



United Nations Children's Fund
UNICEF- Ethiopia
P.O. Box 1169
Africa Hall
ADDIS ABABA
Ethiopia

Telephone
Facsimile
Email

REQUEST FOR PROPOSAL FOR SERVICES

LRPS-2019-9146848

22 February 2019

UNITED NATIONS CHILDREN'S FUND (UNICEF)

Wishes to invite you to submit a proposal for

Situation analysis of the implementation, monitoring and enforcement of Breast-Milk Substitute (BMS) code In Ethiopia
(This Bid is applicable for both Local & International Vendors)
Due Date: 03 April, 2019 at 10:00AM East African Time
Re-Adverisment

XXXXXXXX FAX/LETTER NOT SPECIFIED IN 'PREPARE ITB (ZMRQ)' XXXXXXXX

THIS REQUEST FOR PROPOSAL FOR SERVICES HAS BEEN:

REQUEST FOR PROPOSAL FOR SERVICES FORM

This FORM must be completed, signed and returned to UNICEF.
Proposal must be made in accordance with the instructions contained in this Request for Proposal for Services (RFPS).

TERMS AND CONDITIONS OF CONTRACT

Any Contract resulting from this RFPS shall contain UNICEF General Terms and Conditions for Institutional and Corporate Contracts and any other Specific Terms and Conditions detailed in this RFPS.

INFORMATION

Any request for information regarding this RFPS must be forwarded by email to the person who prepared this document, with specific reference to the RFPS number.

The Undersigned, having read the Terms and Conditions of RFPS No. **LRPS-2019-9146848** set out in the attached document, hereby offers to execute the services specified in this document.

Signature: _____

Date: _____

Name & Title: _____

Company: _____

Postal Address: _____

Tel No: _____

Fax No: _____

E-mail Address: _____

Currency of Proposal: _____

Validity of Proposal: _____

Please indicate which of the following Payment Terms are offered by you:

10 Days 3.0% _____ 15 Days 2.5% _____ 20 Days 2.0% _____ 30 Days Net _____ Other _____

Item	Service Description	Quantity	Unit	Unit Price	Price
------	---------------------	----------	------	------------	-------

10 Situation analysis of the implementation

Situation analysis of the implementation, monitoring and enforcement of Breast-Milk Substitute (BMS) code In Ethiopia

General Objective:

To assess what done, where, and by whom, along with gaps for improvements and potential paralleling mechanisms with regards to the implementation, monitoring and enforcement of the BMS code in Ethiopia

1. Background

The aggressive marketing of breastmilk substitutes creates a major barrier to breastfeeding. Studies show that these tactics reduce breastfeeding rates, putting both children's and mothers' health at risk. Consequently, countering this industry's marketing practices and promoting the benefits of breastfeeding are top advocacy priorities. Breastmilk substitutes (BMS) include all milk products-such as infant formula, follow-up formula, and growing up milks- marketed for use by infants and children up to 36-months old. Inappropriate and unnecessary use of BMS is associated with an increase in the risk of respiratory and diarrhoeal diseases, as well as an increase in deaths in children under five. Despite the World Health Assembly's prohibition on all BMS promotion, manufacturers still make unsubstantiated claims about the health benefits of their products. BMS manufacturers spend millions of dollars annually to promote their products. These efforts are highly successful, and the sales of BMS are projected to increase from US\$45 billion in 2014 to US\$71 billion in 2019 worldwide.

Ethiopia adopted all the provisions of the international Code for the marketing of Breast-milk substitute (The Code) in 2016, by integrating the elements of The Code into two existing directives: #Infant Formula and Follow-up Formula Directive# and the #Food Advertisement Directive#, with all the directions on what the inspectors should monitor and the sanctions/penalties for non-compliance. However, the monitoring of The Code goes above and beyond the wholesalers, manufactures, importers, and retailers. It should include all tiers of the health system as well as all media outlets. The consultancy should provide a clear understanding of the Ethiopian food enforcement system and see potential link for the Code.

2. Rationale for the Research Activity/Justification

Compelling and strong support for the health benefits of breastfeeding was recently recognized in the newly launched Lancet Breastfeeding series, a comprehensive review of epidemiological, biological and economic evidence regarding breastfeeding.

Since the establishment in 2016 of the Code and several directives, there is no specific system for reporting breaches in the Code by FMHACA and/or other inspectors. The limited monitoring system to track those breaches doesn't provide on-going data which ensure an efficient enforcement of the different directives. Furthermore, as this is a new initiative, there is limited in-country capacity to develop the required coordination and monitoring system for effective enforcement of the directives on the marketing of breastmilk substitute and complementary food.

With the rapid urbanization of Ethiopia, and despite the strong evidence for the benefits of breastfeeding, baby milk formula companies start to aggressively market Breast-Milk Substitutes (BMS) as one of the best solutions for young babies. Therefore, stronger monitoring and enforcement are needed to ensure that the prevalence of exclusive breastfeeding is reaching 70% by 2020 as stated in the National Nutrition Programme (NNP) strategy. Several systems have been tested and in 2017, WHO and UNICEF are promoting the use of the Net code as a monitoring tools. However, an assessment of the situation and an adaptation of the tools for the Ethiopian context is needed.

Research question: How can we improve the enforcement of the current Code legislation to protect children from aggressive marketing and support breastfeeding until the child reach the age of 2 years old?

Sub-question 1: What are the current mechanisms to enforce the code? And who are the main responsible of the code enforcement

Sub-question 2: How are those mechanisms used today to enforce the code?

Sub-question 3: what are the main bottlenecks to efficiently enforced the code?

The actual consultancy is part of the UNDAF output 7.3 and UNICEF output 003 with the 2011 AWP signed with the Federal Ministry of Health. One of the activities is to orient key stakeholders on the provisions of the directives for the marketing of breast milk substitutes and reporting of violations.

3. Owners of the research and use of the findings

Item	Service Description	Quantity	Unit	Unit Price	Price
------	---------------------	----------	------	------------	-------

The consultancy will be under the guidance of UNICEF Nutrition section, the Ethiopian Food and Drug Administration (EFDA) and the department of health regulatory with the Federal Ministry of Health (FMOH). Those two government institutions are key for the enforcement of the Code as i) EFDA regulates importation and marketing; and ii) FMOH: regulates activities and advertisement within Health Facilities.

All the findings will be shared through a workshop to ensure the buy-in of all government entities and civil society.

4. Scope of the Research Activity

Geographic scope: Given the level of per-capita income and the cost of BMS, BMS is not widely used by the general population and is to date a more urban practice than rural one. Even thus, the firm should look at the mechanism to enforce at the national level, a stronger focus to urban and peri-urban settings should be applied.

Relevance and effectiveness of the study: In 2014, the Network for Global Monitoring and Support for Implementation of the International Code of Marketing of Breast-milk Substitutes and subsequent relevant World Health Assembly Resolutions (NetCode) was commissioned to #strengthen Member States# and civil society capacity to monitor the Code; and to facilitate the development, monitoring and enforcement of national Code legislation, by bringing together a group of committed actors to support these processes. This consultancy is in line with this goal and will support the Government of Ethiopia and especially the EFDA and FMOH to enforce their engagement.

Sustainability: Building the capacity of government organization such as EFDA to i) support in country implementation of the Code, and ii) develop tools to control inappropriate marketing practice to act at early stage before the marketing of breastmilk substitute has widespread, will ensure sustainable improvement of breastfeeding practices.

Impact: Several examples of aggressive marketing of breastmilk substitute have shown their negative impact. For example, the distribution of #educational materials# on breastfeeding produced by manufacturers of infant formula and distribution of free samples had a negative impact on exclusive breastfeeding. Improving the monitoring and enforcement system will limit those practices. The consultancy will support on creating the mechanisms and will have therefore have indirect impact on breastfeeding rates.

5. Methods

As described a mixed methodology should be used along the consultancy to answer the different questions along the process:

Research Question Methodology

What mechanisms are available to enforce any food legislation or directive in the country? Desk review and Key informant interviews

To what extent are they effective in enforcing the legislations? Desk review and Key informant interviews

Is there any existing system that the Code could be linked-to to monitor breastmilk substitute marketing? Desk review and Key informant interviews

How can we adapt the NetCode to the Ethiopian context? Key informant interviews and consultative workshop

6. Specific Tasks with timeline

The Situation analysis should be developed in consultation with government and non-government partners that are directly or indirectly linked to the enforcement.

The institution will be responsible for the following tasks:

i. Develop a mixed methodology for the situational analysis in collaboration with UNICEF and EFDA. The analysis should involve a systematic collection of the available data on the code and its enforcement and other contextual discussion with authorities and developing partners involved in the topic.

ii. Review information on the monitoring procedures related to BMS legislation and enforcement mechanisms including protocol and tools.

iii. Assess the level of implementation of the BMS code regulations from current and future monitoring measures of the Sub-Decree implementation for an improved enforcement.

iv. Identify challenges and constraints (and possible solutions) in the monitoring of the BMS code implementation.

v. Conduct a workshop with stakeholders on the findings

vi. Provide suggestions and recommendations to strengthen the monitoring of the BMS code implementation

vii. Adapt the Net-Code to the Ethiopian context and assess the possibility to integrate the system into the Food Registration system tested by EFDA

Item	Service Description	Quantity	Unit	Unit Price	Price
------	---------------------	----------	------	------------	-------

The assessment should cover parties who are relevant to the monitoring of BMS code implementation. The assessment mainly focused on one main component; the monitoring and enforcement mechanism of BMS code implemented by government institutions.

Schedule of deliverables & Timeline

The company should have proven experience in supporting line ministries in Ethiopia or other similar countries in the enforcement of the BMS code to deliver the following to UNICEF Ethiopia to the satisfaction of UNICEF in good condition and standard. The deliverables include: