

Scope of Work

*Uganda Micro-Nutrient Powder Communications Campaign*

*Media Management Services for the MNP pilot of Namutumba District in Uganda, XXXXXXXXXXX, 2016*

1. **Background to the Project:**

The Strengthening Partnerships, Results and Innovations in Nutrition Globally (SPRING) Project is a five-year cooperative agreement funded by the U.S. Agency for International Development (USAID). SPRING’s overarching vision is to reduce undernutrition, prevent stunting, and work with women and children under two years of age to reduce anemia.

Uganda, like many other developing countries, has a strong burden of iron, vitamin A and zinc deficiencies with iron deficiency anaemia affecting almost 50 percent of children 6-59 months of age and 30 percent of women of reproductive age.

In Uganda, home fortification of foods with Micronutrient Powders (MNPs) has been suggested as a complement to infant and young child feeding (IYCF).Micronutrient programs are aimed at increasing the vitamin and mineral intake in children 6-23 months of age. This intervention consists of adding a mixture of micronutrients in powder form (MNP) to any non-liquid food that a child 6-23 months of age consumes. The MNP is provided in single-serving sachets, the contents of which are mixed in with the food before consumption

**B. Current Status of the Activity:**

The Ministry of Health (MOH), with support from partners (e.g. World Food Program, SPRING/Uganda and UNICEF), plans to implement a pilot project of IYCF practices with the optimal use of MNPs in eight districts.

A media plan includes radio spots (30 – 45 seconds each), radio vignettes (five minutes each), DJ mentions/guides, top of the hour scripts and short videos for the local cinemas that have been successfully developed and are ready for broadcasting. While promoting MNP use, the designed communication materials will also position the optimal use of the MNPs as a motivation to improve the IYCF and water, sanitation, and hygiene (WASH) practices.

SPRING/Uganda wants to hire the services of a media agency to support the implementation of the media component of campaign in Namutumba District.

**C. Objectives for the Activity:**

To develop a robust media management strategy that will successfully ensure execution of the pilot in Namutumba District for a period of eight months.

**D. Overall Research Approach**

No research approach is required for this activity.

**E. Qualifications of the Media Agency (to be presented as part of the technical proposal):**

The vendor must have the following minimum capabilities:

* Good understanding and creativity in the proposed execution of the media strategy.
* Level of experience in the management of similar projects.
* Account management structure that will be dedicated to the SPRING/Uganda account. Indicate the number of years of experience of staff/consultants to be used for the communication campaigns.
* Completion of at least three similar projects (behavior change or other field of social development). Provide two project summaries with samples of previous work.
* Experience of executing joint and seamless communication campaigns with another creative agency.
* Two to three excellent references from recent clients; preferably in the area of development.

**F. Responsibilities of the Media Agency:**

The media agency will work with the SPRING/Uganda SBCC advisor and staff to accomplish the following activities:

1. Develop a media plan to support the roll out of the MNP pilot in Namutumba District over a period of eight months. With a focus on:
   * Reaching: mothers/caregivers of children 6 – 23 months and fathers of children 6 – 23 months.
   * Utilizing the following available materials: radio spots, radio drama series with possible slots for expert discussions, top of the hour reminders, and DJ mentions indicating the depth, reach and relevance components of the radio drama series.
     + Including booking and scheduling of short videos at local cinemas.
2. Finalize media schedules for the approved media plan before the commencement of the implementation period.
3. Submit final report (template to be provided by the project) with the activity and Ipsos monitoring reports.

The media agency will subcontract with Ipsos to monitor the radio stations, as per approved media schedules, to monitor proof of play details.

**G. Deliverables and Payment Schedule:**

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| **Deliverable** | **Due Date** | **Payment Schedule** |
| #1 | Upon submission of the final approved media schedules | 20% |
| #2 | Upon submission of media schedules and completion after 4 months of the implementation | 40% |
| #3 | September 2016 | 40% |

All deliverable payments are subject to review and approval by the project activity manager.

(Budget Ceiling of UGX XXXXXXXXX**,** inclusive of taxes)

**H. Period of Performance:** XXXXXXXXX, 2016