

Request for Proposal (RFP) - Impact Assessment of Family Planning (FP) Interventions on the Viamo Platform in Nigeria

About Viamo

Mobile technology is revolutionizing how organizations engage with their end users. More than 96% of the world's population has access to a mobile phone, meaning it is now possible to reach nearly every single person on the planet. Yet 3 billion people living in emerging markets still lack access to relevant, timely, and engaging information in their local languages, and their voices remain underheard. The organizations that serve them lack the technology and capacity to reach them, and many are unaware of the power of mobile technology to meet their organizational goals.

Viamo connects individuals and organizations using digital technology to make better decisions. With more than 28 million people reached so far in 2023 alone, we are well on our way to meeting our goal of reaching 50 million people annually by 2025.

BMGF investment

Viamo's three year grant from the Bill & Melinda Gates Foundation (BMGF) falls into two of the three Bodies of Work within the BMGFs Gender Equality Division's Digital Connectivity Learning Agenda: (1) Action-oriented User Research; and (2) Gender-Intentional Tool and Platform Development. Viamo has access to a unique and growing data set to uncover key preferences regarding how women and girls engage with a mobile / digital platform to improve their health and livelihoods. In addition, Viamo's powerful platform is already leveraged by many international development organizations across sectors, and improvements to user experience and engagement under the BMGF investment will consequently scale to millions of women and girls accessing life-enhancing content across a multitude of areas.

BMGF's funding comes from three program strategy teams; the Gender Equality Team, the Family Planning Team and the Neglected Tropical Diseases Team. These teams are aiming to leverage the Viamo Platform's unique ability to reach the 'under-connected' or otherwise difficult to reach populations - including women and girls - through their mobile device, in their own language, and irrespective of their

literacy levels.

Viamo has conducted quantitative analysis of our current users and qualitative field research of our current and potential users to develop version one of a strategy that identifies women's and girls' needs and barriers for activation and behavior change. Based on the research findings, Viamo will conduct UX experiments on the Platform in three countries: Mali, Nigeria and Uganda, in Q1 and Q2 2024. This will be followed by this impact assessment, conducted with a research partner which will be completed by late 2024, with a focus on family planning.

Impact assessment overview

This Request for Proposal (RFP) invites qualified organizations to submit proposals for conducting an impact assessment of Family Planning (FP) interventions on the Viamo Platform.

The primary objective is to evaluate the impact of FP experiments and outcomes, focusing on knowledge, attitudes, and behavior/practice related to FP product/service uptake. The selected organization will collaborate with the Viamo team to manage data collection and synthesis for this assessment.

Methodology

The goal of this scope of work is to provide an impact assessment of FP interventions recommended and tested based on learning and evidence generation conducted in the research phase of his project. The interventions are likely to include ensuring a comprehensive suite of FP messages, arranged into directional user experience, bringing listeners a personalized listening experience based on their FP awareness and level of engagement. Other interventions will include timely referral to off-platform services (i.e. referral from the Viamo platform to a specific telehealth service or clinical service provider).

Scope of Work

FP Outcomes

The assessment will monitor and evaluate the impact of FP platform interventions over time, focusing on knowledge, attitudes, and FP behavior/practice. The impact study will focus on FP outcomes for, with a particular focus on outcomes for women and girls.

The study will rely on Viamo engagement data and self-reported data as primary sources for FP outcome data.

Key Activities

1. Develop quantitative instruments for assessing the impact of FP platform interventions. These will be reviewed and inputs provided by both the Viamo and BMGF teams.
2. Review finalized platform interventions (to be implemented by Viamo in Q1 and Q2 2024), and design an impact evaluation methodology and protocol.
3. Define and justify a strong quantitative sample for assessment of the different platform interventions.
4. secure IRB approvals as necessary.
5. Implement quantitative surveys through Computer Assisted Telephone Based Surveys (CATI), phone-based surveys or in person.
6. Conduct inferential analysis of FP interventions using captured quantitative data.
7. Produce a detailed impact evaluation report.
8. Synthesize and report findings in a white paper.

FP Outcome Types assessed

The below outcomes are included as a guideline - this can be discussed and adapted with the Viamo team, BMGF team and the successful research partner.

Knowledge

- Familiarity with modern contraception methods.
- Awareness of information sources for FP.
- Awareness of common side effects.

Attitudes

- Articulation of the relevance of FP.
- Rejection of myths and misconceptions.
- Belief in support from partner, friends, and family.
- Belief in benefits outweighing side effects.

Self Efficacy:

- Belief in discussing FP.

- Confidence in obtaining a method.
- Confidence in switching methods.

Content Engagement:

- Interaction with key messages.
- Frequency and duration of engagement.
- Accessibility to the Viamo platform.

Behavior/Uptake:

- Belief in platform content.
- Actions taken after platform use.
- Uptake of FP services/methods.

Deliverables

- Detailed research protocols, outlining the methodology for assessments.
- IRB Approval (as needed)
- Detailed impact assessment report
- White paper presenting impact assessment findings.

Timeline

The scope of work will start from February 2024 and will run until November 2025.

Requirements and Qualifications

Content of the offer

1. *Technical offer:*

Applicants should provide a technical narrative proposal outlining their proposed approach, key personnel, tools, methodologies, and data analysis techniques for feedback to the Viamo team conducting the experiments. Please note the evaluation criteria outlined below.

The technical proposal should include design of the detailed evaluation framework with input from Viamo and BMGF, IRB approval as needed, data collection and analysis, as well as production of a detailed report and white paper synthesizing the findings of the impact assessment.

2. *Financial offer*

Budgets should be presented to cover a period of approximately six months, and should be submitted in USD.

3. Administrative documents

Bank details, tax clearance card (/ fiscal card / tax identification number). Or, evidence that the individual or the firm is duly registered and up to date with obligations with local tax authorities.

Evaluation Criteria

Proposals will be evaluated against the following criteria.

● ***Expertise and Experience***

- Relevance of the proposing organization's experience in impact assessments and evaluation, on similar international development or health-related projects.
- Past experience working with under-connected populations, in particular women and girls or conducting research in Nigeria.
- Experience in topics around gender, inclusion and family planning.

● ***Methodology***

- Soundness and clarity of the proposed methodology for conducting this impact evaluation. This could include RCT-style approaches, surveying as well as analysis of Viamo Platform engagement and referral metrics.

● ***Technical Competence***

- Demonstrated familiarity with relevant tools and data analysis techniques.
- Evidence of technical capabilities in handling project requirements.

● ***Innovation and Adaptability***

- Creativity and innovation in proposing quantitative instruments and approaches for evaluating interventions.
- Demonstrated ability to adapt to changing circumstances and provide agile synthesis and analysis.

● ***Team Qualifications***

- Qualifications and expertise of the proposed project team members, including relevant educational background and professional experience.
- Evidence of the team's ability to collaborate effectively with Viamo and

other stakeholders.

- **Budget Appropriateness**

- Relevance and reasonableness of the proposed budget in relation to the scope of work and deliverables.

- **Timeline Management**

- Feasibility and realism of the proposed timeline in completing the scope of work within the specified timeframe.

- **Alignment with Objectives**

- Clear alignment of the proposed approach with the primary objective of supporting platform experiments through qualitative research.
- Demonstration of understanding of Viamo's goals and the BMGF's Digital Connectivity Learning Agenda.

- **Communication Skills**

- Quality and clarity of written communication in the proposal.
- Ability to articulate complex concepts and methodologies in a clear and accessible manner.

- **References and Past Performance**

- Positive references and testimonials from previous clients or partners. ○ Evidence of successful completion of similar projects, including testimonials or case studies.

- **Ethical Considerations**

- Demonstrated commitment to ethical research practices, including confidentiality and data security.
- Adherence to ethical guidelines and standards in the field of qualitative research - including IRB approvals as necessary.

- **Inclusion and Diversity**

- Strategies proposed to ensure inclusivity and diversity in the research process, particularly in engaging with women and girls in under-connected populations using the Viamo platform.
- Evidence of commitment to gender equality and diversity.

- **Cost-Effectiveness**

- Cost-effectiveness of the proposed budget in relation to the anticipated outcomes and impact.



- Any innovative or cost-saving measures proposed by the organization.

Submission Guidelines

Qualified organizations are invited to submit their proposals by **January 22, 2024 at 5pm PST**. The proposal should be submitted to include a technical narrative, key personnel details and a financial proposal.

All inquiries should be directed to [_procurement@viamo.io](mailto:procurement@viamo.io) by **January 16, 2024**.

Confidentiality and Data Security:

At Viamo we take data privacy and security seriously. More information can be found at <https://viamo.io/legal/>