



## **REQUEST FOR PROPOSALS**

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**DEVELOP A MEDIA TOOLKIT ON NUTRITION TARGETING DIFFERENT STAKEHOLDERS IN  
NYANDARUA, NAKURU, NAIROBI COUNTIES, AND AT THE NATIONAL LEVEL**

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**Issued by  
The Global Alliance for Improved Nutrition (GAIN)  
and  
CARE International**



## I. PROJECT BACKGROUND AND SCOPE OF WORK

### 1. GAIN AND CARE

The [Global Alliance for Improved Nutrition \(GAIN\)](#) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people. At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches. We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

[CARE](#) is an international NGO with local staff and community partners in 100 countries. We create local solutions to poverty and inequality, and we seek dignity for everyone every day and during times of crisis. These solutions have a broad range, from disaster response to food and nutrition to education and work for women and girls to healthy mothers and children. CARE International in Kenya (CIK) has been working in Kenya since 1968, and its core programming areas include community adaptation to climate change and disaster risk reduction; humanitarian assistance and emergency response; agriculture & market systems for food and nutrition security; Water, Sanitation & Hygiene (WASH); health, equity & rights; and women’s economic empowerment.

### 2. CASCADE PROJECT

CARE Kenya and GAIN are implementing **CAtalyzing Strengthened policy aCtion for heAlthy Diets and resilience (CASCADE)** project, whose goal is to improve food security and contribute to the reduction of malnutrition of at least five million women of reproductive age and children under five years in Benin, Nigeria, Uganda, Kenya, Ethiopia and Mozambique. The programme has two strategic objectives: it aims to increase access to and consumption of healthy diets, as well as increasing the resilience of households to economic and climate change-related shocks across the six countries, with a focus on women of reproductive age and children. It aims to galvanize government, business, and communities around 5 domains: **1) Improved policy implementation; 2) Engaged private service providers; 3) Strengthened community structures; 4) Empowered women; 5) Strengthened coordination.**

In Kenya, CASCADE project focuses on **Nakuru, Nyandarua and Nairobi counties with cross cutting effect at national levels.** Aligning with GAIN’s A1 program (Vegetable for All project) areas at national levels and in the targeted Counties, CASCADE will also build on successful projects in Nyandarua by CARE which have successfully implemented Farmers’ Field and Business Schools (FFBSs) that integrated gender-transformative interventions. Apart from sustaining the gains made, CASCADE programme targets to galvanize government commitments towards policy change and accountability and respond to GAIN’s goal towards strengthening food systems in Kenya and supporting stakeholders’ actions at County and national levels.



### **3. BACKGROUND**

Kenya faces the triple burden of malnutrition: undernutrition, micronutrient deficiencies, overweight and obesity. At national level, 18 percent children under five years are stunted, 10 percent are underweight, 3 percent are overweight or obese, while 42 percent of women experience iron deficiency anaemia during pregnancy (KDHS, 2022). The country is estimated to have lost Ksh. 373.9 billion, an equivalent of 6.9 percent of the Gross Domestic Product (GDP) due to malnutrition related health, education, and productivity impacts (Cost of Hunger Africa, 2019).

Looking at the above statistics, it is evident that malnutrition is a complex problem with multiple causes. Addressing it therefore requires innovative strategies, as well as political commitment. This will boost Kenya's chances of achieving global targets such as the Sustainable Development Goals (SDGs) or the World Health Assembly (WHA) targets. A multi-sectoral and multi-disciplinary approach on both nutrition specific and sensitive interventions is needed.

One sector that must be involved in addressing the challenges listed above is the media. Media as the fourth estate plays a critical role in influencing policy decisions on health and nutrition. By nutrition being in both media and political agendas, there is a high chance of increased resource allocation for nutrition at county and national levels, hence fostering accountability. Additionally, media in Kenya is an important advocacy platform for that can be used to sensitise the public on good nutrition practices such as dietary diversity, consumption of locally produced nutritious foods, exclusive breastfeeding, and appropriate complementary feeding among others. By investing in training of media champions and county nutrition experts, there is potential to change the public's perception on nutrition matters and ensure that malnutrition is effectively addressed in the country especially among women of reproductive age and children under five years.

Therefore, this RFP is to engage the services of a consultant to develop a media toolkit on nutrition for use during the implementation of the CASCADE project. The toolkit will be used by the CASCADE project staff, county nutrition experts and media champions to effectively communicate nutrition information to the different stakeholders engaged by the project. It will contain messaging on the following areas (but not limited to) relevant to the project: nutrition facts, basic concepts on nutrition advocacy, fortification, nutrition sensitive social protection, nutrition financing, the role of Private Service Providers (PSPs) in advancing the nutrition agenda, resilience building towards climate and price shocks, the importance of Multi-Sectoral Platforms (MSPs) at county levels, the use of food systems data in policy decision making, the power of multistakeholder collaboration for better nutrition outcomes in the country. These will be presented as topics within the toolkit.

### **4. PURPOSE OF THE MEDIA TOOLKIT ON NUTRITION**

#### **4.1. PURPOSE OF THE TOOLKIT**

The media plays an important role in shaping the public's perception on matters nutrition. Specifically, the media can amplify the importance of good nutrition, empowering households to adopt positive nutritional practices.

Therefore, this toolkit will serve as a guiding document for the CASCADE project media champions, CASCADE staff, and the project's nutrition subject matter experts at the counties to equip them with knowledge on the key project messages, harmonize messaging by the project media champions, and improve their nutrition literacy levels. The toolkit will also enhance their nutrition advocacy capacities by helping them to amplify the existing nutrition challenges in the project counties and the need for collaborative action, promote proper nutritional practices, and advocate for policy enforcement using different media platforms. Ultimately, the toolkit will contribute to accurate and timely nutrition message transmission, and the nutrition literacy of the communities engaged in the project.



The toolkit will build on the available information from the CASCADE media training on nutrition facts, and the project's interventions, including the various scoping studies conducted.

Additionally, messaging within the toolkit should focus on the following topics:

- Nutrition facts – National and project counties
- Basic concepts on nutrition advocacy
- Fortification
- Nutrition sensitive social protection
- Nutrition financing
- The role of Private Service Providers (PSPs) in advancing the nutrition agenda
- Resilience building towards climate and price shocks
- The importance of Multi-Sectoral Platforms (MSPs) at county levels
- The use of food systems data in policy decision making
- The power of multistakeholder collaboration for better nutrition outcomes in the country.

## **4.2 OBJECTIVES**

The CASCADE project seeks to improve food security and contribute to the reduction of malnutrition among women of reproductive age and children under five in Kenya. To achieve this, CASCADE under Domain five (5) seeks to create synergy between nutrition actors in the country and ensure that there is improved data sharing and learning to influence nutrition policies' development and implementation.

Consequently, the project seeks to develop a media toolkit on nutrition to guide media champions, project staff, and nutrition subject matter experts engaged in the project on media engagement on nutrition issues.

The target audience for the toolkit will also be taken through a five-day training on media engagement which will involve practical situations.

The specific objectives of the consultancy are to:

1. Review existing project documents and reports to consolidate the relevant nutrition facts.
2. In consultation with the project team, media champions and county nutrition experts, develop key messages on nutrition to be consolidated in the media toolkit.
3. Develop a media toolkit on nutrition to be utilized by the CASCADE project.
4. Validate the media toolkit with key stakeholders before finalisation.
5. Conduct a five-day media training for CASCADE project team, media champions and county nutrition experts on media engagement. The training will include practical sessions on radio and TV interviews, and utilisation of the media toolkit.
6. Provide recommendations on how to package the key messages on nutrition for different target audiences of the project.

## **5. METHODOLOGY AND DELIVERABLES**

### **5.1. METHODOLOGY**

The consultant will use a mixed methodology based on an agreed framework and will rely significantly on a desk review of existing information such as project reports and presentations, and county and national government documents. Additionally, the consultant will collaborate with project staff, media champions and county nutrition experts in meetings to build consensus at different stages of the assignment.



The specific objectives and expected results of the consultancy are outlined below:

Possible Approaches for the toolkit development	Expected Results
<ul style="list-style-type: none"> <li>Review project reports based on formative studies conducted, relevant national and county surveys conducted such as Kenya Demographic Health Surveys, Kenya Micronutrient Surveys, Cost of Hunger reports, The State of Food Security and Nutrition in the World 2023 report among others.</li> </ul>	<p>National and county nutrition situation and issues identified</p>
<ul style="list-style-type: none"> <li>Determine and prioritise the nutrition facts and key messages in relation to the CASCASDE project.</li> </ul>	<p>Nutrition facts and key messages identified and prioritised based on the following topics: nutrition facts, basic concepts on nutrition advocacy, fortification, nutrition sensitive social protection, nutrition financing, the role of Private Service Providers (PSPs) in advancing the nutrition agenda, resilience building towards climate and price shocks, the importance of Multi-Sectoral Platforms (MSPs) at county levels, the use of food systems data in policy decision making, the power of multistakeholder collaboration for better nutrition outcomes in the country.</p>
<ul style="list-style-type: none"> <li>Guided by the nutrition facts and key messages identified, develop a draft media toolkit on nutrition both at the national level and CASCASDE counties.</li> </ul>	<p>Draft media toolkit on nutrition developed based on the topics above.</p>
<ul style="list-style-type: none"> <li>Conduct practical trainings on media engagement for CASCASDE project team, media champions and county nutrition experts</li> </ul>	<p>Media engagement trainings conducted for CASCASDE project team, media champions and county nutrition experts. The trainings should be inclusive of validation and utilisation of the media toolkit, and practical sessions on media engagement such as radio and TV interviews.</p>
<ul style="list-style-type: none"> <li>Submit a detailed report on the media engagement trainings, providing recommendations on how to package the key messages on nutrition for different target audiences of the project.</li> </ul>	<p>Detailed report on media engagement trainings providing recommendations on how to use the key messages for different audiences</p>
<ul style="list-style-type: none"> <li>Submit a complete media toolkit on nutrition for use by GAIN and CARE Kenya and the CASCASDE project</li> </ul>	<p>Complete, well laid out media toolkit on nutrition (based on the guiding topics) submitted.</p>



**The applicant shall provide the following:**

- A proposal that demonstrates solid understanding and viable technical approach
- Detailed demonstration of an understanding of the RFP
- Proposed methodology to achieve the task (subject to further consensus building)
- Clear activity schedule and timelines
- Proof/ copies of past deliverables and at least three references preferably comprising clients
- Team composition and accompanying CVs
- Detailed Budget (including travel and accommodation expenses when facilitating workshops)

Payment will only be made against agreed milestones and deliverables detailed in the contract signed by both parties and on vetting of the report on its quality and its measure to have met the terms and conditions of the consultancy.

**Minimum Qualifications**

- An advanced degree in journalism, public relations, or international relations
- More than 10 years and more of exceptional experience in the field of media relations, public relations with a focus on nutrition.
- Strong professional experience in media training
- Passion for creative storytelling and new ideas with practical and documented examples
- Previous experience working in IOs, INGOs, or UN (Preferred)
- Previous experience working in the media as a journalist or editor.
- Experience in advocacy is an added advantage.
- Knowledge of the local, regional, and international methods used in media storytelling analysis.

**Deliverables and timelines**

- An inception report capturing the proposed methodology and final report outline for the media toolkit development.
- Presentation on proposed methodology responding to the RFP
- Detailed media toolkit on nutrition that is inclusive of nutrition facts and key messages as per the guiding topics listed in the background section of the RFP.
- Media engagement trainings for the CASCADE project team, media champions and county officials inclusive of validation of the media toolkit and practical sessions such as interviews
- Post training report on media engagement.

**Media toolkit on nutrition**

At minimum, the toolkit should have:

- Purpose and use clearly outlined
- A brief context on the nutrition situation at the national level and the project counties (feedback collected from the validation exercise may also be included)
- Key nutrition issues identified from the desktop review of the project and government reports.
- References and footnotes. Relevant website links and any supporting notes may also be included.
- Key messages targeting various stakeholders engaged in the project (feedback collected from the validation exercise may also be included) based: nutrition facts in Kenya and project counties, basic concepts on nutrition advocacy, fortification, nutrition sensitive social protection, nutrition financing, the role of Private Service Providers (PSPs) in advancing the nutrition agenda, resilience building towards climate and price shocks, the importance of Multi-Sectoral Platforms (MSPs) at county levels, the use of food systems data in policy



decision making, the power of multistakeholder collaboration for better nutrition outcomes in the country.

- Post media training report.

At minimum the post-training report should:

- A detailed training report, indicating the methodologies used to deliver the trainings and the expected outcomes.
- Clear programmes used for the trainings.
- List of participants and their designations
- Three (3) practical sessions recorded for future reference i.e. one for project managers and project technical staff, one for national and county nutrition experts, and one on the three groups of participants interacting (media champions, county nutrition experts and project staff). The sessions may be stored online, and links shared with CASCADE.
- Challenges and key recommendations from the trainings to inform future trainings.

## II. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

### 1. CONTACT

Patricia Wasunna is part of the project team (Communications Associate) and she will be available via email to respond to clarifications on this solicitation. Please direct all inquiries and other communications to [pwasunna@gainhealth.org](mailto:pwasunna@gainhealth.org). Responses will not be confidential except in cases where proprietary information is involved.

Applicants are required to provide GAIN with a detailed budget in Kenya Shillings, including fees/travel/accommodation and any other direct costs to be incurred in the delivery of this assignment. A brief narrative justification for line items should be included. The budget must be inclusive of all taxes/VAT and indirect costs. The final budget amount will have to be approved by GAIN prior to starting the assignment.

### 2. FORMAT FOR PROPOSAL

The proposal needs to be formatted as two separate documents:

- Technical proposal:
  - i. Description of previous relevant work (maximum 1 page).
  - ii. Composition of team with names and brief biographies of all key staff (maximum 3 pages).
  - iii. Detailed proposal explaining how the assignment will be handled, including risk and mitigation strategy and timeline (maximum 10 pages).
  - iv. References (at least three)
- Financial proposal:
  - i. Budget
  - ii. Detailed budget justification
  - iii. Offer of services



### **3. SUBMISSION**

Complete proposals should be submitted in electronic copy to: [gainkenya@gainhealth.org](mailto:gainkenya@gainhealth.org). The subject line should indicate “**Development of media toolkit on nutrition**”.

#### **DEADLINE**

Completed proposals should be submitted by **5:00 pm EAT on or before Friday 19<sup>th</sup> April 2024**.

### **4. UNACCEPTABLE**

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline.
- Proposals received by fax or post.
- Incomplete proposals.
- Proposals that are not signed.

### **5. REVISIONS**

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

### **6. ACCEPTANCE**

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

### **7. COMPLETION**

- Proposals must be submitted on official letterhead of the lead organisation or firm and must be signed principal or authorising signatory of the lead firm or organisation.
- 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. If clarification is necessary, applicants are advised to contact GAIN at [gainkenya@gainhealth.org](mailto:gainkenya@gainhealth.org) prior to making their submission before the deadline specified in the timeline above.
- While GAIN and CARE have used considerable efforts to ensure an accurate representation in this RFP, the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN and CARE. 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.

### **8. RIGHTS OF REJECTION**

GAIN and CARE reserve 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 and CARE will not indemnify the



applicant for any costs, expenses, payments, or damages directly or indirectly linked to the preparation of the submission.

## **9. REFERENCES**

GAIN and CARE reserve 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.

## **10. RELEASE OF INFORMATION**

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

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

## **III. TERMS AND CONDITIONS OF THIS SOLICITATION**

### **1. NOTICE OF NON-BINDING SOLICITATION**

GAIN reserves the right to reject 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 applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

### **2. CONFIDENTIALITY**

All information provided as part of this solicitation is considered confidential. If 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.

### **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 reserve the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

### **4. EVALUATION CRITERIA**

Proposals will be reviewed by the Selection Team. 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.

Applicants are required to submit the following information, conforming to the guidelines given in this section:

Understanding of the scope of work:

- Proposal shall demonstrate a clear understanding of the project objective and deliverables as outlined in Section I.

Demonstrate a clear understanding of the technical requirements of this RFP:



- Providing detailed technical documentation of the proposed strategy.
- Evidence of experience delivering solutions using the proposed information technology platform. (*The consultant should have experience in political economy analysis, policies, programming, development of theories of change and a strong background in food and nutrition security in the development sector with a nexus to environment/climate change and gender*)

The creative and methodological approaches required to implement each of the parts of the scope of work.

Comprehensiveness of work plan and reasonableness of proposed time frame:

- Proposal shall include a feasible work plan to ensure successful completion of deliverables.
- The work plan details how activities will be coordinated.

Detailed budget and cost-effectiveness of proposed approach:

- Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
- Proposal shall identify possible challenges and include creative approaches to addressing them.

Management and personnel plan:

- The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
- Roles and responsibilities of each team member shall be clearly defined. GAIN and CARE shall each have one main contact person clearly identified in the proposal.

A duly completed offer of services.

**GAIN reserves the right to contact the individuals and contractor(s) to verify the information provided as part of the Proposal.**

## **5. REVIEW PROCESS**

The review process will involve a Review Panel with participants selected by GAIN and CARE.

## **6. LIMITATIONS WITH REGARD TO THIRD PARTIES**

GAIN does not represent, warrant, or act as agent for any third party because 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.

## **7. COMMUNICATION**

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



**8. 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.

**9. VALIDITY PERIOD**

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter a contract subject to GAIN's terms and conditions.

**10. INTELLECTUAL PROPERTY**

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

**11. SCOPE OF CHANGE**

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorised or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.

**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, supervision, materials, and other things necessary to complete to the entire satisfaction of the Executive Director or authorised representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following prices:
  - a. [to be completed]
  - b. [to be completed]
  - c. [to be completed]
  - d. [to be completed]
- 3. I (We) agree that the Offer of Services will remain valid for a period of sixty days (60) 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's 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 this day of [add month and year] in [add location].  
\_\_\_\_\_ [add title]

Signature (applicant)

\_\_\_\_\_ [add title]

Signature (applicant)