



Call for Expression of Interest (Eoi)

for

Development of Comprehensive Nutrition Behavior Change (NBC) session module under the Nurture Every Future/POSHAN Project in Nepal

1. Background

The Nurture Every Future/ POSHAN Nepal Project is part of the broader Mother Child Wellbeing Initiative, funded by the Latter-Day Saints Charities (LDSC). A consortium program jointly implemented by CARE and iDE in Nepal, leverages their extensive technical and managerial expertise in health, nutrition, food, water, sanitation and hygiene (WASH), market systems, and Gender Equality and Social Inclusion (GESI) initiatives globally. Building on successful and unique collaborations with LDSC, Nurture Every Future / POSHAN aims to achieve comprehensive development outcomes through integrated solutions by working with Health Systems, Food Systems, Market Systems and Empowering Women for Household Decision to address nutrition challenges at individual, household, and community level.

To address persistent barriers in health and nutrition behaviors, especially access to timely, trusted, and culturally appropriate information, the project delivering a comprehensive systematic nutrition behavior change (NBC) sessions to the Health Mothers' Group(HMG) and Women Farmers Group (WFG) across the 37 local governments from 7 districts of Madhesh, Lumbini, Karnali and Sudurpaschim provinces of Nepal. Nutrition behavior change is a critical component for achieving improved nutrition outcomes in communities. The project supports HMGs and WFGs in organizing a series of sessions focused on key topics such as breastfeeding(3Es), water, sanitation and hygiene (WASH), establishment of diversified nutrition gardens, Infant and Young Child Feeding practices(IYCF), promotion of regular growth monitoring, early identification and management of malnutrition, climate-smart agriculture practices, and enhancing women's decision-making at household and community levels.

The primary objective of this consultancy is to review existing modules and session plans related to nutrition behavior change developed and implemented by the Family Welfare Division (FWD), Nepal Health Education, Information and Communication Center (NHEICC), Ministry of Agriculture and Livestock Development, Ministry of Water Supply, and other relevant development organizations. Additionally, the consultant will assess the current session plans used by the program for nutrition

behavior change. Based on this review, the expert team will collaborate with the Nutrition Section of FWD, NHEICC, and CARE Nepal to finalize a comprehensive module comprising a maximum of 15 sessions to be delivered through Health Mothers' Groups and Women Farmers Group (WFG).

This initiative aims to broaden outreach, strengthen engagement, and create inclusive, participatory, and interactive learning opportunities for women of reproductive age particularly pregnant and lactating women (within the first 1,000 days) and caregivers of children under five.

2. Objectives

The broader objective of this assignment is to finalize consolidated modules for nutrition behavior changes covering multisectoral outcomes of nutrition. The specific objectives are:

(1) Review Existing Resources

- Assess the available resources developed by the Family Welfare Division (FWD), Nepal Health Education, Information and Communication Center (NHEICC), Ministry of Agriculture and Livestock Development, Ministry of Water Supply, and other relevant development organizations/agencies.
- Examine session plans currently implemented by the POSHAN project for nutrition behavior change.

(2) Develop a Consolidated Modules

- Collaborate with FWD Nutrition Section, NHEICC, and CARE Nepal to design and finalize a comprehensive modules consisting of a maximum of 15 sessions for Nutrition behavior change of women and girls.
- Ensure the modules integrates key topics of nutrition specific and nutrition sensitive interventions, such as health seeking behavior, breastfeeding(3Es), WASH, diversified nutrition gardens, infant and young child feeding, growth monitoring and promotion, malnutrition identification and management, climate-smart agriculture practices, and women's decision-making.

3. Scope of Work

CARE Nepal invites application from qualified firms or companies with demonstrated expertise in Nutrition Behavior Change (NBC) sessions combining with reflect methodology blended by Social Action & Analysis (SAA) tools, that works a means of nutrition behavior change interventions for multi sectoral Nutrition program implemented in diverse rural communities from Sudurpaschim, Karnali, Lumbini and Madhesh Provinces of Nepal.

The content and session plan of NBC modules must be tailored to address varying levels of literacy, access, language, and cultural context with gradual improvement of knowledge, attitude and skill of project participants, especially for mothers' group/women farmers group.

Expected services include (but not limited to):

- Review of existing nutrition behavior changes sessions /modules implemented by project, tools and delivery effectiveness and also review the similar sessions designed and rollout by the government of Nepal and other relevant development organizations/agencies.
- Assess strengths, gaps, duplication, relevance, accuracy, and user-friendliness of the existing modules s/sessions/messages.
- Review the implementation experience, lessons learned, and feedback from frontline workers (FCHVs, Agriculture Officials, WASH workers, Health Workers & Project staff), and project participants of 1000-day mothers, fathers, grandparents and caregiver of children under five.
- Identify areas that require improvement, updating, or restructuring and suggest updated versions of module that includes the strengths of existing nutrition modules prepared by FWD Nutrition Section, NHEICC, relevant units of Ministry of Agriculture and Livestock Development, Ministry of Water Supply and development organizations.
- Document recommendations from above mentioned stakeholders for improving content, methodology, tools, visuals, and nutrition behavior change approaches for designed module.
- Develop a comprehensive, participatory, evidence-based Nutrition Behavior Change Sessions module that perfectly matches for a multisectoral nutrition actions that outlines a clear step-by-step facilitation guides, including session objectives, key technical content and messages, session materials and job aids for facilitators on participatory methods aligned with demonstrations, storytelling, and illustrative examples on harmful social norms, power dynamics, and inclusion considerations household-level action planning and decision, blending with Social Analysis and Action, Participatory Hygiene and Sanitation Transformation (PHAST), Reflective Learning Cycle etc.

4. Target Audience

The Nutrition Behavior Change (NBC) Session is targeted at the following primary and secondary target audiences:

Primary Audience:

- Health Mother Groups or similar other group members and women of reproductive age (15-49 years), particularly pregnant and lactating mothers (1000 days of mothers)
- Caregivers of children under 5 (Fathers, Grandparents, or other related immediate family members)
- Local level Influencer for behavior change (local leaders, traditional healers, elected representatives)

The session modules users are the following personal/audiences:

- Female Community Health Volunteers (FCHVs), Frontline Health Workers from government health facilities and extension service workers/officials from agricultural, women & child sections from local government.
- Project staff/Facilitators and other relevant officials associated with project.

5. Deliverables

- Inception report with proposed design and methodology to develop the NBC Session with workplan.
- Assessment of the target audience to find out their preference for receiving messages & aligned with session delivery methodology.
- Summary of the existing nutrition behavior changes modules developed by FWD, NHEICC, MoALD, MoWS, CARE Nepal and relevant development organizations.
- Design the module and field testing of each designed/tailored Nutrition Behavior Change (NBC) Sessions and a comprehensive, participatory, evidence-based NBC Session Matrix
- A comprehensive, participatory, evidence-based Nutrition Behavior Change Sessions module that perfectly matches for a multisectoral nutrition actions that outlines a clear step-by-step facilitation guide, including session objectives, key technical content and messages approved by NHEICC, session materials and job aids for facilitators on participatory methods comprising a maximum of 15 sessions.

6. Timeline: The total expected time to accomplish the assignment is approximately four months from the signing date. The breakdown of the expected time is as below. -

- Review of existing modules on nutrition behavior change modules developed by FWD, NHEICC, CARE Nepal and relevant units of MoALD and MoWS, different development organizations – 15 days
- Interaction with sectoral specialist including with partners team, review and field visits to understand ongoing session modalities- 25 days
- Designed for developing a new session module - 25 days
- Field testing and finalization of the session modules - 15 days
- Finalize Nutrition Behavior Change Session Module, including job aid & resource materials- 20 days

7. Required Qualifications:

- A minimum of 10 years of experience in Behavior Change Session designing and delivery, a good understanding of reflective learning cycle, social action analysis (SAA) tools and other participatory learning cycle for adult learning approach.
- Well-balanced team composition (Health, Nutrition and Agri-food system, GESI, Sociological and Anthropological expert, Communication expert especially for adult learning methodology and session method, curriculum/lesson plan development expert)
- Experience with the structures of Health Mothers Groups (HMGs) and Women Farmers Groups (WFGs).
- Proven experience with multisectoral nutrition programs.
- Company registered in Nepal
- VAT registration and tax clearance certificate of fiscal year 2081/82.

8. Submission Requirements

- Cover letter
- Organization profile
- Technical proposal (max 5 pages), Financial proposal with the clear items/task wise breakdown
- References

- CVs of key personnel
- Updated legal documents of the companies/firms.

9. Selection Process

Shortlisted organizations will be invited to deliver presentations. Evaluation will be based on technical expertise, relevant experience, cost-effectiveness, innovation, and alignment with CARE's strategy. CARE will also take into account the satisfactory work performance of companies/firms that have previously worked with CARE in any type of assignment.

10. Evaluation Criteria

- Experience working on manual development
- Alignment with qualification requirements stated for each position/key staff
- Proposed work plan and methodologies, including timeliness of implementation and adherence to key dates, and
- Price competitiveness
- Technical content of the proposal will hold 80% of the total marks.