



August 16, 2010

Subject: Amendment 03 Request for Application (RFA) **RFA-OAA-620-10-016**, Expanded Social Marketing Project in Nigeria (ESMPIN)

Amendment 03

Dear Applicants:

The purpose of **Amendment 03** is to amend the **TECHNICAL EVALUATION CRITERIA** of **RFA-OAA-620-10-016** as follows:

The ESMPIN Technical Approach will be evaluated on overall merit (i.e., clarity, state-of-the-art technical knowledge, responsiveness) and feasibility of the program approach and strategies proposed to achieve the program's objectives and proposed results.

1) Technical Approach

Overall Technical Approach

- Application reflects an understanding of status/issues/needs related to FP/RH/MNCH/Malaria in Nigeria and explains how social marketing and BCC will contribute to family planning and health impact. The application explains how its social marketing and BCC approaches will contribute to GON, USAID/Nigeria and other donors' FP/RH/MNCH/Malaria strategic and program objectives, incorporating "best practices" and "lessons learned" from experience in Nigeria and other developing countries and from the literature.
- Application addresses, within a social marketing and BCC framework promotion of birth spacing and other specified key health-related behavior changes; access of targeted segments of the population to accessible and affordable socially-marketed information and products; phased expansion in product marketing and sales; and effective and sustained use of FP/RH/MNCH/Malaria methods and products.

Implementation and Annual Work Plan

- Application presents a well-conceived five-year health social marketing and BCC Implementation Plan with a detailed First Year Work Plan which demonstrates that inputs and outputs are realistic and achievable within the proposed budget and timeframe, and reflect an effective balance among the range of demand creation and BCC activities; product marketing, distribution and sales; support systems; and the need to procure contraceptives and other commodities under the program; and an understanding of

necessary steps to ensure rapid start-up and effective phased execution of FP/RH/MNCH/Malaria social marketing and BCC activities.

Monitoring and Evaluation

- Application includes clear, appropriate, ambitious yet feasible FP/RH/MNCH/Malaria social marketing and BCC milestones and expected accomplishments/results, with measurable progress, performance and output indicators, linked to overall objectives and sub-objectives of this RFA.
- Application specifies appropriate and feasible methodologies used successfully in social marketing and BCC programs for base line and periodic data collection and analysis; for market/audience segmentation; for price determination with regard to market segmentation; and for assessment of operational efficiency, cost-effectiveness and impact.

2) Project Staffing and Management

Staffing

- The five proposed key personnel have requisite experience and expertise and meet or exceed requirements specified in Section A. They have breadth and depth in technical expertise and experience in management, design and implementation of programs of similar size and scope programs.

Proposed Management Plan

- Management arrangements will support effective and efficient project implementation, appropriate use of local partners, cost-effective social marketing project implementation, and capacity-building at all levels of the project.
- The Applicant shall also clearly describe the role of and contractual arrangement with each sub-Applicants (if any), the approach for managing of proposed sub-Applicants (if any), and demonstrated past experience managing sub-Applicants (if applicable).

3) Institutional Capacity

- Capacity to manage a complex program, including social marketing, BCC, commodity logistics management (procurement, distribution, monitoring), and effective project administration.
- Demonstrated network of international and local partners in the health sector and social marketing community that will contribute substantially to the performance of work. They should have demonstrated ability to develop collaborative relationships with other organizations and projects.
- Organization should have demonstrated capacity to procure contraceptives and other medical products internationally, if that should become necessary, and be able to train local organizations to procure internationally.

4) Past Performance Assessment

- The applicant and each constituent organization that is proposed to implement at least 15% of the value of the project demonstrates a proven track record of developing and implementing effective solutions in the areas of social marketing and BCC that

achieve results in working a project of this magnitude. In evaluating past performance, USAID may contact any or all of the references provided by the Applicant or/and other sources of information, including but not limited to, other USAID missions and government agencies, better business bureaus, published media. USAID will not evaluate an Applicant's organizational past performance on the basis of personal past performance of the Applicant's key personnel.

Applicants must confirm the inclusion of all amendments in the submitted proposal. Please direct any questions regarding this amendment to Y. Bukky Kehinde at Ykehindel@usaid.gov.

Sincerely,

/s/

Sandra R. Harrell
Agreement Officer
M/OAA/GH/OHA