



Document Type: Request for Information (RFI)

Number: RFI-612-15-00001

Issuance Date: April 13, 2015

Closing Date: April 27, 2015

Closing Time: 17:00 Local Malawi Time

Funding Opportunity Title: MOVING INTO THE FUTURE WITH THE YOUTH  
(PaMawa ndi a Chinyamata)

Opportunity Category: Discretionary

Funding Instrument Type: Cooperative Agreement

Category of Funding Activity: Climate Change Adaptation and Family Planning/ Reproductive Health.

CFDA Number(s): 98.001 -- USAID Foreign Assistance for Programs Overseas

This USAID/Malawi (RFI) is seeking information and comments from qualified Malawian and international organizations to provide technical assistance in support of the USAID Malawi's activity titled: **MOVING INTO THE FUTURE WITH THE YOUTH (PaMawa ndi a Chinyamata)**. The attached draft program description presents the current draft objectives and key elements of the activity. USAID/Malawi may significantly revise this proposed new activity and planned solicitation resulting from the comments received and further internal discussions.

This RFI is issued solely for information and planning purposes and does not constitute a Request for Applications (RFA). Responses to this RFI shall not be portrayed as applications and will not be accepted by the U.S. Government (USG) to form a binding agreement. This RFI is not to be construed as a commitment by the USG to issue any solicitation or ultimately award of a grant or cooperative agreement on the basis of this RFI, or to pay for any information submitted as a result of this request. Responders are solely responsible for all expenses associated with responding to this RFI.

If a funding opportunity is released in form of an RFA, it may be synopsized in, but not limited to, grants.gov and local Malawian newspapers and websites. It is the potential responder's responsibility to monitor the above forums for the release of any further information.

It should be noted that responding to this RFI will not give any advantage to any organization in any subsequent procurement. USAID/Malawi will not provide answers to any question submitted in response to this request.

By issuing the draft for comment USAID/Malawi aims to consult with the broad community of actors involved with Climate Change and Family Planning/ Reproductive Health. Your comments are requested to help refine the program description to ensure maximum development impact, sound coordination with existing activities, and alignment with the Government of Malawi's top priorities. Please ensure your comments are concise and specific to information included within the draft program description. While there are no limits on the length of submissions accepted, we value concise, issue-specific responses with reference to page and section numbers in the draft program description.

Areas of particular interest include:

1. Programmatic integration through co-location, coordination and collaboration is a major priority of the USAID/Malawi CDCS (see <http://www.usaid.gov/sites/default/files/documents/1860/Malawi%20CDCS%202013-2018%20-%20Public%20version.pdf>). Is the rationale for PaMawa's focus on integration and associated implementation requirements sufficiently clear?
2. Is the rationale for integrating adaptation and family planning activities within a single implementing mechanism sufficiently elaborated and conceptually sound?
3. As a key Mission pilot activity, PaMawa has a strong learning agenda. Are the key learning questions of interest to USAID and other stakeholders sufficiently defined? Does it seem feasible to answer the identified research interests within the defined time frame and mainly through the activity's internal M&E systems?
4. The RFI intentionally focuses much more on results, or the what, than on specific approaches for achieving those results, the how. Do the intended results seem realistic within a four-year time frame? Does the required integration of national-scale and site-based approaches seem feasible and conceptually sound?
5. The activity focuses mainly on youth. Is this population sufficiently defined? Is the concept of wrapping-around the ASPIRE activity sufficiently elaborated and conceptually sound?

6. Because PaMawa focuses on two different sectors, it will require diverse, proven expertise and a management structure that ensures the integration of this expertise throughout implementation. Should USAID define the type of consortium/partnership that is required to implement this activity, or is it clear?

Please send your comments and questions to Rajab Banda at [rabanda@usaid.gov](mailto:rabanda@usaid.gov) with a copy to Adel Yamak at [ayamak@usaid.gov](mailto:ayamak@usaid.gov) no later than the closing date shown above.

## Draft Program Description

# MOVING INTO THE FUTURE WITH THE YOUTH PaMawa ndi a Chinyamata (PaMawa)

### B.I. Introduction

The Pamawa ndi a Chinyamata (PaMawa), or “moving into the future with the youth”, will be a 4-Year Social Behavior Change Communication (BCC) activity that will increase the adoption of positive behaviors related to climate change adaptation and sexual reproductive health and family planning among youth<sup>1</sup>. An integrated approach to behavior change communication will advance USAID/Malawi objectives for climate change resiliency and family planning while linkages with other activities help advance broader priorities.

The PaMawa activity supports implementation of the USAID/Malawi’s Country Development Cooperation Strategy (CDCS). The overall goal of the CDCS is to improve Malawian’s quality of life. PaMawa primarily supports this objective through development objectives one, Social Development Improved; and two, Sustainable Livelihoods Increased. It particularly supports IR 2.1, Resiliency to climate change strengthened and the cross-cutting Sub-Intermediate Result (SIR) 4: Positive behaviors adopted.

USAID/Malawi’s CDCS emphasizes integration of activities across sectors through the Mission’s “3C” approach.” The 3C approach involves:

- Co-locating interventions to the extent that it is sensible;
- Coordinating better within USAID and with other Development Partners (DPs); and
- Collaborating to foster linkages among implementing partners and the DPs to improve results, and sustainability.

Through this approach USAID hypothesizes: **if** assistance is integrated **then** development results will be enhanced, more sustainable, and lead to achievement of our CDCS goal: ***Malawians’ quality of life improved.***

PaMawa is authorized under USAID/Malawi’s Mission-wide project titled “Tomorrow’s Generations Empowered: Trade, Health, Environment and Reading (TOGETHER)”, which aims to advance an

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<sup>1</sup> In this activity, youth will be defined as the Malawi Youth Policy defines it. The Malawi Youth Policy defines youth as all young people, female and male, from the age of 14 to 25 years. However, it is recognized that youth is not a chronological definition but also a term commonly used to describe roles in society ascribed to the young. The policy is flexible to accommodate young people less than 14 years and over 25 years, depending on their social and economic circumstances. The age definition, despite its limitation, offers certain statistical utility as well as the practical convenience of a definitive social group which has its own specific problems and needs.

integrated and inclusive development approach in selected districts and sectors. As a key implementing mechanism for the broader TOGETHER project, PaMawa will support adoption of climate change adaptation practices (Output 3.1) and empowerment of youth to choose a sustainable future (Output 3.5).

The PaMawa activity will be implemented primarily in Balaka, Machinga and Mangochi districts. It has been intentionally co-located in the CDCS focus districts of Balaka and Machinga, two of the districts identified for full integration of USAID sectors and where there will be ample opportunities for better coordination and collaboration across activities and with Development Partners (DPs) (see section B.7). However, USAID intends for some interventions to have a national focus to ensure the activity's communication efforts will be as wide reaching and cost effective as possible. At the site level, the PaMawa activity is expected to work with both in-school and out-of-school youth. For the in-school youth, PaMawa will “wrap-around” the Girls' Empowerment through Education and Health Activity (ASPIRE) program, working with the same youth where ASPIRE will be operational and integrate cross messaging where possible (see section B.5 Integration).

The development hypothesis for PaMawa is: *If* youth are provided with the knowledge and skills to undertake climate adaptive actions and make more informed sexual reproductive choices, *then* resiliency to climate change will be strengthened and sustained over the long term.

## **B.2. Background**

### **B.2.1. Development Problem**

A decade ago, the UN's Millennium Ecosystem Assessment warned that “human activity is putting such strain on the natural functions of Earth that the ability of the planet's ecosystems to sustain future generations can no longer be taken for granted”<sup>2</sup>. Malawi is one of 15 population and climate change hotspots characterized by a high population growth rate, a high projected decline in agricultural production and low resilience to climate change. Malawi's population continues to grow fast and is projected to reach 26 million by 2030. This growth is mostly driven by high fertility, which has declined modestly from 7.2 children per woman in 1970 to 5.8 children per woman in 2010. There is increasing demand for smaller families, and use of modern contraception increased from 13% in 1992 to 46% in 2010. Nevertheless, 26% of married women who want to postpone the next birth or stop childbearing altogether are unable to access or use contraception<sup>3</sup>. It is important to note that the level at which Malawi's population will peak and stabilize will mostly depend on how fast the level of fertility declines.

According to the 2014 Malawi Youth Data Sheet, the age structure of Malawi's population is extremely youthful. Two-thirds of the population is under age 25. Many of these youth are having children. Adolescent girls ages 15 to 19 are 10 times more likely to be married than adolescent boys, 26% of girls aged 15 – 19 have already begun child bearing. Use of contraception is low among sexually active 15-to-19-year-olds, especially among married girls. Fewer than 1 in 3 unmarried girls and 2 in 5 boys are using

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<sup>2</sup> Millennium Ecosystem Assessment, 2005

<sup>3</sup> Population Action International and the African Institute for Development Policy 2012. Population, Climate Change, and Sustainable Development in Malawi Policy and Issue brief.

a modern method of contraception. Young people often face obstacles to accessing contraceptives and youth friendly health services, increasing the risk of unintended pregnancies.<sup>4</sup> The unmet need for family planning for this age group is estimated to be 24.9%<sup>5</sup>. This means that the population will continue to grow for several generations even after reaching a level where every woman will be bearing only 2 children because of the number of people in their childbearing years. The youth and children they are bearing will have to face the combined pressures of climate change and a rapidly growing population.

USAID supports education programs to improve early grade reading and efforts to keep girls in school. Evidence clearly shows that when girls stay in school longer, they have fewer and healthier children with increased opportunities to succeed. Recent studies by the World Bank and the Center for Global Development concluded that educating girls and women is one of the best ways of ensuring that communities can adapt to climate change and are less vulnerable to extreme weather conditions.<sup>6</sup>

Over 80% of Malawi's population is rural and is entirely dependent on natural resources for its livelihoods and income. The Malawi Climate Change Vulnerability Assessment of 2013<sup>7</sup> funded by USAID and other related assessments demonstrate the extent of Malawi's vulnerability to the effects of climate change. Climate change will bring increased temperatures, increasingly uncertain rainfall patterns and more extreme weather events to Malawi with major implications for agricultural productivity, human health and disaster risk. Evidence suggests population (in relation to current productivity, income and natural resources) is one of the key factors that determine the vulnerability of a system exposed to climate change impacts. Rapid increase in the population, especially in low-income countries like Malawi and particularly within vulnerable communities will almost certainly exacerbate climate change vulnerability and impacts. A recent study demonstrated that slowing population growth might improve the ability of less developed countries (LDCs) to adapt to the expected impacts of climate change. Reduced demographic pressure in the form of lower fertility and slower population growth would make developing countries more resilient to the expected impacts of climate change especially in agriculture, health and environmental security<sup>8</sup>.

If Malawians choose smaller families and reach replacement level fertility sooner, the country's population will stabilize at a lower level. Furthermore, when birth rates decline rapidly, there are more working-aged adults relative to dependent children. This can boost economic growth through increased productivity, greater household savings, and lower costs for basic social services which in the long run may help these smaller families to adapt to climate change impacts. The Government of Malawi (GoM) has identified Climate Change adaptation as one of its priority areas (Draft National Climate Change Policy of 2012)<sup>9</sup> as the majority of poor Malawians will likely experience climate change's most deleterious consequences. Understanding and reducing climate vulnerability are at the center of effective adaptation. Development solutions that effectively address the twin challenges of climate

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<sup>4</sup> Population Reference Bureau, 2014. Malawi Youth Data Sheet.

<sup>5</sup> DHS 2010.

<sup>6</sup> Anderson, Allison. Combating Climate Change through Quality Education. The Brookings Institution, 2010, page 6.

<sup>7</sup> USAID 2013. Malawi Climate Change Vulnerability Assessment.

<sup>8</sup> O'Neill B, MacKellar LF and Lutz W. Population and Climate Change. Cambridge University Press 0521018021: Preface; xi-xiv.

<sup>9</sup> Government of Malawi, 2012. Draft National Climate Change Policy

change vulnerability and population growth are essential to Malawians' quality of life. Addressing them in an integrated manner can lead to a more sustainable future.

### B.2.2. Statutory Requirements

The PaMawa activity will increase the adoption of positive behaviors related to climate change adaptation and sexual reproductive health/family planning in an integrated manner. Subject to the availability of funds, it is anticipated that the funding from the Adaptation Pillar will comprise approximately 75 percent of the PaMawa activity. Adaptation activities through PaMawa must meet all statutory requirements and align with guidance in USAID's Global Climate Change Strategy. In particular, direct Adaptation funding should have an explicit, primary climate change adaptation goal or objective and should address the following priority areas, as appropriate:

- Strengthened science and analysis to inform decision making in topics sensitive to climate;
- Improved governance to address climate-related risks; and
- Piloting, evaluating and implementing effective adaptation strategies and actions to address climate-related risks.

The PaMawa activity also supports USAID's Global Health Initiative's, Population, Reproductive Health and Family Planning Strategic Framework by advancing and supporting voluntary family planning/reproductive health programs. Subject to the availability of funds, it is anticipated that the remaining 25 percent of the budget for PaMawa will come from the Family Planning funding and must follow the seven core programming principles:

- Focus on women, girls and gender equality while encouraging male participation;
- Encourage country ownership and invest in country-led plans;
- Build sustainability through health systems strengthening;
- Strengthen and leverage key multilateral organizations, global health partnerships and private sector engagement;
- Increase impact through strategic coordination and integration;
- Promote learning and accountability through monitoring and evaluation; and
- Accelerate results through research and innovation.

## **B.3. Objectives**

PaMawa will focus primarily on youth in upper primary school education, youth in secondary school and out of school youth. Interventions will achieve the following outputs:

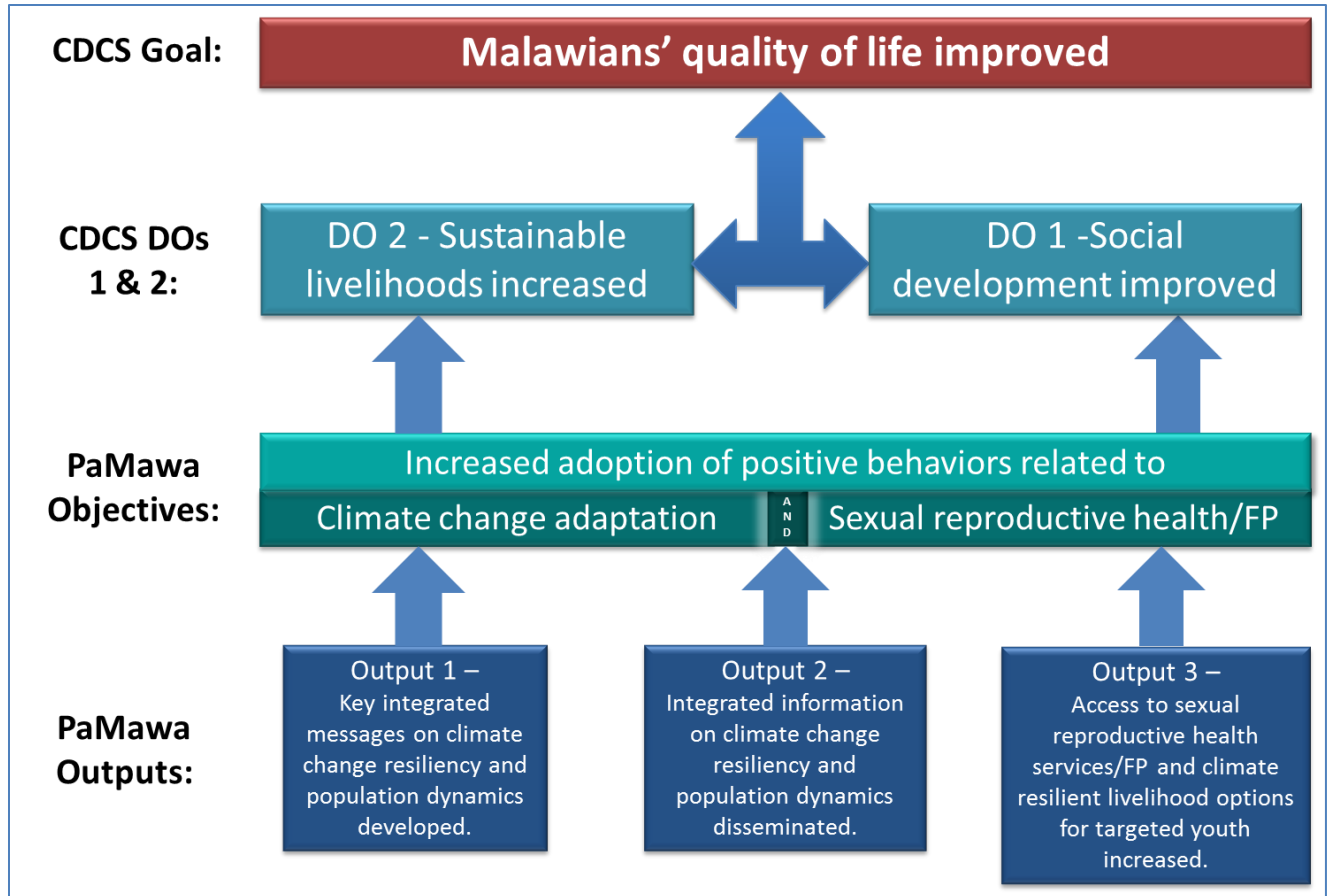
Output 1: Key integrated messages on climate change resiliency and population dynamics developed;

Output 2: Integrated information on climate change resiliency and population dynamics disseminated; and

Output 3: Access to sexual reproductive health/family planning services and climate resilient livelihood options for targeted youth increased.

By extending integrated climate change and sexual reproductive health messaging, increasing demand for family planning services and advancing climate change resiliency, PaMawa supports the achievement of a key USAID/Malawi CDCS cross-cutting sub-intermediate result: positive behaviors adopted. Through its strong focus on youth, PaMawa will also advance Mission objectives regarding youth engagement and empowerment.

The logical framework for PaMawa, including how it fits into USAID/Malawi's broader CDCS, is presented in Figure 1.



**Figure 1: Logical Framework for PaMawa**

To achieve the overall objectives of PaMawa, the three outputs, illustrated in the logical Framework, will be required. By developing and communicating key messages and strategies of effective integrated climate change adaptation and sexual reproductive health (Output 1 and 2) and increasing access to sexual reproductive health services and climate resilient livelihood options (output 3), PaMawa aims to



increase adoption of positive behaviors related to climate change adaptation and sexual reproductive health and family planning at a broad level (overall objective).

## **B.4. Results**

### **B.4.1: Outputs**

**Output 1: Key integrated messages on climate change resiliency and population dynamics developed** – Despite the development significance of the linkages between increased population and people’s vulnerability to climate change impacts and their resiliency to climate change, a full accounting of their relationship and effective integrated solutions remains a work in progress. Although information on sexual reproductive health and family planning is readily available in some locations, the available information on climate change adaptation is often in forms that are not readily usable by policy makers, vulnerable groups<sup>10</sup>, and other stakeholders, particularly youth. It is often presented at scales that are too large to be of practical importance especially to vulnerable groups and youth. PaMawa is designed to address the need for developing appropriate key synergized communication messages on climate change adaptation and how this relates to population dynamics by: a) identifying, evaluating and prioritizing barriers and behavior change needs for integrated climate change adaptation and sexual reproductive health behavior change and communication (BCC); and b) producing and testing BCC materials.

*Sub-output 1.1: Barriers and behavior change needs for integrated climate change adaptation and sexual reproductive health behavior change and communication identified and assessed* - The PaMawa implementer must, in coordination with relevant efforts supported by the GoM, USAID and other development partners, assess barriers and behavior change needs to climate change adaptation and the adoption of positive sexual reproductive health choices (including family planning measures) among youth. The assessment should consider the wide range of relevant activities already underway in both sectors and identify gaps that can cost-effectively be addressed through integrated approaches to youth engagement and mobilization.

*Sub-Output 1.2: Behavior change and communication materials for integrated climate change adaptation and sexual reproductive health messaging developed* - In collaboration with GoM and other key stakeholders, PaMawa must use the information generated under sub-output 1 to develop BCC materials regarding integrated approaches to climate change adaptation and sexual reproductive health, and a sound plan for measuring the effectiveness of these approaches. Communication materials and approaches should be targeted to effectively reach both readers and non-readers. These materials and approaches could be written, audio-visual or in a combination thereof but must have proven reach and accessibility.

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<sup>10</sup> Vulnerable group(s) in this activity is defined as people that are exposed to hazards (shocks or processes) and are not resilient (not able to manage) the hazards. From the perspective of vulnerable Malawians, hazards could include natural shocks such as drought, or economic shocks such as currency depreciation. Resilience relates to ‘coping strategies’ at the individual, household, community and group levels.

**Output 2: Integrated information on climate change resiliency and population dynamics disseminated** – Through this output, PaMawa must a) communicate the messages on effective climate change adaptation strategies, and the link between increased population and people’s vulnerability to climate change impacts developed under output 1; and b) conduct research to assess the impact of the communications efforts.

*Sub-output 2.1: Messages on climate change, effective climate change adaptation strategies, and the link between increased population and people’s vulnerability to climate change impacts and their resiliency to climate change communicated* - This sub-output will allow individuals and communities to stimulate dialogue and raise awareness about issues of population and climate change adaptation, and should help stimulate demand for relevant services. For national level activities, based on the reach and audiences of different media in Malawi, USAID sees a large potential for radio programming. However, other avenues could be used to disseminate this information at a national level.

For site level activities, for both in and out-of-school youth: In Balaka and Machinga, the Recipient is expected to work in schools where ASPIRE will be working to provide the integrated Climate Change and Sexual Reproductive Health messages using both the ASPIRE already established groups to reach the girls and use other existing groups in those schools to ensure that boys in these schools are also reached. However, the Recipient may need to mobilize new groups from the out-of-school youth and for the youth in Mangochi. The Recipient must ensure that all efforts under this sub-output are tightly coordinated with existing national-scale communication approaches to population growth and climate change including those supported by USAID.

*Sub-output 2.2: Research impact of the communication materials tested and communicated* - Although there is data and evidence linking climate change resiliency and population growth as discussed above, further strengthening of the evidence base is required. There is some evidence that populations that have smaller family sizes are generally more resilient to climate change or climate shocks, at least at a broad geographic scale; however, there is clearly a need for more research and analysis in this area. Very little research has been done on the inverse question: to what extent do climate impacts and shocks affect family reproductive health choices? The Recipient must utilize rigorous research techniques to build the evidence base in regard to both questions. There are also ME&L related opportunities to better understand gender dynamics around youth reproductive health and the effects of climate change. The Recipient must monitor and assess the efficacy of its approach to linking national-scale media efforts with on-the-ground activities in the targeted districts, such as listening clubs as well as the impact on choices being made by the target audience. In addition, the Recipient must also test whether joint communication of climate change and population messages is more effective than single-topic messages.

**Output 3: Access to sexual reproductive health/family planning services and climate resilient livelihood options for targeted youth increased** - This output focuses on promoting climate resilient livelihood and sexual reproductive health/family planning interventions that respond to individual's and/or communities' own assessment of their needs and priorities and facilitating linkages with other USAID programs operating within the focus geography that are making relevant investments in resiliency and family planning, but whose services are often not immediately accessible to vulnerable youth.

*Sub-output 1: Climate resilient livelihood interventions and sexual reproductive health/family planning promoted* – These interventions must be promoted based on assessments of the needs and priorities of targeted youth in particular. Under this output, partners should focus on low-cost interventions with demonstrable resiliency benefits that are also responsive to long-term climate change stresses and that leverage resources and structures already in place through other efforts.

*Sub-output 2: Linkages with relevant service providers facilitated* - USAID/Malawi is undertaking a large and highly integrated set of development investments within the CDCS focus geography that PaMawa is intentionally aligned to (see section B.6). This presents an opportunity for PaMawa to connect participants and interventions with other activities that do not always explicitly target or effectively reach youth. Under this output, the partner should help create linkages across sectors and projects in support of cross-cutting CDCS objectives and as a means of cost-effectively widening PaMawa's reach and impact. This sub-output must strive to create a supportive environment that encourages youth to seek preventive services, and youth to take action on their SRH. The Recipient will be expected to use existing community and school-level organizing structures to implement this sub-output when possible, and activities under this output should be highly coordinated with relevant activities under outputs 1 and 2.

#### **B.4.2. Crosscutting Themes**

In addition to the Outputs and Sub-Outputs described above, the recipient must emphasize the following four cross cutting themes:

**B.4.2.1. Sustainability** – Ensuring sustainability, even under a changing climate, will depend on practicing adaptive management, building in flexibility for the activity to evolve as it meets changing needs and priorities, and supporting local ownership and leadership. The Implementing Partner must directly collaborate with the GoM and other key stakeholders and utilize existing governance structures where possible and practical. Participatory processes should be robust, allowing stakeholders to own and redefine approaches in order to ensure buy-in and in turn, sustainability. Interventions under PaMawa should be informed by analysis of the successes and failures of related past projects and lessons learnt taken on board to ensure long term sustainability, and based on this should develop a clear exit strategy that ensures that structures of knowledge sharing, management and good governance will continue beyond the project support period. In addition, climate change activities should be responsive to expected long-term climate change stresses. In advance of award completion, the Recipient should work to ensure that the GoM and other donors will continue providing support for relevant activities.

**B.4.2.2. Integration**– In line with the focus on integration within USAID/Malawi’s CDCS, the recipient must exemplify co-location, coordination, and collaboration with the GOM, other DPs, and other USAID/Malawi activities. Where it supports the activity’s objectives, the recipient must leverage and support concomitant investments in sexual reproductive health, family planning and climate change adaptation. The aim of integration must be overall efficiency gains, including: reducing duplication or parallel structures, establishing synergies between investments, and adjusting to participant time and resource constraints. Recipients must implement a clear strategy to proactively create synergies and capitalize on windows of opportunity. More information on coordination with host country counterparts and other implementing partners can be found in section B.7.

PaMawa must be designed to “wrap around” the ASPIRE activity in Balaka and Machinga (see B.7.3 for a brief on ASPIRE). For youth in school (both boys and girls), PaMawa will primarily work with the ASPIRE schools and leverage ASPIRE activities with messages on reproductive health and climate change adaptation. For out of school youth, the Recipient is not limited to only the ASPIRE targeted youth. The Recipient can use already organized structures, such as reading clubs, formed by other activities to deliver the reproductive health and climate change adaptation messages. The Recipient will work closely with the ASPIRE Implementing Partner to ensure that PaMawa activities achieve their intended results.

Additionally, the recipient must seek avenues for leveraging mutual impacts with three USAID/Malawi activities, working under DO 2: Sustainable Livelihoods Increased, titled Protecting Ecosystems and Restoring Forests in Malawi (PERFORM), Fisheries Integration of Society and Habitats (FISH), Integrating Nutrition in Value Chains (INVC) and Njira<sup>11</sup> Activity who will do site based work in Balaka, Machinga and Mangochi districts. The Recipient’s efforts should promote positive behavior change to increase resiliency to climate change and must be aligned with site-based work under PERFORM, FISH, INVC and Njira. Likewise, the Recipient must pursue linkages with planned activities and ongoing activities in sexual reproductive health/family planning in the target districts with support and guidance from the Mission.

**B.4.2.3. Local Capacity Development** – In line with the Local Solutions Framework of USAID, PaMawa’s design is grounded in the large and growing evidence base that development efforts that build local institutional capacity and human capital have the greatest chance of achieving lasting impact. The Recipient must ensure that PaMawa achieves these aims, by engaging local youth organizations in every step of implementation, building technical and management capacity within targeted institutions and communities, working with or through host country systems (including the local private sector) when appropriate.

**B.4.2.4. Gender** – Underlying an individual’s ability to act on climate change adaptation strategies and sexual reproductive health information are gender related barriers and social norms that influence men and women’s behavior differently. A woman’s lack of empowerment and, often, financial dependency, may affect her self-efficacy to make decisions, which could negatively affect her and her families health. Unequal power dynamics may be exacerbated by social and cultural norms, which perpetuate gender challenges. To affect changes in individual behavior and harmful cultural norms, the Recipient’s messaging

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<sup>11</sup> This is the name of the activity which means “Pathways” in English.

must reach all of those who affect and are affected by these behaviors, and use multi-pronged and innovative approaches and tools to promote gender equity and female empowerment.

#### **B.4.3. Monitoring and Evaluation**

The PaMawa activity must utilize a strong Monitoring and Evaluation Plan to track progress towards its objectives and results. The plan should include a description of a methodologically appropriate means of evaluating the program's relevance, effectiveness, efficiency, impact and sustainability. The list of indicators below are mandatory under USAID/Malawi's CDCS or under initiative and earmark guidance. Other standard indicators and/or carefully chosen custom indicators, based on the recipient's interventions, will be necessary in order to mark progress towards each result and objective. All data should be disaggregated by gender and age group and indicate if the beneficiary is in or out of school.

Objective: Increased adoption of positive behavior related to climate change adaptation and sexual reproductive health/family planning.

- No. of stakeholders with increased capacity to adapt to the impacts of climate change as a result of USG assistance disaggregated by (Standard – 4.8.2-26).
  - Implementing risk-reducing practices/actions to improve resilience to climate change
  - Using climate information in their decision making.
- Number of communities implementing risk reducing practices to improve resiliency to climate change increased from \_\_\_ to \_\_\_ (CDCS IR 2.1; Output 1, 2 & 3).
- Percentage of youth demonstrating improved knowledge of sexual reproductive health and family planning (Custom).

Output 1: Key integrated messages on climate change resiliency and population dynamics developed.

- Number of meetings of a national climate change communication committee (Custom).
- Number of integrated climate change and population communication materials and approaches developed (Custom).
- Number of other climate change and population SBCC strategies refined and integrated.

Output 2: Integrated information on climate change resiliency and population dynamics disseminated.

- Number of people exposed to the integrated climate change adaptation and SRH/FP messages (Custom).
- Number of communication and dialogue platforms that relay climate change adaptation SRH/FP messages as a result of USG assistance (Custom).
- Number of people receiving training in climate change adaptation as a result of USG assistance (4.8.2-6).
- Percent of audience who recall hearing or seeing a specific USG supported FP/RH message (Standard 3.1.7.2-1).
- Number of youth reporting improved parent-child communication on SRH-related issues (Custom).

Output 3: Access to sexual reproductive health/family planning services and climate resilient livelihood options for targeted youth increased.

- Number of youth accessing youth friendly sexual reproductive health/family planning services (Custom).
- Modern Contraceptive Prevalence Rate (mCPR): Percentage of women of reproductive age (15-49) who are currently using (or whose partner is currently using) a modern method of contraception.
- Couple-years of Protection (CYP) – An estimate of the protection against pregnancy provided by family planning services during a period of one year based upon the volume of all contraceptives sold or distributed free of charge to clients during that year.
- Number of community groups that applied improved natural resources management practices as a result of USG assistance (Custom).
- Number and type of new technologies tested in communities (CDCS SIR 2; Output 1).
- Percent of assisted communities or organizations adopting improved technologies (CDCS SIR 2; Output 1).

#### **B.4.4. Communications Strategy**

Along with a strong monitoring plan, PaMawa will need an effective communications strategy for sharing information, knowledge and lessons learned. Communication efforts should reach a range of audiences and stakeholders both at regional and national level, focusing on Malawian communities, stakeholders and policy makers. Communications efforts should increase public knowledge and awareness of Malawi's population and climate change adaptation issues, showcase success stories and lessons learned, influencing policy and practice, and most importantly, enhance and sustaining behavior change.

#### **B.4.5. Geographic Information Systems (GIS)**

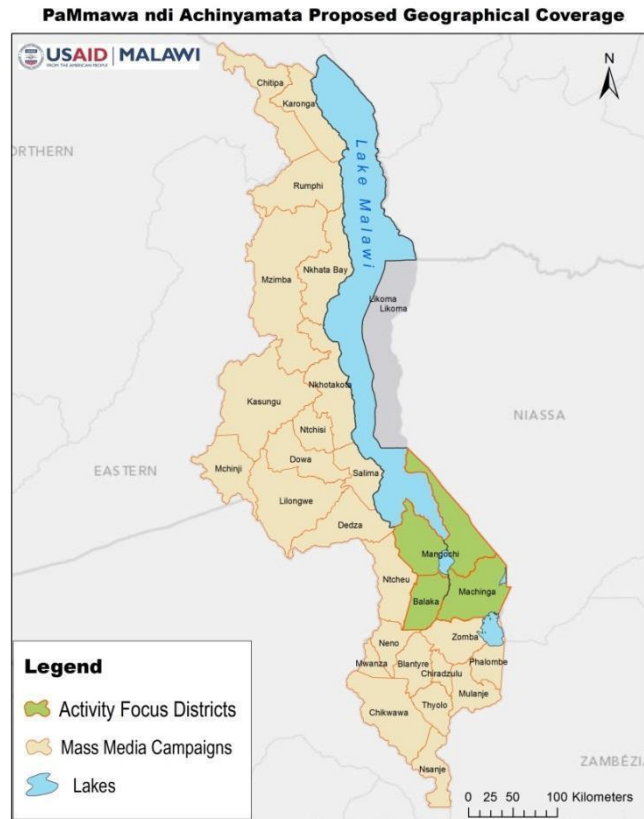
USAID Malawi is currently developing a Mission wide GIS to support informed decision making and increase the use of evidence to affect decisions and resource allocations across the portfolio. This will include elements of data management, standardization and collection using global positioning system hand held receivers (GPS Units) to capture geo-referenced location data of activities, etc. All new awards (where appropriate) are required to collect and provide spatial data, and the use of GIS for spatial data development and reporting should be included. The successful applicant must provide electronic primary data sets to the USAID/Malawi AOR. All locations where implementation is occurring must be geo-referenced (villages and households, perimeter locations, etc). At a minimum, data must be provided in an MS Excel sheet with latitude and longitude locations in decimal degree format and include District, TA/SC and Extension Planning Area location names and other attribute data that will be agreed upon in coordination with the AOR in consultation with the Applicant. USAID/Malawi prefers the submission of data in the ESRI shapefile format with an associated meta data file. USAID/Malawi is moving towards implementation of a Mission-wide Management Information system. Once operationalized it the awardee will be required to use the provided web based system for data and report submission as well as activity information upload.

## B.5. Place of Performance

**Figure 2: Map of PaMawa place of performance**

Figure 2 illustrates the general focal geography of PaMawa. The PaMawa activity will focus in upper southern Malawi in an area that ASPIRE, FISH, PERFORM, FEED THE FUTURE/INVC and Njira activities will be implementing their site based work. PaMawa will be primarily implemented in the districts of Mangochi, Machinga, and Balaka. Some interventions may extend beyond the focal area, particularly messaging and communication efforts under outputs one and two that may logically have a national focus.

It would be unrealistic to assume that PaMawa can successfully address all behavior change related challenges in a comprehensive way within this geography. Though some interventions may cover the entire focal geography, it is anticipated that focused interventions would target areas where they can have the greatest impact, with careful consideration of the focal geography of other ongoing and planned activities.



## B.6. Coordination with Host Country Counterparts and other Implementers

The Recipient must coordinate and collaborate closely with GOM-mandated and funded programs, other donor-funded activities and other implementers' funded activities that may be active in SBCC at the national level and in the target zones and districts.

### B.6.1. GOM Colocation, Coordination, and Collaboration

PaMawa is aligned with priorities of the GOM. Malawi's Growth and Development Strategy (MGDS II) has prioritized climate change, natural resources and environment management as one of the priorities within priorities. In the National Environmental Action Plan (NEAP) of 1994, the need for increased public environmental awareness and participation in environmental management was identified as a key priority to addressing environmental problems. In response to inadequate knowledge of the causes,

impacts and consequences of environmental degradation and climate change, the Government of Malawi developed a National Environment and Climate Change Communication Strategy (2012-2016) which aims at increasing public awareness and promoting positive behavioral change for sustainable development. The strategy contains principles, goals, objectives and strategies for enhancing effective communication and delivery of climate change programs and activities in the country. In June 2013, Malawi also developed a strategy on climate change learning which aims to strengthen human resources and skills development for the advancement of green, low emission and climate resilient development. In health, the government is implementing activities to address the high drop-out rate through promotion of education, especially for girls, and strengthen Malawi's health delivery services to provide information to mothers and girls that promote reproductive health and safe motherhood.

In view of this, the recipient must collaborate with multiple Ministries, Departments, and decentralized structures of the GoM. Existing structures should be utilized and strengthened whenever possible, avoiding duplication of efforts or the creation of parallel structures. Close collaboration with the Ministry of Natural Resources, Energy and Mining, and Ministry of Health and Population will be critical to successful interventions in PaMawa.

#### *B.6.2. DP Co-location, Coordination, and Collaboration*

PaMawa will be expected to coordinate with other development partners, and to use information from other activities to avoid overlap and ensure cooperation and coordination. Interventions should target gaps in coverage of existing activities and compliment other ongoing activities. Listed and described below are ongoing development efforts on reproductive health/family planning and climate change adaptation communication funded by DPs, which PaMawa should consider coordinating with:

*Department for International Development (DFID)* – Multiple DPs, with DFID in the lead, are supporting the Enhancing Community Resilience Program (ECRP). The goal of the program is to achieve sustainable, disaster-resilient communities through community-based best practices, public awareness and policy change. The intervention area is broad but does include Machinga district, necessitating appropriate coordination.

*European Union (EU)* – The EU is developing a EUR 8 million Global Climate Change Alliance (GCCA) project that is largely aligned with ECRP. The overall objectives are to 1) contribute to climate change mainstreaming at regional and district levels and 2) increase the resilience of vulnerable communities to climate variability and change.

*United Nations Development Program (UNDP)* – Through the National Climate Change Program (NCCP) and the Environment and Natural Resource Management activity, UNDP, is promoting media campaigns to ensure issues on climate change are well known; raising awareness on weather and climate forecasts to key sectors including schools and colleges; strengthening community rural radio stations on climate change and meteorology programs; strengthening network of climate journalists; and supporting the development of teachers resource books on climate. PaMawa should coordinate with the NCCP to ensure alignment and synergies.



*World Bank* – The Shire River Basin Management Project is a \$125 million project focused on basin planning, management, and infrastructure. Coordination, especially with respect to national policy and guidelines, will be necessary to ensure alignment of activities. Likewise, the Shire Basin Management Project will include extensive hydro-meteorological modeling. PaMawa should avoid duplication while finding synergies with efforts supported by the World Bank.

*Millennium Challenge Corporation (MCC)* – A 5-year \$350 million compact focuses on sustainable increases in power generation, with an emphasis on supporting improved hydropower generation on the Shire River. Within the compact, MCC is planning to support natural resource management efforts such as agroforestry and reforestation through either a grant mechanism or development of a trust. These efforts are relevant to PaMawa's provision of information regarding disaster risk reduction and if information regarding sustainable livelihoods is provided.

#### *B.6.3. USAID/Malawi Colocation, Coordination, and Collaboration*

With the focus on integration of activities under USAID/Malawi's CDCS, the implementer of PaMawa should be highly cognizant of how the program is embedded within and supportive of broader development goals of USAID/Malawi. Listed below are some activities that are particularly relevant:

*The Girls' Empowerment through Education and Health Activity (ASPIRE)* will improve reading skills for girls in upper primary school so they have the foundation of reading to succeed in secondary school. ASPIRE will focus on all primary and secondary schools in Balaka and Machinga districts. Interventions will achieve the following outputs: 1) Reading skills for girls in upper primary school improved; 2) Adoption of positive sexual and health-care seeking behaviors, and social norms among youth ages 10-19 increased; and 3) Key structural and cultural barriers for girls' access to schooling decreased.

*Integrating Nutrition in Value Chains (INVC)* - This Feed the Future flagship activity drives inclusive value chain development focused on soy, groundnuts and orange fresh sweet potatoes. INVC promotes gender-equitable, agriculture-led, integrated economic growth to increase the competitiveness of the value chains through improved productivity; soil and water management practices; fostering innovation; promoting climate resilience; and developing the capacity of local organizations and systems. INVC addresses chronic under nutrition through Care Groups, theatre and behavior change communication. This three-year activity began in 2012 and will include an 18-month extension through 2016.

*Njira Project* – This is one of the two activities under the five-year Development Food Assistance Program (DFAP) that is being implemented in Balaka and Machinga districts, targeting the most vulnerable population. Njira aims to increase access and availability of vulnerable households to diverse and nutritious foods, improve health and nutrition of pregnant and lactating women and children under five and improve resilience of vulnerable households. Njira activities will include

agriculture and natural resource management, increasing market access, information, and orientation, and improving maternal and child health and nutrition.

*Protecting Ecosystems and Restoring Forests in Malawi (PERFORM)* – A five year Climate Change Sustainable Landscapes and Enhancing Capacity for Low Emissions Development activity, PERFORM, aims to advance low-emissions growth, climate change resilience and sustainable natural resource management in support of Malawian's quality of life. Key expected results include: 1) REDD+ readiness advanced; 2) Low-emission land use opportunities increased; and 3) Low-emission development capacities improved. PERFORM activities will be implemented in Machinga, Balaka and Mangochi districts, contributing to the achievement of USAID Malawi CDCS objectives.

*Fisheries Integration of Society and Habitats (FISH)* - The five year FISH project will increase social, ecological, and economic resilience to climate change and improve biodiversity conservation within freshwater ecosystems through sustainable fisheries co-management. FISH will focus on a key cross section of Malawian fisheries located in the Upper Shire Water Basin, the Southern shore of Lake Malawi, and the smaller lakes Chilwa, Malombe, and Chiuta. FISH will be promoting climate change adaptation strategies in Balaka and Machinga, so CRM will need to coordinate interventions.

*Family Planning and Sexual and Reproductive Health Program (FP/SRH)* - USAID/Malawi has worked alongside Malawi's Ministry of Health (MOH) to strengthen its FP/SRH Program through a comprehensive approach that includes targeted service delivery, supply chain strengthening, advocacy and policy interventions. USAID's activities raise awareness of the impact of rapid population growth through national and district level advocacy interventions that target communities, religious leaders and decision makers to increase support of voluntary FP/SRH.

*SSDI Communications* - Support for Service Delivering Integration (SSDI-Communication) is a social and behavior change communication (SBCC) project implemented by The Johns Hopkins Bloomberg School of Public Health Center for Communication Programs (JHU-CCP) that promotes normative and behavior change in several health areas. The project began on September 16, 2011 and will run through September 15, 2016. The goal of SSDI-Communication is to contribute to progress in three critical areas: 1) Reducing fertility and population growth, which are essential for attaining broad based economic growth; 2) Lowering the risk of HIV/AIDS to mitigate the enormous impact on human resources and productivity; and 3) Lowering maternal and infant and under-five mortality rates.