**Terms of Reference for translation**

**Social Behaviour Change Communication (SBCC) materials of AGP/LMD**

1. **Background**

USAID-Ethiopia’s Agricultural Growth Program-Livestock Market Development project is a five-year project implemented as part of the U.S. Government’s Feed the Future (FtF) Initiative. AGP-LMD project will address USAID’s Strategic Objective of improving smallholder incomes and nutritional status through the achievement of three key USAID intermediate results (IR’s), involving five program components.

The primary aim of the LMD nutrition intervention is to reduce stunting through improvement of the quality and diversity of household diet through intake of livestock products. LMD applies a holistic value chain development approach with objective of improving small holder incomes and nutritional status. Beside this, the project works in enhancing women economic employment/control of resources in the value chains. These in combination with the nutrition SBC activities will lead rural households to reach the primary aim of the LMD intervention. The main objectives of IR3 which aims to improve quality and diversity of household diet through intake of livestock products are the following:

- Improve by 35% the number of children 6-23 months that received a minimum acceptable diet.
- Increase the number of children accessing livestock products by 40%.

The nutrition program is being implemented in 10 AGP – LMD deep focus wooredas in Amhara (Bahirdar town administration, Dejen and Metema), Oromia (Ambo, Girar Jarso, Limu Bilbilo and Lume), SNNPR (Mirab Azernet and Wondo Genet) and Tigray Regions (Kafta Humera). With a depth of experience and an extensive professional and social network throughout the four regions, local organizations will take the lead in implementation of AGP-LMD. A local organization for each region has been selected to take on this leadership: the Relief Society of Tigray (REST - Tigray), the Organization for Rehabilitation and Development in Amhara (ORDA - Amhara), The Oromo Grassroots Development Initiative (HUNDEE - Oromia) and Self Help Africa - Ethiopia (Oromia and SNNPR).

The program will include the intake of alternative livestock sources, such as poultry and eggs, which are more affordable and accessible for rural households. To achieve its objectives, the program is developing a targeted Social Behavior Change Communication (SBC) strategy and develop specific messages and appropriate modalities on how best to disseminate these messages to address needed behavior change. These activities will complement LMD’s social marketing activities with processors, industry associations and GoE to promote the development and marketing of products that simultaneously expand the sector while improving diets and nutrition. Examples include the production of milk fortified with one or more nutrients (usually vitamins A and D), accompanied by a public awareness campaign on the benefits of processed milk consumption. The program also plans to adapt and use the Care Group Model with in the context of
the existing 1-5 Health Development Army (HAD) structure by forming several tiers of groups from among the beneficiary population. The care group will be responsible for training and mentoring pregnant and lactating women and mothers of children under two years. One of the major platforms for project implementation is to shape demand and practice infant and young child feeding and maternal nutrition through existing programs which address community-based nutrition. The strategy is to support and strengthen the government's community-based Health Extension Program which utilizes Health Extension Workers (HEWs) and the Health Development Army (HAD) to mobilize their communities, deliver key preventive messages and provide counseling to promote optimal IYCF and maternal nutrition related behaviors. AGP/LMD will focus predominately on strengthening activities of the primary health care service providers to promote the importance of maternal and infant and young child nutritional practices to safeguard the health and growth of under two children and pregnant and lactating woman and to create awareness among the community. In view of this AGP/LMD is planning to support the activities of HEWs, HAD and AEWs by providing appropriate materials that could easily facilitate their various BCC activities; and developing various materials for creating awareness on maternal and child nutrition to mothers, fathers and other community members.

2. Objective of the Assignment

Overall objectives
The main objective of this consultancy work is to translate the SBCC material to local language to maximize utilization as user friendly, informative, and descriptive SBCC materials for the health extension workers, Health Development Army and Agricultural Extension Workers (AEWs) to equip pregnant and lactating women, fathers and other community members with knowledge and skills required to promote optimal maternal and child nutrition practices in the target woredas.

2.2 Specific Objectives

- Review and internalize the SBCC strategy and materials developed by AGP/LMD, and understand the material.
- Use the appropriate language that the community can well understand based on the intended message with professional procedure and quality.

3. Scope of work

Applicant consultancy firms/organizations expressing interest to undertake this assignment are required to demonstrate their proven ability and experience in translating health and nutrition documents preferably SBCC material on maternal and child nutrition. The main activities that the successful consultancy firm is expected to carry out are the following.

- Review and understand the documents
In order to produce SBCC materials that will be used in the target community consultants must have adequate background about the language spoken in the project area. The consultancy firm is expected to assign a highly experienced and skilled translator or team of translators.

- **Material to be Translated**

The consultancy firm is expected to translate and edit the following SBCC materials as per the quality standards and expectations of USAID

- Mothers Flipchart in three language (Amharic, Oromifa, and Tigrigna)
- Fathers Flipchart in three language (Amharic, Oromifa, and Tigrigna)
- PLHIV Flipchart in three language (Amharic, Oromifa, and Tigrigna)
- Brochures in three language (Amharic, Oromifa, and Tigrigna)
- Flieers in three language (Amharic, Oromifa, and Tigrigna)
- IVR (interactive voice response) in three language (Amharic, Oromifa, and Tigrigna)

These materials need to be translated and edited with high quality and language consistency considerations and the following three phases will be applied through the process

- Phase 1: Draft translated material given to AGP-LMD for comment
- Phase 2: Incorporate comments from AGP-LMD on draft material and revise the material
- Phase 3: Incorporate the final comments based on feedback from field pretesting

The field pretesting will be conducted by the project and the feedback from the pretesting will be given to the consultancy firm for revision. Based on the feedback the translator corrects and finalize quality document.

Following are the expectations from consultancy firms/organizations for translating SBCC materials.

- Submit detailed technical and financial proposal for translating SBCC materials in separate envelopes.
- Shortlisted consultancy firms may be invited for interview before final selection
- The selected consultancy firms will be expected to submit a detailed work plan and timeline for the entire assignment.
- After the agreement the following tasks will be carried out
  - Review relevant documents to internalize the objective and activities of the project particularly the SBCC strategy document.
  - Work closely with AGP/LMD team to understand ideas/messages from the field for language consistency of the SBCC materials and receive feedback.
  - Allocate dedicated human resources to maintain deadlines for submission.
  - Share the progress and incorporate feedback as necessary.
- Work closely with the designers to ensure the messages are in place and complete as per original document.
- Give sample copy of each item of SBCC materials before the final production.

4. **Deliverables**


5. **Duration of the Assignment**

The assignment should be completed within 1 month

6. **Required competency of the consulting firms/organizations**

The consulting firms/organizations will have the following essential qualifications:

- Knowledge in developing, translating SBCC/IEC materials for government, NGO, UN and other agencies preferably in the area of health and nutrition
- At least 5 years hands-on experience in translating, BCC/IEC materials.
- Skilled in working with various stakeholder levels.
- Experienced in working in the area of health and nutrition.
- Sample of previously produced/translated IEC/SBCC materials.
- Experience in translating IEC/SBCC materials related to maternal and child nutrition is an asset;

7. **Termination**

If the firm/organization is unable to complete the task for any reason, AGP/LMD shall have the option to terminate this agreement unilaterally on business with five days prior notice. The firm's non-performance of the duties described in the TOR will constitute a breach of this agreement. AGP/LMD may withhold fees until a settlement between the two parties is reached.

8. **Submission of proposal**

Interested firms are requested to submit their technical and financial proposal along with CV(s) of the key persons, sample of relevant previous work, legal documents and other testimonials on the deadline set on the RFQ.

Firms/organizations are expected to submit organizational profile including detailed information on their capabilities/past experiences as part of qualification in bid document. Firms with limited qualification may not be included in the bidding process and their technical bid and financial bid may not be evaluated; and submitted proposals will not be returned. Only the short-listed shall be invited for final selection process.