Mortality Rates were 165 and 257 per 1,000 live births.¹ To combat these devastating figures, the Afghanistan Ministry of Public Health (MoPH) with the international community formulated a Basic Package of Health Services (BPHS) in 2003 and later an Essential Package of Hospital Services (EPHS) in 2005. The key health indicators improved, and maternal mortality dropped from 1,600 per 100,000 live births to 670 per 100,000 live births in 2015². Infant mortality rate dropped from 165 to 45 per 1,000 live births, and the under-five mortality rate dropped from 257 to 55 per 1,000 live births³. Despite these improved results, the health situation in Afghanistan is still poor.

The MoPH has outlined a vision for health, in which ‘All citizens reach their full potential in health contributing to peace, stability and sustainable development in Afghanistan’⁴. To achieve this the MoPH is working to ensure a balance between preventive health services, which maintains good health and wellness, and the treatment of medical conditions for those who fall ill. The balance between health and healthcare is articulated through an understanding that promoting ‘healthy lifestyles as a result of changing attitudes, perceptions and practices while continuing to reduce the incidence of communicable diseases and the maternal mortality and neonatal death rates’ is crucial.

The MoPH of the Islamic Republic of Afghanistan has applied for funding from the joint support of the World Bank-IDA and the Afghanistan Reconstruction Trust Fund (ARTF) to improve the health of the

1 Afghanistan Mortality Survey(AMS) 2010

2 MMIEG UN Estimates

3 Central Statistics Organization (CSO), Ministry of Public Health (MoPH) and ICF 2016, Afghanistan Demographic and Health Survey (ADHS) 2015. Kabul, Afghanistan and Rockville, Maryland USA: Central Statistics Organization, Ministry of Public Health, and ICF

4 MoPH National Health Policy 2015-2020

people of Afghanistan through the provision of quality health services and the promotion of healthy lifestyles in an equitable and sustainable manner.

The MoPH intends to apply part of the grant proceeds to contracts with Consultant or firm (the “Consultant”) for implementing Health Promotion interventions with objective of ensuring that the citizens of Afghanistan adopt healthier behaviours to maintain their health and well-being, and to seek out health services when unwell

The objectives of the assignment are:

A. OVERALL OBJECTIVE OF THE PROJECT

The overall purpose of this project is to design and conduct formative and operational research and four specific communication campaigns on maternal, child, and newborn health; routine immunization infant; young child feeding; and hand-washing with soap at critical times, an umbrella health communications campaign and to build capacity of Health Promotion employees of MoPH.

B. Specific Objectives of the project

1. *To design and conduct formative and operational research in order to:*

- Identify the individual, community, and influencers’ perceptions, myths and misconceptions around
 - pregnancy, childbirth and the newborn
 - routine immunization
 - infant and young child feeding and;
 - Hand washing with soap at critical times
- Define and understand populations who practice risky behaviors
- Provide recommendations for designing effective communication campaigns around the target behaviors

2. *To design and conduct the following Health Promotion and Communications Campaigns:*

- an umbrella health communications campaign;
- communications campaign on maternal, child and newborn health;
- communications campaign on infant and young child feeding;
- communications campaign on routine immunization;
- communications campaign on hand washing with soap at critical times;

3. *To build-on capacity of Health Promotion officers and managers at Health Promotion and other relevant departments including GCMU*

For detailed Terms of Reference (ToR) of Consultancy Service for conducting Formative and Operational Research, Campaigns, and Capacity Building - Health Promotion Project under Sehatmandi project please refer to MoPH website (www.moph.gov.af)

The implementation period will be 24 months starting from July 1st, 2019 till June 30, 2021.

The MoPH now invites eligible Consultants/Firms to indicate their interest in providing the above services. Interested Consultants/Firms must provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The shortlisting criteria are:

1. National and/or international consultant (firm) with general qualification in terms of:
 - Official registration including date of establishment
 - List of founders & list of board of trustee
2. Have at least five years working experience in multiple developing countries in developing communications and media strategy, creative concepts, design, organize and monitoring and evaluation of communication projects and campaigns, as well as human resource capacity building in the field of communication.
3. Have experience in conducting at least three formative and/or operational research.
4. Proven track record (list of the conducted/implemented projects with the references) in conducting formative and operative research, communication for development and capacity building projects.
5. Financial turnover with minimum amount of USD 2 million in at least one of the last 5 years is a MUST.
6. Strength of the consultant in terms of availability of human resource (management, research, communication, capacity building and M&E)
7. Recent annual financial audit report for lead organization (to cover all the projects supported by donors)

The consultant will be selected in accordance to Quality & Cost Based Selection (QCBS) and with the procedures set out in the World Bank Procurement Regulations for IPF Borrowers, July 2016-revised November 2017.

EOIs will be evaluated on the quality of responses to the items listed above. After evaluation of the EOIs, ONLY shortlisted applicants will be qualified to receive the Request for Proposal (RFP).

The attention of interested Consultants is drawn to paragraph 3.16 and 3.17 of the World Bank Procurement Regulations for IPF Borrowers, July 2016-revised November 2017, setting forth the World Bank's policy on conflict of interest.

Consultants (firms) may associate to enhance their qualifications. They shall clearly indicate the nature of their association in two acceptable terminologies i.e. Joint Venture (JV) or of a sub-consultancy. There must be a clearly designated Lead consultant and Memorandum of Understanding (MoU) between/among partners must be submitted. The information listed above, needs to be submitted for

each of the individual associates (in case of JV for all members of JV and in case of sub-consultancy only for lead organization).

The EOI must be presented in English and delivered with a covering letter (signed and stamped) by the following means:

- Those applicants who can submit the EOI in person (Hand –Delivery by their staff) are required to submit a total of six (6) copies (One original and five copies) in a sealed envelope, along with soft copy in a labeled CD-ROM. Each page of the original version must be signed and stamped.
- Those applicants who cannot submit the EOI in person (Hand –Delivery by their staff) are required to submit the soft copy of their EOI, along with scanned copy of the receipt of the courier by email within deadline, and send the six (6) hard copies (One original and five copies) in a sealed envelope by international courier.

On the outside of the envelope containing Eoi the following information must be indicated:

From:

Name of the applicant:

Applicant Detailed Address:

To:

Ministry of Public Health

Grant & Services Contract Management Unit

Marked For the attention of: GCMU Administration

Phone: (+93) 202301365 Email address: info@gcmu-moph.gov.af

Great Massoud Square, Kabul, Afghanistan

Subject: Expressions of interest- Consultancy Services for conducting Formative and Operational Research, Campaigns, and Capacity Building under Sehatmandi Project

The deadline for submission of the EOI is March 13, 2019 corresponding to (22/12/ 1397) at 10:00 AM Kabul time. The EOI must be submitted before the submission deadline to the aforementioned address.

Interested consultants may obtain further information from the contact provided below from 09:00 am to 03:00 pm Kabul time until March 6, 2019 corresponding to (15/12/1397).

Grant and Services Contract Management Unit (GCMU)

Ministry of Public Health

Kabul, Afghanistan

Phone: (+93) 202301365

Email: info@gcmu-moph.gov.af