



## REQUEST FOR PROPOSALS

### Developing an Intervention Package using Human-Centered Design to Promote a Gender-Equitable Environment for Very Young Adolescents

#### Overview

The USAID-funded Breakthrough ACTION project of the Johns Hopkins Center for Communication Programs (CCP) is soliciting proposals from non-profit organizations based in Indonesia for services to support the development of an intervention package to promote a gender-equitable environment for very young adolescents (VYAs) using human-centered design (HCD).

Organizations or consortiums that intend to submit a proposal should send an email to Olivia Carlson at [olivia.carlson@jhu.edu](mailto:olivia.carlson@jhu.edu) by **Friday, January 21, 2022 at 5:00 PM EST**.

Any questions or requests for clarification about the Request for Proposals (RFP) should also be sent to Olivia Carlson at [olivia.carlson@jhu.edu](mailto:olivia.carlson@jhu.edu) by **Friday, January 21, 2022 at 5:00 PM EST**. Responses to queries will be compiled and shared via email by **Tuesday, January 25, 2022 at 5:00 PM EST** with all groups that expressed interest.

The proposal must be submitted via email no later than **Monday, January 31, 2022 at 5:00 PM EST** to: [olivia.carlson@jhu.edu](mailto:olivia.carlson@jhu.edu).

#### Background

Breakthrough ACTION is a five-year cooperative agreement funded by the United States Agency for International Development (USAID) to lead their social and behavior change (SBC) programming around the world. Breakthrough ACTION is a partnership led by CCP in collaboration with Save the Children, ThinkPlace, ideas42, Camber Collective, and Viamo. The project works in partnership with governments, civil society, and communities to implement creative and sustainable SBC programming, nurture SBC champions, mainstream new techniques and technologies, and advocate for strategic and sustained investment in SBC.

The Breakthrough ACTION Core-funded family planning program develops and tests new SBC tools, provides technical assistance to national, regional, and global partners, and leads work



around global and regional level advocacy for SBC in family planning and fostering shared agendas of work among global partners.

The Global Early Adolescent Study (GEAS) is a longitudinal study that follows the experiences of over 15,000 adolescent boys and girls aged 10-14 years old on five continents for up to five years to better understand how gender socialization in early adolescence occurs and shapes the health and wellness of individuals and their communities. The goal is to provide evidence that will create a more gender equal world for both boys and girls by: understanding the evolution of gender norms through adolescents; exploring the influence of gender norms on health trajectories; investigating how these processes vary by site and change across time; and examining how gender transformative interventions shift gender norms and shape adolescent health in the short- and medium-terms.

Formative research completed by the GEAS and separate reviews completed through prior Breakthrough ACTION and [Passages](#) activities show that family members, religious leaders, and peers help share and reinforce gender roles and social expectations of girls and boys. A [landscape assessment](#) on the sexual and reproductive health (SRH) of VYAs (aged 10-14) identified the need for greater attention to embedding VYA programming in systems and implementing multi-level interventions. [Research also shows](#) that working across socio-ecological levels is critical when promoting gender-equitable norms, and early adolescence can be a pivotal time to engage boys and girls—alongside their peers and influencing groups—to critically reflect upon existing norms and the benefits of more equal gender norms.

### **Technical Approach**

Breakthrough ACTION will use an HCD approach to develop a package of interventions to promote a gender-equitable environment for VYAs in one or two of the three GEAS study sites in Indonesia (Denpasar, Lampung, and/or Semarang). The final number of sites (one or two) will be determined in early 2022. The final intervention package will be used to support requests for investment for implementation and allow for adaptation by youth-led and youth-serving organizations in other GEAS sites, which would benefit from the unique opportunity to be evaluated by the GEAS ongoing cohort longitudinal study that will allow for measurement of short- and long-term impact.

The intervention package will complement the [Setara program](#), a comprehensive sexuality education intervention, and focus on factors beyond the level of the individual adolescent and consider interventions aimed at VYA reference groups, such as parents, family members, and

religious leaders, as well as integration with the systemic and structural factors influencing gender inequalities.

***Summary of Key Activities***

- Virtual intent workshop with the GEAS Hopkins Coordinating Center and the global GEAS Youth Advisory Board to define the scope and outcome of the work, including country-specific design and the potential for multi-country adaptability
- Breakthrough ACTION-led HCD capacity building workshop
- One or two co-design workshops with young people and other key stakeholders (one per site)
- Development of five or ten low-fidelity prototypes (five per site)
- Prototype testing
- Development of the design report, final intervention package, and advocacy brief
- After action meeting to review design process and identify successes and opportunities for growth
- Dissemination of the intervention package in-country to relevant stakeholders, especially government partners and youth-led and youth-service organizations

Breakthrough ACTION will be responsible for the overall success of the project and leading HCD activities, including project planning and management; providing technical assistance on family planning, reproductive health, and gender; and leading project reporting.

**Scope of Work and Deliverables**

The selected organization will be responsible for in-country logistics and HCD activities with guidance from Breakthrough ACTION.

***Specific responsibilities:***

<b>Setting</b>	<b>Activity</b>	<b>Estimated LOE</b>
Virtual	<b>On-going planning meetings</b> Attend regular planning meetings with Breakthrough ACTION and GEAS	2 hours per week for 5 months (from 4-6 team members)
In-person	<b>HCD capacity strengthening workshop</b> Organize logistics for and participate in a two-day HCD capacity strengthening workshop led by	<u>Logistics</u> : 3 hours per week for 3 weeks (one person)

	<p>Breakthrough ACTION</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>● Securing a location for the workshop with projection equipment and sound system</li> <li>● Providing meals, refreshments, supplies, and A/V and logistical support</li> <li>● Attending and participating in the workshop</li> </ul>	<p><u>Attendance</u>: 2 consecutive days (from 4-6 team members)</p>
In-person	<p><b>Co-design workshop(s)</b></p> <p>Host <u>one or two</u>* two-day co-design workshop(s), including planning, facilitation, and providing operational and administrative support</p> <p>For each workshop, responsibilities include:</p> <ul style="list-style-type: none"> <li>● Recruiting 30 participants (adolescents, health providers, and community leaders, among others) to participate in the co-design workshop</li> <li>● Securing a location for the workshop with projection equipment and sound system</li> <li>● Providing meals and refreshments, procuring supplies, and providing AV and logistical support for the co-design workshop</li> <li>● Facilitating the co-design workshop in the local language</li> </ul> <p><i>*One workshop per site. Final number of sites (one or two) to-be-determined.</i></p>	<p><u>Planning and logistics</u>: 5 hours per week for 2 months (4-6 team members)</p> <p>2 consecutive days <u>per site</u> (from 4-6 team members)</p>
In-person	<p><b>Co-design synthesis and prototype building</b></p> <p>Work with Breakthrough ACTION to synthesize, prioritize, and transform emerging ideas from co-design workshop(s) to develop <u>5 or 10 prototypes</u>* for on-site testing</p> <p>Responsibilities include:</p>	<p>3 consecutive days <u>per site</u> (from 4-6 team members)</p>

	<ul style="list-style-type: none"> <li>● Developing 5 or 10* low-fidelity prototypes** based on the co-design workshops</li> <li>● Supporting Breakthrough ACTION to create feedback questionnaires and measuring mechanisms for prototype testing</li> </ul> <p><i>*Five prototypes per site. Final number of sites (one or two) to-be-determined.</i></p> <p><i>**A prototype during this sprint could look like:</i></p> <ul style="list-style-type: none"> <li>● Simple, cheap prototypes made with basic materials such as paper or cardboard</li> <li>● Storyboards</li> <li>● Sketches of mock-up screens and interactions</li> <li>● Card sorting activities</li> </ul>	
In-person	<p><b>Testing</b></p> <p>Collaborate with Breakthrough ACTION on <u>one or two</u>* 8-day low-fidelity testing sprint(s) to rapidly test desirability and feasibility assumptions from the prototypes that emerged during the co-design workshop(s)</p> <p>Responsibilities include:</p> <ul style="list-style-type: none"> <li>● Organizing logistics for testing</li> <li>● Recruiting participants</li> <li>● Securing testing locations (e.g., health facilities, schools, universities, community spaces, etc.) for <u>each site</u>*</li> <li>● Securing transportation for 8 days of on-the-ground testing at <u>each site</u>*</li> </ul> <p><i>*One 8-day low-fidelity testing sprint per site. Final number of sites (one or two) to-be-determined.</i></p>	8 consecutive days <u>per site</u> (from 4-6 team members)
In-person	<p><b>Testing sprint synthesis</b></p> <p>Participate in synthesis sessions with Breakthrough ACTION to analyze the results of the testing process</p>	2 consecutive days (from 4-6 team members)

In-person (national stakeholders) and virtual (for internationally-based team members)	<p><b>Share-back meeting</b></p> <p>Organize and lead a meeting (maximum 4 hours) to share learnings and outcomes from the prototyping and testing process with key stakeholders</p>	2 days (from 4-6 team members)
Virtual	<p><b>Provide remote support on final deliverables</b></p> <p>Contribute to the preparation of the final intervention package, advocacy brief, and design report</p> <p>For each intervention, provide feedback on the feasibility of implementation in Indonesia as well as input on logistical considerations for implementation, measurement, and scale-up.</p>	2 hours per week for 1 month (from 4-6 team members)
Virtual	<p><b>After Action Review</b></p> <p>Participate in the after-action review meeting and support capturing lessons learned</p>	2 hours (from 4-6 team members)

### ***Deliverables***

1. Schedule of the deliverables with due dates, approved by Breakthrough ACTION
2. Organize logistics for and attend a two-day HCD capacity strengthening workshop
3. One or two co-design workshops
4. Five or ten low-fidelity prototypes for on-site testing
5. Synthesis of testing sprint results
6. Share-back meeting with key stakeholders
7. Written feedback on implementation feasibility for each intervention as well as logistical considerations for implementation, measurement, and scale-up

### **Timeline**

The work is expected to be completed between April and September, 2022.

*Timing of key activities:*

- **June:** Hold HCD capacity strengthening & co-design workshop(s); develop and test prototypes
- **July:** Prepare design report; hold stakeholder share-back session
- **August:** Develop final intervention package
- **September:** Hold after action review meeting

### **Proposal Submission Requirements**

Organizations are requested to describe how they would work collaboratively with Breakthrough ACTION, GEAS, and youth partners throughout the design process and include a detailed budget with budget notes. Examples of past public health and HCD projects should also be provided. Proposals must address the activities listed under the scope of work and include all deliverables as outlined above. Proposals should be typed (Times New Roman, font size 11, 1” margins) and presented in the following format.

1. **Cover letter:** A one-page cover letter signed by a responsible official of the bidding organization. The letter should contain:
  - a. The full name of the organization
  - b. Mailing address and telephone number
  - c. Key contact person and email
  - d. Where the organization is based (if different from mailing address)
  - e. Certificate of registration and tax ID number
2. **Capability statement:** A one-page statement that should include:
  - a. Experience leading and/or participating in similar HCD projects, preferably in Indonesia
  - b. Samples of referenced previous work (not included in the page limit)
3. **Technical approach and strategic thinking:** A six-page maximum technical plan that clearly describes how the group would approach development and execution of the activities and deliverables listed above.

The technical plan should also:

- a. Demonstrate a clear understanding of the problem
- b. Articulate a clear approach for co-designing solutions with young people and centering their voices and needs throughout the design process
- c. Provide a clear plan for the development and execution of the activities and deliverables listed above.

4. **Detailed budget:** Organizations are requested to submit two detailed budgets in Microsoft Excel: one budget for work should it take place in one site only; and one budget for work should it take place in two sites.
  - (1) The budget for work in one site only should include detailed line items for all of the activities and deliverables listed above, including the development of one co-design workshop, five low-fidelity prototypes, and prototype testing in one site.
  - (2) The budget for work in two sites should include detailed line items for all of the activities and deliverables listed above, including the development of two co-design workshops, ten low-fidelity prototypes, and testing of prototypes in two sites (five per site).

For cost comparisons and eventual contract negotiations, organizations are requested to submit realistic and competitive cost estimates for all deliverables and activities as outlined above.

5. **Budget Notes:** Notes should provide detailed explanation of how the rates for each line item were determined. There is a separate, written document supporting the numerical budgets. The notes should include any comments around the site selection that could impact the budget.
6. **Proposed Team and Management Structure:** Please include a short CV/bio of key persons proposed and management plan with sufficient detail to allow reviewers to understand how the account will be managed.
7. **References and client list:** A list of three former or current clients for whom similar work has been done, together with dates of service, their contact person(s), email address and telephone/cell phone numbers as references.

**The proposal must be submitted via email no later than Monday, January 31, 2022 at 5:00 PM EST to: [olivia.carlson@jhu.edu](mailto:olivia.carlson@jhu.edu).**

#### **Evaluation Criteria and Selection Process**

*\*Organization must be based in Indonesia and have the ability to conduct business (written and oral) in English and Indonesian.*



<i>Criteria</i>	<i>Points</i>
<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>● Organization’s experience designing and testing public health interventions (5)</li> <li>● Organization’s experience with human-centered design (5)</li> <li>● Organization’s experience working with VYAs (10-14 years old) (5)</li> <li>● Organization’s experience working to promote gender equality (5)</li> <li>● Organization’s experience organizing professional events and workshops (5)</li> <li>● Examples of previous work are of high quality and clear (10)</li> </ul>	35
<p><b>Qualification of proposed team members</b></p> <ul style="list-style-type: none"> <li>● Proposed key team members’ skills and experience designing and testing public health interventions (5)</li> <li>● Proposed key team members’ skills and experience with human-centered design (5)</li> <li>● Proposed key team member’s experience working with VYAs (10-14 years old) (5)</li> <li>● Proposed key team members experience working to promote gender equality (5)</li> <li>● Proposed key team member’s experience organizing professional events and workshops (5)</li> </ul>	25
<p><b>Technical approach and strategic thinking</b></p> <ul style="list-style-type: none"> <li>● Organization’s understanding of the problem (10)</li> <li>● Proposed approach for co-designing with young people and centering their voices and needs throughout the design process (10)</li> <li>● Plan for the development and execution of logistics for the HCD capacity strengthening workshop, one to two co-design workshop(s), prototype design &amp; testing, synthesis of testing results, feedback on final intervention feasibility, and final share-back meeting with key stakeholders. (20)</li> </ul>	40
<b>Total</b>	<b>100</b>

### **Selection Process**

A selection committee will review and score all submissions, judging responsiveness and technical merits using the criteria as listed above. The committee will make a final determination based on the evaluation criteria above and a value-for-money assessment.



Breakthrough ACTION reserves the right to accept or reject any or all proposals, to withdraw or amend this RFP at any time, to initiate negotiations with one or more proposers, to modify or amend with consent of the Proposer any proposal prior to acceptance, to waive any informality and to affect any agreement otherwise, all as Breakthrough ACTION in its sole judgment may deem to be in its best interest.

Bidders will be notified of the outcome. At no time, and under no circumstances, will proprietary information regarding a competing agency's proposal be divulged to competitors.

After the selection process is completed, the winning organization will meet with Breakthrough ACTION technical and financial staff to finalize the scope of work, timeline, and develop and negotiate the total budget.