

**UNICEF**  
**Invitation to Bid No : B-GEO-2007-010**

UNICEF Tbilisi announces a bid for selection of Organization for  
**IMPACT EVALUATION SURVEY**  
**Communication for Behavioral Impact (COMBI) Project in Georgia**

1. Accordingly, we enclose our Invitation to Bid No. B-GEO-2007-010 and you are requested to:
  - (a) Submit your bid with unit price(s) in **GEL**, as instructed, **on or before bid closing time.**
  - (b) **Note that failure to bid in GEL, or in accordance with the requested terms, will result in automatic invalidation of your bid.**
2. In addition, please note that:
  - (a) UNICEF is tax exempt (VAT, customs, etc). Kindly ensure that all price(s) quoted in GEL are excluding tax (VAT);
  - (b) This is a **sealed bid** and you must adhere to the response instructions in the bid;
  - (c) It is important that you read all of the provisions of the bid, to ensure that you understand UNICEF's requirements and can submit an offer in compliance with them. This includes submission of ALL documents requested, and completion of item texts underneath each item in the bid. NOTE THAT FAILURE TO PROVIDE REQUESTED DOCUMENTS OR COMPLETE THE ITEM TEXTS MAY RESULT IN INVALIDATION OF YOUR BID;
  - (d) Evaluation criteria will be based on reliability of the organization, the best price and proposal terms.

**Sealed BIDS (sealed envelopes with reference B-GEO-2007-010) must reach UNICEF Tbilisi office (placed in sealed tender box) by 18:00 of Thursday 20 December 2007 to be publicly opened at 10:00 hours the next day. One representative from each bidding organization may attend the public bid opening.**  
Bids shall be sent to: **UNICEF Tbilisi, UN House, IV Floor, 9 Eristavi Street, Vake, Tbilisi 0179, Georgia, Tel: 232388/251130.**

**IMPORTANT – Your proposals should be submitted in English using the attached format. Bids received in any other manner will be INVALIDATED.**

**Signed by:**

Vaktang Akhaladze, Operations Officer, UNICEF Tbilisi

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### TERMS of REFERENCE

#### IMPACT EVALUATION SURVEY

#### Communication for Behavioral Impact (COMBI) Project in Georgia

November, 2008, Tbilisi, Georgia

#### Background

Recent years have seen improvement in overall immunization coverage in Georgia. According to the immunization Program Management Review conducted by WHO, UNICEF, CDC and WB together with National Partners, the strategies and most policies are in general well in place for routine immunization activities and are in progress for disease elimination and control objectives. While overall immunization coverage is improving (DPT3- 87%, OPV3 88,5-%, Hep B3-84 %-2006 data) there are still 17 out of 65 districts reporting less than 80 % coverage with DPT3, many of which have high drop-out also. Especially low is the "timely" immunization coverage countrywide according to the National Immunization Calendar. The base-line survey conducted within COMBI immunization campaign in December 2006 found that the timely immunization coverage against DPT3 is 18, 2 %, against OPV3 - 18, 3 % and against HepB 3 - 15, 8 %. Poor knowledge and social mobilization and insufficient community participation were identified as major contributing factors for poor timely coverage.

In order to address these inadequate behaviors, the Ministry of Labor, Health and Social Affairs (MoLHSA) in collaboration with UNICEF/Georgia and Ministry of Education and Science (MoES) launched the nation-wide communication campaign on immunization - Communication for Behavioral Impact (COMBI) in Georgia. The campaign was officially launched in February 2007 and will last till the end of 2007.

The goal of communication campaign was to ensure the health of all children in Georgia by preventing a group of easily preventable children's diseases (tuberculosis, diphtheria, pertussis, tetanus, polio, hepatitis B, measles, rubella, and mumps), by ensuring at least 90% coverage level of these vaccines.

The project's expected outcomes were the following:

- Minimum 30 % increase of the knowledge of caregivers on immunization issues;
- Minimum 10 % increase in timely immunization coverage against DPT 3; OPV3 and Hep B;

The strategy of the campaign was behaviorally driven: it focused on the ultimate results of mothers taking their newborn promptly and on schedule at two, three and four months of age to the nearest health facility for the vaccines to be administered at those ages for protection against polio, diphtheria, pertussis, tetanus, and hepatitis. The strategy was based on some understanding of those factors which would hinder this behavior and those factors which would facilitate it.

The communication campaign included a mix of interventions, such as administrative mobilization, interpersonal communication, media-based interventions and information provision through print materials.

#### Major activities accomplished:

The base-line survey was undertaken at the inception phase of the campaign. The survey conducted in-depth research of the immunization behaviour among caregivers and developed comprehensive understanding of the existing communication/behavioural gaps. It also provided information on the exact frequency of timely immunization at 2, 3, and 4 months after birth for specific vaccines (diphtheria, tetanus, pertussis, polio, hepatitis).

Within the framework of the campaign health and rayon local authorities' administration and medical workers were mobilized at central, regional and rayon levels. The family nurses throughout the country carried out home visits to inform mothers and other caregivers about the benefits of immunization and to advocate for timely vaccination.

In collaboration with the Ministry of Education and Science, the communication campaign on immunization also targeted school children to educate them about the importance of timely vaccination and to have them serve as "personal sellers" of the message in their homes.

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Within the media campaign four advertising segments, each lasting three to four weeks, were broadcasted on radio and television in February, April, July and October. Talk-shows on immunization were launched on national and regional TV and radio; video-audio releases were produced, media feature articles in major newspapers were released and a 12 minute film on immunization was aired. Informative booklets, posters, banners with campaign messages were placed at the entrance of the polyclinics and different strategic locations.

Procter&Gamble Company also donated 15 000 baby wipers for those mothers who took their children for immunization timely.

### **Purpose of the impact evaluation survey**

The purpose of the impact evaluation survey is to conduct in-depth research of the immunization knowledge, attitudes and practices among caregivers as a result of COMBI immunization campaign interventions and to evaluate the impact of the campaign on timely immunization coverage at 2, 3 and 4 months of birth. The survey will specifically examine the following:

- ✓ what is the exact frequency of timely immunization at 2-3-4 months after birth for specific vaccines (diphtheria, tetanus, pertussis; polio, hepatitis). The information received from the caregivers should be cross-checked with the information received at the selected children polyclinics and ambulatories;
- ✓ proportion of children immunized after established deadline;
- ✓ understanding of caregivers on the rational of timely vaccination and the factors, which determine whether they would act as recommended;
- ✓ Assess exposure of parents and providers to safety concern-related information about DTP/OPV/HepB;
- ✓ Identify parents knowledge and attitude regarding the risk and the benefits of vaccination, in general and with respect to DTP/OPV/HepB;
- ✓ Assess parents' knowledge and attitude regarding the vaccine safety;
- ✓ Assess parents' knowledge and attitude in relation to adverse events connected to the specific vaccines and the sources of information about those adverse effects;
- ✓ What is the knowledge and attitude of caregivers about overall need of the vaccination and the effectiveness of vaccines for the prevention of specific illnesses;
- ✓ Assess understanding of caregivers of timely vaccination, indications, contraindications and complication of vaccination;
- ✓ Identify the reasons of the reluctance of children's vaccination among minority groups;

The study will help assess changes in knowledge and attitude of caregivers on immunization calendar and infectious diseases, their perception of the importance of timely immunization and safety. It will give opportunity to assess the extent of changes in practice of caregivers related to the timely immunization of their children.

### **Specific activities / tasks**

The impact evaluation study will be based on a transparent process using local knowledge, interaction and consultation. Data collection will include the census data, interviews with care givers (parents, grandparents, etc) and primary health care clinic personnel (doctors and nurses) and review of polyclinic and ambulatory cards. Specifically:

1. Review background materials pertinent to the area of immunization practices in the families;
2. Review baseline survey information undertaken under COMBI immunization campaign;
3. Develop the detailed schedule of the survey;
4. Propose the survey methodology by providing methods and systems for collection, analyses and evaluation the relevant data including the survey questionnaire; it is recommended to develop the questionnaire in line with the baseline one;
5. Visit the target population (selected sample) and collect the relevant data after the pre-testing of the questionnaire through interviews with target beneficiaries;
6. Provide outline of the questionnaire to be agreed with UNICEF; All stages of report writing should be agreed with UNICEF including presentation (PPT) of major findings prior to report writing;
7. Develop the final report in English and in Georgian including major findings, recommendations as well the technical report.

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The study will have quantitative as well as qualitative aspects. It will cover all the regions and rayons of Georgia. Special emphasis will be made on evaluation of the knowledge, attitude and practices of ethnic minority population living in Georgia. It should provide comprehensive analyses of impact of the interventions undertaken within the information-communication campaign and the recommendations for further increase of the effectiveness of campaign interventions.

The technical person (immunization expert) should be involved in each stage of the assignment including survey methodology, development of the questionnaire for the interviews, data analyses and elaboration of the recommendations;

The survey methodology, sample design, the survey questionnaire and report format should be priority agreed with UNICEF.

### **Qualifications/experience required**

1. Extended experience in conducting pre-and post intervention surveys and evaluation of health projects with emphases on behaviour change communication;
2. Ability to conduct qualitative and quantitative surveys nation-wide.
3. Knowledge of UNICEF context/priorities;
4. Knowledge of the regional and country context;
5. Good analytical and report writing skills;
6. Working experience on public health issues, with the focus on immunization.

### **Expected outputs/deliverables:**

1. Electronic and hard copy of the Impact evaluation survey report in English and in Georgian. Impact evaluation survey report has to include qualitative and quantitative researches and technical report. Sound analytical part is strongly required, including explanations for regional, rural-urban differences and differences between the regions populated by native Georgians and minority groups (if such is observed). The impact made by the campaign interventions should be clearly stated in summary and the recommendations developed.
2. Electronic version of the established functional data-base for COMBI immunization program.

### **Performance indicators**

The contractor's performance will be evaluated against the following criteria: timeliness, responsibility, imitativeness, communication, and quality of the products delivered.

### **Unsatisfactory performance**

In case of unsatisfactory performance the contract will be terminated by notification letter sent 5 days prior to the termination date. In the meantime, UNICEF will initiate another selection in order to identify appropriate candidate.

### **Supervision arrangements**

The selected organization will work with the COMBI-Immunization Consultant Nana Pruidze. Supervision will be carried out by Health and Communication programme officers.

### **Proposed period and duration of the assignment**

- |   |           |
|---|-----------|
| ▪ Briefing on conducted impact evaluation survey data | 15.02.08; |
| ▪ Impact evaluation survey report                     | 30.02.08; |

The reports will be reviewed by UNICEF and communication campaign working group members for their recommendations and suggestions;

The final version will be submitted to UNICEF by the contractor within ten days interval after receiving the recommendations. The report shall be submitted in Georgian and English languages.

### **Total number of days**

It is proposed that the survey takes place over the period of January 15 –February 30, 2008.

### **PAYMENT**

Payment will only be made for the work satisfactorily completed and accepted by UNICEF.

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*The contractor takes responsibility of meeting agreed deadlines. These must be agreed before work commences. In case of failure of meeting the agreed deadline, UNICEF keeps the right to apply appropriate financial penalties up to the full cost of the material.*

**Submissions:**

- Cover letter specifying the availability and timing;
- Profile of the institution, portfolio;
- Proposal with the relevant budget;

**The deadline for receiving the proposals from the interested organizations – December 20, 2007.**

For further information, please, contact – Ms. Nana Pruidze, UNICEF, [npruidze@unicef.org](mailto:npruidze@unicef.org) Tel: (995 32) 25 11 30, 23 23 88.

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