

**Terms of Reference (ToR)
Consultancy Services
Social and Behaviour Change Communication (SBCC) strategies & Module
Development for Reproductive, Maternal, Newborn, and Child Health
(RMNCAH) in Coastal Bangladesh**

(Only for Bangladeshi Nationals)

1. Background

Established in 1968, Concern Worldwide is a non-profit, non-governmental humanitarian organisation dedicated to reducing suffering and eliminating extreme poverty in the world's poorest countries. Our mission, vision, and work are all united by one goal – ending extreme poverty, whatever it takes. We envision a world free from poverty, fear, and oppression. Concern's culture is deeply rooted in its values, and we believe that our people are at the heart of everything we do. We are committed to fostering a workplace where everyone feels valued and empowered to contribute to our mission of *Reaching the Furthest Behind First*.

Concern Worldwide has been operational in Bangladesh for over five decades. Our Country Strategic Plan 2022–2026 envisions *bringing sustainable, positive changes to the lives of people living in extreme poverty in Bangladesh*. This vision is supported by five strategic pillars:

- i. Sustainable impact through our programmes (primarily in health, nutrition, and livelihoods)
- ii. Climate resilience
- iii. Humanitarian action
- iv. Working through partnerships
- v. Equality, diversity, and inclusion

Our development footprint includes rural communities in the southern coastal belt, the char areas in the north, haor regions in the northeast, and urban populations in Dhaka city. We are also actively responding to the Rohingya refugee crisis in Cox's Bazar through life-saving nutrition and food security interventions. Additionally, we have developed sectoral strategies focusing on Health & Nutrition and Climate Resilience to operationalise our strategic plan. Please click [here](#) for more details about Concern's work in Bangladesh. The implementation of these sectoral strategies entails fundraising through proposal development.

2. Purpose of the Consultancy

Despite Bangladesh's significant strides in reducing maternal and child mortality, the coastal regions characterized by hard-to-reach terrains, frequent natural disasters, and high salinity continue to lag national averages. In these areas, the "three delays" (delay in seeking care,

delay in reaching a facility, and delay in receiving adequacy of care) are compounded by socio-economic barriers. Traditional beliefs regarding childbirth, limited autonomy for women in healthcare decision-making, and a lack of awareness regarding newborn danger signs remain persistent hurdles in Reproductive, Maternal, Newborn, and Child Health (RMNCH).

Evidence suggests that clinical interventions alone are insufficient to bridge this gap. There is a critical need for Social and Behaviour Change Communication (SBCC) strategies that go beyond simple information dissemination. An effective SBCC approach for the coastal context must address the underlying social determinants of health, shift harmful traditional norms, and empower communities to adopt life-saving behaviours. By developing context-specific SBCC strategies and training modules, this initiative aims to provide frontline health workers, community leaders, and families with the tools necessary to foster a culture of proactive health-seeking behaviour. This involves a multi-level approach addressing individual knowledge, interpersonal communication between spouses, and community-wide support systems ensuring that every pregnancy is planned, every birth is safe, and every child has the opportunity to thrive, even in the most climate-vulnerable landscapes.

Key Objectives:

- To review, revise, and adapt the existing SBC Strategy to ensure comprehensive coverage of priority behaviours across the continuum of Reproductive, Maternal, Newborn, Child, and Adolescent Health (RMNCAH), nutrition, hygiene, and health-seeking practices, aligned with national guidelines and community needs.
- To revise/adapt gender-transformative SBC interventions that address behavioural, social, and gender-related barriers and strengthen demand for and utilisation of quality RMNCAH services through community and primary health care platforms.
- To develop a results framework for SBC implementation, including core behaviour change indicators, targets, monitoring mechanisms, and integration with the programme MEAL system to support performance tracking, learning, and adaptive management.
- To review and adapt existing SBC materials and develop a comprehensive training package, including facilitator guides and training modules aligned with Government of Bangladesh guidelines, to support capacity strengthening of health workers, community volunteers, and programme staff.

Scope of Work

The consultant will undertake, but not be limited to, the following activities:

- Conduct a comprehensive review of the existing SBC Strategy, programme documents, assessments, national policies, guidelines, and relevant global evidence related to RMNCAH.
- Assess existing SBC interventions, communication approaches, materials, implementation mechanisms, and identify gaps across the RMNCAH continuum.
- Conduct stakeholder consultations with government counterparts, programme teams, health workers, community representatives, and other relevant stakeholders to inform strategy revision.
- Analyse key behavioural, social, cultural, gender, disability, and equity-related barriers and enablers influencing RMNCAH service uptake and healthy practices.

- Identify and prioritize key behaviours, audience segments, communication channels, and SBC interventions for different population groups.
- Revise/Adapt the existing SBC Strategy that incorporates evidence-based and gender-transformative approaches to promote positive health and nutrition behaviours.
- Design a results framework with core behaviour change indicators, targets, monitoring approaches, and integration into the programme MEAL system.
- Review, adapt, and/or develop IEC, and job-aid materials aligned with the revised strategy, Government of Bangladesh guidelines, and programme priorities.
- Develop a comprehensive SBC training package, including training curriculum, facilitator guide, participant handbook, and presentation materials.
- Conduct a two-day long training for the project staff the one batch of training for the project staff at Patuakhali
- Submit final strategy, action plan, monitoring framework, SBC materials, training package, and consultancy report for approval.

3. Reporting and Work Modality:

- The consultant will report to the **Programme Director** or a designated representative and collaborate closely with Concern's technical and programme teams, both in-country and at HQ.
- Full-time office presence is not required; however, the consultant must be available to work from Concern's office as and when requested.
- The consultant must be available to commence any assignment within **7 calendar days** of notification. In urgent cases, a shorter notice period may be requested.
- Concern reserves the right to engage multiple consultants under this framework agreement and allocate assignments as best suited to its needs.

4. Deliverables, Timeline & Payment Modality:

| Sl No | Task | Timeline | Payment |
|-------|---|--------------------|---------|
| 1 | a) Introductory meeting with Concern Worldwide | By July 20, 2026, | 50% |
| | b) Revising/adapting the strategies and updating the module incorporating IEC materials and submission to be reviewed by CWW & partners | By August 31, 2026 | |
| 2. | Field Testing & Orientation Training | By Sept 30, 2026, | 50% |

Payment Terms

- The framework agreement will establish a **daily consultancy rate in BDT**.
- The agreed fee will be inclusive of:**
 - All applicable taxes as per Government of Bangladesh regulations
 - Communication costs (phone, internet, etc.)
 - Local travel within Bangladesh (to Concern offices, stakeholder meetings, programme site etc)
- For each assignment, a separate Service Agreement will be signed detailing:**
 - Specific deliverables and timelines
 - Estimated number of working days

- Payment schedule will be agreed with the consultant during signing of the service agreement based on the scope and duration of the assignment.
- No accommodation nor per diem will be paid in addition to agreed consultancy fees.

Penalty

- If the consultant does not complete the assignment within the specified period, Concern Worldwide will deduct 1% of the total payment for each day of delay. If Concern Worldwide approves any request for an extension of time, this clause will not apply. However, if Concern Worldwide does not approve the time extension request, the consultant will be subject to a 1% deduction of the total payment for each day of delay.

5. Eligibility Criteria

- i. Advanced university degree (Master's or higher) in Public Health, Social and Behaviour Change Communication (SBCC/SBC), Social Sciences, Development Studies, or a related discipline.
- ii. Minimum 10 years of progressively responsible professional experience in designing, implementing, and evaluating Social and Behaviour Change (SBC) programmes, preferably in RMNCAH, nutrition, and primary health care settings.
- iii. Demonstrated expertise in developing and/or revising SBC strategies, behaviour change frameworks, communication materials, and training packages aligned with national and international standards.
- iv. Proven experience in conducting behavioural assessments, stakeholder consultations, audience segmentation, and evidence-based strategy development.
- v. Strong knowledge of Bangladesh's health sector policies, RMNCAH priorities, and Government guidelines, with experience collaborating with government institutions and development partners.
- vi. Proven capacity in developing monitoring and evaluation frameworks, behaviour change indicators, and learning systems for programme performance tracking.
- vii. Experience in designing and facilitating capacity-building initiatives, including training curricula, facilitator guides, and training-of-trainers (ToT) programmes.
- viii. Strong knowledge of the donor landscape in Bangladesh. Demonstrated experience of working with donors such as US Government, FCDO, EU, ECHO, UN, Irish Aid, and private foundations
- ix. Excellent analytical, communication, report-writing, and presentation skills in English, with the ability to deliver high-quality outputs within agreed timelines.
- x. Ability to respond to assignments on short notice and deliver under pressure; Ability to travel outside of Dhaka if required as part of proposal development

6. Copyright and Confidentiality

- Concern Worldwide will have the copyright for all the documents, reports, and outputs generated as part of this study shall be the intellectual property. The copyright for these

study/content will remain with Concern Worldwide and any reproduction or use of the study/content must be approved in writing.

- You shall not use or disclose to any person during or at any time after your engagement by Concern any information relating to Concern's business and operations or any other matters which may come to your knowledge whilst providing the Services, and which may reasonably be regarded as confidential (Confidential Information). You further undertake to use all Confidential Information disclosed under this Agreement exclusively for the purposes of providing the Services. Any information which was already in your possession before it was disclosed to you under this Agreement or was already in the public domain; or Any disclosure required by law.

8. Concern World wide's policies and guidelines

Concern's Code of Conduct (CCoC) and its associated safeguarding policies; the Programme Participant Protection Policy, the Child Safeguarding Policy and the Anti-Trafficking in Persons Policy have been developed to ensure the maximum protection of programme participants from exploitation and to clarify the responsibilities of Concern staff, consultants, contractors, visitors to the programme and partner organisations, and the standards of behaviour expected of them. In this context staff have a responsibility to the organisation to strive for and maintain the highest standards in the day-to-day conduct in their workplace in accordance with Concern's core values and mission. Concern's Code of Conduct and its associated safeguarding policies have been appended to this Contract for your signature. By signing the Concern Code of Conduct you demonstrate that you have understood their content and agree to conduct yourself in accordance with the provisions of these two documents.

Breach of Code of Conduct and Sharing of Information: We are required to share details of certain breaches of Concern's Code of Conduct, specifically those related to fraud, sexual exploitation, abuse and harassment and trafficking in persons, with external organizations such as institutional donors, regulatory bodies and future employers. In the event where you have been found to be in breach of these aspects of Concern's Code of Conduct, your personal details (e.g. name, date of birth, address and nationality) and details of these breaches will be shared with these external bodies. Organizations may retain this data and use it to inform future decisions about you.

In addition, where we are working in partnership with another organization and where there are allegations of breaches in the above areas against you, we will cooperate with any investigation being undertaken and will share your personal details with investigation teams.

A breach of this policy will result in disciplinary action up to, and including, dismissal.

9. Pre-bid Discussion meeting

A pre-bid discussion session will be conducted on:

Date: 02 July 2026

Time: 10:00 AM to 11:30 AM

Meeting link: [Join the meeting now](#)

Meeting ID: 392 718 310 225 787

Passcode: EL3Xf6MY

10. Application Submission (In English language)

Administrative Document:

- National ID
- Tax Identification Number (TIN) Certificate
- Tax Acknowledgment certificate (for the latest tax submission)

Technical Proposal (Max 4 pages) – 80% weightage (80 marks)

- i. Understanding of the assignment **(5 marks)**
- ii. Thematic area(s) of interest for which you would like to offer your professional / consultancy services **(mandatory to indicate preference but not scored)**:
 - a. Health & Nutrition
 - b. Climate Resilience
 - c. Disaster Preparedness and Humanitarian Response
- iii. Brief response to each of the above-mentioned eligibility criteria and in line with the selected thematic areas for which you would like to offer your professional / consultancy services (Include latest CV as an annex – max 4 pages) – **40 marks**
- iv. List of 5 (minimum) to 10 (maximum) successful proposals developed in the last 7 years, specifying your role (lead writer, co-writer, coordinator, etc.), please also include the focal person from the organisation / client who you worked for along with contact details – **25 marks**
- v. Five references from previous clients, including: **(Mandatory but not scored)**
 - a. Organisation name
 - b. Year and duration of assignment
 - c. Name and contact of supervisor (email and phone number)
- vi. Quality of technical proposal (language, flow of the content, clarity, conciseness) – **10 marks**

Financial Proposal (maximum one page) – 20% weightage (20 Marks)

- i. Daily consultancy/professional fee in BDT, inclusive of:
 - a. Applicable taxes
 - b. Communication costs
 - c. Local travel within Bangladesh

11. Special Instructions:

- i. Only individuals are eligible to apply (no consultancy firms please)
- ii. Please ensure page limit while submitting your proposal as follows:
 - a. Technical proposal (4 pages)
 - b. CV (4 pages)
 - c. Financial Proposal (1 Page)Total 9 pages
- iii. Concern reserves the right to reject applications which doesn't follow guideline for submission of technical and financial proposal as explained above
- iv. The number of thematic areas selected by the consultant will not be a determining factor in the selection process. Concern remains open to signing a Framework Agreement with consultants who have expertise and interest in offering services in even a single thematic area.
- v. All soft and hard copies of the assignment will be treated as Concern property.

12. Evaluation and Selection Process:

All proposal will be evaluated by Committee of Concern Bangladesh. The Committee will assess the proposal based on administrative (legal documents), technical and financial

criteria, using the information provided in your proposal submission. The **weighted average** method for technical and financial evaluation will be followed to select the vendor.

- **First step i.e. Admin Check:** All the basic legal documents mention in the instructions will be required to be submitted by the consultant for administrative evaluation. If any consultants do not submit proper document, Concern reserves the right to deem the proposal ineligible.
- **Second step i.e. Technical Evaluation:** Consultant are required to submit a full technical proposal, with all information mention in section 8. Eligible proposal will progress to technical scoring. The maximum score for technical evaluation **score is 80**. The technical criteria with marks distribution are mentioned in section.

The consultant must score 80% marks in the Technical Evaluation to be considered for the Financial Evaluation. Evidence and experience, along with the lead consultant's profile, will be given significant consideration in the Technical Evaluation.

- **Third step i.e. Financial Evaluation:** The financial evaluation **score is 20**. The minimum financial offer will get full marks (20 points) and rest offers will get proportionate points according to weightage average method mention below based on the offered amount.

[Formula= (Lowest Consultant offer x 20)/ Respective Consultant offer]

- **Fourth Step:** Consultant will be shortlisted based on the total weighted average score obtained in both technical and financial evaluation.
- **Final step i.e. Final Evaluation:** **Final consultant will be selected based on the presentation and final interview.** Maximum 10 (Highest weighted average score) shortlisted consultant may be requested for presentation and then interview. Concern may sign 18 months framework agreement for multiple consultants based on the thematic expertise.

13. Submission Deadline:

All proposals must be submitted to **consultancy.bgd@concern.net** by **08th July 2026**, no later than **11:59 PM (Bangladesh Standard Time)**. Submissions received after the deadline will not be considered.



11/06/2026