

QUESTIONS RECEIVED AND RESPONSES TO THE RFI

1. The RFI states that “achieving expected programmatic results requires increased incorporation of non-communication-based approaches informed by alternate approaches such as behavioral economics and design thinking” but it also subsequently states that “high-quality SBC interventions will be designed and should be grounded in behavioral theory; informed by research and evidence-based programmatic experience; and implemented following a systematic and proven process.” This would seem to put the implementer in a difficult position- often the design process is based on ideation and prototyping of innovative solutions, which can very well deviate from previous evidence-based programming. How much leeway can the implementer expect to be able to rapidly prototype solutions and learn from failure?

USAID/Uganda Response: This is dependent on how the partner responds to the application in order to achieve the required results.

2. Will there be an expectation of (and funding for) any formative research into social determinants in order to better prioritize time and resources on the most likely ‘bottlenecks’? Or does USAID Uganda feel that enough data is available at the present time?

USAID/Uganda Response: In the response, Partners can choose to propose this as an intervention/ approach/action if they feel its a good approach critical to achieve results within the scope as indicated in the RFA.

3. Coordination with government is key to successful and sustainable SBC implementation, and it’s good to see that the government of Uganda (GOU) has a strategic plan in place. Does the GOU have an incentive to engage with this program, and how much should we be expected to influence GOU thinking (versus implementing directly from their agenda)?

USAID/Uganda Response: The approach that USAID takes in engagement with government of Uganda is articulated in the USAID's CDCS 2.0

4. Is this opportunity limited to local organizations, or is it open to a broader group?

USAID/Uganda Response: If this is eventually posted it will be an open and full competition.

5. Can you please confirm that USAID SBC4T is the follow-on to the current USAID Communications for Healthy Communities (CHC). If so, would it be possible to share the latest evaluation report.

USAID/Uganda Response: CHC evaluation will be available on the DEC and this is not to be considered as a follow on to CHC.