



Date Issued: Friday, July 30, 2010

Closing Date: Monday, August 30, 2010

Closing Time: 10:00 a.m. EST

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

Dear Prospective Applicant:

The United States Government, represented by the Agency for International Development (USAID) /Nigeria, proposes to enter into a Cooperative Agreement for the Expanded Social Marketing Project in Nigeria (ESMPIN) specifically described in Section I of this RFA.

To this end, USAID is seeking applications from eligible institutions as described in Section III of the RFA. The authority for the RFA is found in the Foreign Assistance Act of 1961, as amended.

Pursuant to 22 CFR 226.81, it is USAID policy not to award profit under assistance instruments. However, all reasonable, allocable and allowable expenses, both direct and indirect, which are related to the agreement program and are in accordance with applicable cost standards (22 CFR 226, OMB Circular A-122 for non-profit organization, OMB Circular A-21 for universities), may be paid under the agreement.

This RFA is being issued in accordance with the established format outlined in ADS 303.3.5.2 and the Office of Federal Financial Management Policy Directive on Financial Assistance Program Announcements.

The preferred method of distribution of USAID RFA information is via the internet. This RFA and any future amendments can be downloaded from <http://www.grants.gov>. Organizations that are unable to retrieve the RFA from the Internet can request a hard copy or an electronic copy of the RFA by contacting Ms. Y. Bukky Kehinde via email at ykehinde@usaid.gov or Ms. Alicia L. Allen via email at aallen@usaid.gov.

Applications must be received by the closing date and time indicated at the top of this cover letter at the place designated below for receipt of applications. No late applications will be accepted.

Applications submitted via mail or courier service shall be submitted in two separate parts and delivered in two separate envelopes (a) technical and (b) cost or business application. The technical application shall consist of one original, one copy and an electronic (CD-ROM) copy. The cost or business application shall also consist of one original, one copy and an electronic (CD-ROM) copy. Applications shall be submitted with the name and address of the applicant and RFA # (referenced above) inscribed thereon, to:

By Mail

U.S. Agency for International Development
Attn: Y. Bukky Kehinde
Agreement Specialist
RRB 7.09-95A, M/OAA/GH/OHA
1300 Pennsylvania Avenue, NW
Washington, D.C. 20523-3700

By Courier Service / Hand Delivery

U.S. Agency for International Development
1300 Pennsylvania Avenue, NW
Ronald Reagan Building, 14th Street Entrance
Washington, D.C. 20523-3700

Please use the phone at the visitor's desk to contact: Ms. Y. Bukky Kehinde on Ext. 2-0294 or Ms. Alicia L. Allen on, Ext. 2-0953

Email

Y. Bukky Kehinde at Ykehinde@usaid.gov
Alicia L. Allen at Aallen@usaid.gov

DUE DATE: Applications shall be received by no later than August 30, 2010 at 10:00 AM EST. Applications submitted via fax will NOT be accepted. Applicants should retain a copy of their application and accompanying enclosures for their records.

QUESTIONS: Prospective applicants who have questions concerning the contents of this RFA should submit them in writing to Y. Bukky Kehinde at Ykehinde@usaid.gov by 10:00 AM EST Friday, August 9, 2010.

Instructions for submitting applications can be found under Section IV, Application and Submission Instructions. Applications should be submitted in sealed envelopes with the name and address of the applicant and the number of the RFA on the envelope; telegraphic or fax applications are not authorized for this RFA and will not be accepted.

Issuance of this RFA does not constitute an award commitment on the part of the Government, nor does it commit the Government to pay for costs incurred in the preparation and submission of applications. Further, the Government reserves the right to reject any or all applications received.

In addition, award of the agreement contemplated by this RFA cannot be made until funds have been appropriated, allocated and committed through internal USAID procedures. While USAID anticipates that these procedures will be successfully completed, potential applicants are hereby notified of these requirements and conditions for the award. Applications are submitted at the risk of the applicant. The Agreement Officer is the only individual who may legally commit the Government to the expenditure of public funds. No costs chargeable to the proposed Agreement may be incurred before receipt of either a fully executed Agreement or a specific, written authorization from the Agreement Officer.

Thank you for your consideration of this USAID initiative. We look forward to your organization's participation.

Sincerely,

Sandra R. Harrell
Agreement Officer

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SECTION I – PROGRAM DESCRIPTION

A. INTRODUCTION TO THE EXPANDED SOCIAL MARKETING PROJECT IN NIGERIA (ESMPIN)

Overview

Through ESMPIN activities outlined in this Request for Applications (RFA), USAID/Nigeria will expand the role of social marketing to achieve measurable contributions to improved FP/RH/MNCH/Malaria outcomes at national, state, local government area (LGA), ward and community levels, and at the level of families, groups and individuals. The five-year ESMPIN program objective is to expand and improve knowledge of, access to, availability of and effective and sustained use of family planning (FP), reproductive health (RH), maternal, neonatal and child health (MNCH) and malaria methods and products nation-wide.

The activities implemented under the Cooperative Agreement are part of a larger, multi-agreement framework that is being implemented under USAID/Nigeria's new FP/RH/MNCH/Malaria strategic approach. The new strategic approach will include six complementary mechanisms (see Figure 1, below):

Figure 1

Mechanism 1: Support for the Public Sector Through the Targeted States High Impact Project, TSHIP (Cooperative Agreement Awarded August 2009; integrated FP/RH/MNCH and disease prevention, focused on two northern states of Bauchi and Sokoto)

Mechanism 2: National Policy Level Support

Mechanism 3: Expanded Social Marketing Project in Nigeria (ESMPIN)

Mechanism 4: Strengthening Private Sector Health Services Project in Nigeria (SPSHS/N)

Mechanism 5: Malaria Action Project for States (MAPS)

Mechanism 6: Mission Use of AID/Washington Centrally-Funded Health, Population and Nutrition Mechanisms (e.g. The AID/Washington Central Contraceptives Procurement Project, the DELIVER Project, etc.) for specialized program and technical assistance.

The ESMPIN Cooperative Agreement will build upon and go beyond the accomplishments and experience of the ongoing USAID/Nigeria-funded social marketing project, Improved Reproductive Health in Nigeria, 2005-10 (IRHIN) and the Pre-Packaged Treatment of Malaria Project (PPT). IRHIN was designed to improve distribution of contraceptives nationwide through social marketing, and to improve provider training, technical support, and monitoring and supervision. PPT was designed to concentrate on a malaria product. IPs awarded the ESMPIN Cooperative Agreement will also be expected to work closely with and learn from the experiences of these projects. Applicants will plan for a seamless transition in implementation from IRHIN to ESMPIN, based on strong collaboration and coordination among the IPs awarded this Cooperative Agreement and IRHIN IPs, thereby minimizing disruptions to distribution and sales chains. However, going beyond the scope and impact of these projects, ESMPIN will expand current social marketing and BCC coverage and substantially

improve knowledge of, access to, availability of and effective and sustained use of FP/RH/MNCH/Malaria nation-wide and at the level of states throughout Nigeria.

While ESMPIN will not include provision for procurement, distribution, marketing and sales of malaria prophylactics or other malaria commodities, ESMPIN will, through BCC/IEC, increase knowledge, change knowledge, attitudes, perceptions, behaviors and practices related to malaria.

While IRHIN provided clinic-based services as well as sales of products through various types of vendors, ESMPIN will not include provision of clinic-based training, services and supervision. ESMPIN may, however, cultivate sales of products to private sector clinics and private providers of all types; health and other product distributors and market vendors of all types; and for example, private sector organizations such as Health Maintenance Organizations, professional organizations, projects and employer groups, as the project will be provided with contraceptives by USAID in order to supply the private sector with commodities. In its proposal, the Applicant should demonstrate its understanding of the various types of potential private sector clients.

USAID/Nigeria has provided contraceptives for various types of service outlets included in the IRHIN Project through transfers of funding to the AID/Washington CCP for procurement at that level. USAID/Nigeria and CCP will continue to provide funding and procurement respectively for contraceptives and other health commodities for social marketing activities under the ESMPIN Cooperative Agreement, subject to overall availability of funds to the Agency. USAID/Nigeria will also collaborate with DFID, the other major supplier in Nigeria of contraceptives for private sector distribution and sales. ESMPIN will, however, investigate additional options for contributions and procurement of contraceptives and health commodities for social marketing; what local capacities may need to be strengthened to implement those options; and how capacity building may be undertaken.

The global DELIVER Project works with CCP and other development partners, as well as with governments and USAID Missions to estimate and procure contraceptives and health commodities and to strengthen logistics management. In Nigeria, DELIVER has worked with the IRHIN Project and in a larger sense with the IRHIN IP, the Society for Family Health, a national non-governmental organization which receives funding and supplies from other donors as well as USAID, the GON at federal and state levels, the private sector in Nigeria, and other donors to strengthen overall forecasting, procurement, handling and distribution. DELIVER will continue to work closely with ESMPIN IPs on these activities.

The U.N. Population Fund (UNFPA) has been meeting partial needs of the GON for contraceptives in the public sector. Other sources of funding and supply provide health commodities to GON health facilities at federal and state levels. Overall funding for procurement for the public sector has been seriously inadequate and it is clear from a recent contraceptives procurement forecast carried out by the Family Health Division of the Federal Ministry of Health and DELIVER that the GON will have to increase significantly its budget allocations for procurement of contraceptives, and that other donors may have to step in to cover shortfalls while that process takes place. At present, there is a very serious shortage of contraceptives in Nigeria, with stock-outs throughout the public sector health system.

USAID, DFID and others have been providing contraceptives for private sector projects such as IRHIN, as well as for public sector facilities to varying extent and, consequently, private sector facilities appear to have adequate stocks to meet current consumer demand. Nevertheless, the goal of all USAID projects is to increase consumer demand for MCNH/RH/FP/Malaria information, counseling, products and services – and therefore the need to procure ever larger quantities of contraceptives and other health commodities to support program efforts is clear. USAID, UNFPA, DFID and SFH have been working together, with technical assistance from DELIVER, to urge larger GON budget allocations and timely releases of funding for contraceptives and health commodity procurement, as well provision of contraceptives in the short-term by other donors for both the public and private sectors. USAID/Nigeria will continue providing contraceptives for ongoing and new private sector health projects in its portfolio, including ESMPIN.

Applicants should propose their own approach to proportional program and budget balance among demand creation, social marketing operations and the need to procure commodities and, while referring to USAID/Nigeria's indicative figures for funding and procurement of contraceptives and other health commodities, present their own funding/procurement estimates by commodity for each phase of ESMPIN.

Support for integrated RH/FP/MNCH/Malaria and associated primary health care service delivery provided through the public sector in Bauchi and Sokoto States is provided by USAID/Nigeria through the new Targeted States High Impact Project (TSHIP). ESMPIN will ensure that social marketing in Bauchi and Sokoto States is assessed, strengthened and expanded to increase the overall impact on health of all USAID-supported interventions in those two States.

B. BACKGROUND

Nigeria - with about 150 million people at present and a population growth rate of 2.8 percent, which will result in a population of 300 million in about 28 years – is the most populated country in Africa. Nigeria, under a federal structure, is made up of a Federal Capital Territory (Abuja), 36 states and 774 LGAs. It has a very wide range of cultures, religions and social structures. The health status of women and children is extremely poor and the country is still a very long way from being able to achieve health-related Millennium Development Goals (MDGs). Strengthening the health sector and improving health indicators are among the most important development issues facing Nigeria.

There are pronounced urban/rural and regional disparities in common health indicators relating to the health of women and children. According to the Nigeria Demographic and Health Survey (NDHS) 2008, the total fertility rate (TFR) in the country is 5.7, however, it is significantly higher in rural areas, 6.4, than in urban areas, 4.6, and in the Northern States. Urban women are almost three times as likely as rural women to use a contraceptive method. The contraceptive prevalence rate (CPR) for modern methods is only 2% in Bauchi and 1.9 % in Sokoto in the North; only 3% of women use any method of contraception in the North West. Only 3 % of women without children are currently using family planning, compared with 13% of women with 1-2 children. There are also large numbers of women using traditional methods of contraception – the CPR for all methods is 14.6% and for modern methods, 9.7%. In general, about a fifth of girls under the age of 19 have given birth. According to the NDHS 2008, about 20% of currently married women want to space births or want no more children. Births to the very young and closely-spaced births for women of all ages contribute to poor maternal, neonatal, infant and child health outcomes, strain family resources and exacerbate other health, economic and social problems. Data on abortions and its consequences is very limited but abortion is considered a serious, silent contributor to maternal mortality.

In the 2008 Report on the State of the World's Mothers, Nigeria ranked 70 out of 71 less-developed countries, as one of the worst places in the world to be a mother. According to the 2008 NDHS, the maternal mortality ratio (MMR) is estimated as 545 per 100,000 births, and higher in the northern States. The total fertility rate is 5.7% - 7.3% in the North West - and fertility has not changed since the 2003 DHS. Overall, 23% of women ages 15-19 are mothers or pregnant with their first child – 45% in the North West. While almost all sexually-active unmarried women know of a method of contraception and 68% of currently married women, current use by married women of a modern family planning method is only 10%. Forty-five percent (45%) of Nigerian women had 4 or more antenatal visits and 58% received antenatal care from a skilled provider. The 2008 survey showed only 39% were attended at deliveries by a skilled provider and about 48% received the full tetanus toxoid immunization.

About one million children die each year before their fifth birthday from diseases that are largely preventable and treatable, including malaria, vaccine preventable diseases, diarrhea and acute respiratory infections. Infant mortality is estimated at 75 per 1,000 live births; neonatal mortality at 40; and under-five mortality at 157 while the MDG target is 77 by 2015. The NHDS 2003 reported that only 23% of newborns received a postnatal visit by a skilled provider within two days of birth.

While about 32% of mothers initiated breast-feeding within one hour of birth, only 13% of children under 6 months of age were exclusively breast-fed. About 36% of children 12-23 months of age received 3 doses of DPT; about 31% with diarrhea received ORT and/or increased fluids; and about 34% of children 6-59 months of age received vitamin A doses. About 23% of children under 5 are underweight for age.

Only 31% of under-fives with symptoms of acute respiratory infections or fever were treated at a health facility or by a health provider. Malaria is a leading cause of under-five mortality in Nigeria, accounting for an estimated 270,000 deaths annually, but despite high recognition of fever as a major symptom of malaria, only 34% of children with fever receive treatment and only 6% sleep under insecticide treated bednets. Only 47% of the population use improved water sources and only 30 % use improved sanitation facilities (MDG Indicators).¹

Government of Nigeria (GON) Response

In the face of these enormous challenges, there have been renewed and credible efforts on the part of the GON and donors to improve the health status of women and children. The GON launched a revised population policy in 2004 which included a commitment to fund reproductive health programs. There has been work on an integrated maternal, neonatal and child health strategy. In 2009, the Federal Ministry of Health (FMOH) is spear-heading development of a National Health Strategy Development Plan (NHSDP), which will harmonize strategic plans for the federal capital and 36 state plans and include primary health care indicators and targets, with respective budget estimates. USAID and other major development partners (in Nigeria, donors are referred to as “Development Partners”, or DPs) are active contributors to the development of the NHSDP.

Presently, most primary health care facilities do not have skilled birth attendants. A parastatal associated with the FMOH, the National Primary Health Care Development Agency (NPHCDA), will shortly place nearly 3,000 additional midwives in teams of four, in about 625 primary health care centers and hospitals around the country. In Northern states, 3-6 "clusters" of PHCs were to be established per state depending on need. In addition to placing these staff and ensuring the presence of clusters per state, the NPHCDA is planning to provide equipment and supplies to set up a 24/7 delivery service. This will be undertaken by the FMOH using MDG funds through the Office of the President.

A Health Bill is pending approval by both houses of the Nigerian legislature and among other assistance to the health sector, the bill, if passed, will provide funding for expansion of the National Health Insurance Scheme (NHIS), which presently covers government workers and some employees of large industrial enterprises, progressively to cover pregnant women and children. However, family planning is not yet included in the approved NHIS health care package.

The GON added a budget line for contraceptives procurement in 2008 - however, funds were never released. Nevertheless, the Federal Ministry of Health (FMOH), under new ministerial leadership, recently announced re-establishment of the budget line and has requested UNFPA to procure contraceptives on its behalf once funds become available and are released. FMOH staff have worked closely with the UNFPA, the USAID-supported DELIVER Project, USAID/Nigeria and DFID to develop an accurate five-year forecasting and procurement plan which will guide the GON to progressively increase its budget for contraceptives and guide DPs in providing stop-gap funding or commodities during the short-term period. A Contraceptives Logistics Management System (CLMS) plan has been developed by the FMOH with DELIVER assistance, was officially approved and is being implemented at federal and state levels – 22 states to date have participated. However, an efficient and effective nation-wide CLMS will take a number of years to materialize.

A major goal of the DPs currently contributing to procurement of contraceptives is to encourage the GON to progressively increase its own annual budget allocation for procurement of contraceptives, and ultimately replace DP funding.

¹ www.mdgs.org/unsd/mdg.

At present and when contraceptives are available through public sector facilities, clients are charged for each method. There is a difference of opinion among those involved in FP/RH/MNCH as to whether the public sector should continue to charge even relatively small amounts, although cost recovery has allowed the FMOH to fund certain elements of the distribution system. USAID/Nigeria has asked DELIVER to carry out a “willingness and ability to pay” assessment of the issue.

USAID Response

USAID has a long history of support for FP/RH/MNCH/Malaria health activities in both the public and private sectors in Nigeria. Under USAID/Nigeria’s Strategic Plan, 2009-13: Strategic Objective 13, the Mission assists the GON “to improve quality, access and use of social sector services” and meet four Intermediate Results:

- IR 13:1 Improved quality of social sector services;
- IR 13:2 Strengthened enabling environment;
- IR 13:3 Expanded demand for improved social sector services; and
- IR 13:4 Increased access to services, commodities and materials.

USAID will provide half of its assistance to the public sector and half to and through the private sector during the period of the strategic plan. Under the \$52 million FY 2009 portfolio, the scope of USAID assistance is nationwide under IRHIN, and specific to certain states, local government areas and service delivery units in under other projects. With the recent launch of the TSHIP, USAID will increasingly try to concentrate integrated FP/RH/MNCH/Malaria assistance in the North, which has the country’s worst statistics, and cover the totality of any state in which it engages.

Private Sector Health Care in Nigeria

The private sector plays a major role in delivery of health services for women and children in Nigeria. According to the findings of the 2008 NDHS, the private sector was the most frequently reported source of contraceptive supply, providing contraception to over 60% of all contraceptive users, while the public sector supplied 23 % of contraceptive users². Studies have found that more than 50 percent of caregivers with a sick child seek care first in the private sector. Over the past decade in Nigeria, social marketing has had an increasing impact on client knowledge about and demand for appropriate health products and has improved the geographic distribution of various health commodities. It has also improved access to health products by marketing those products at highly subsidized prices.

The prime IP for IRHIN is SFH, a registered Nigerian non-profit NGO established in 1985. With Population Services International (PSI), SFH manages contraceptive social marketing, working with selected private sector vendors, vendor associations and facility-based providers to improve the distribution of contraceptives nationwide. IRHIN trains providers – including on standard procedures for non-prescriptive oral contraceptives and refills; provides technical support and supervision; and monitors activities. SFH, working with Pathfinder International, also targets 198 private sector clinics in 18 states. IRHIN provides services, information and education on healthy living, and information on use of male condoms, oral contraceptives, injectables, implants, lubricants and emergency contraception. USAID provides SFH with all contraceptives except condoms, for IRHIN. Condoms are provided to SFH by DFID, and supplies are coordinated with distribution, marketing and sales of other IRHIN contraceptives.

As an indication of innovation and aggressive product expansion, the IRHIN Project launched three new reproductive health products in 2007, increasing contraceptive choice. In 2007, IRHIN also distributed over 175 million condoms and over 1 million injections of Depo-Provera. USAID-funded social marketing activities in 2008 provided close to 3,000,000 couple years of protection (CYP), an 11 percent increase from FY 2007. With funding from USAID and other donors, SFH has also marketed maternal and child health

² As this RFA was written, the full report of the NDHS 2008 had not yet been released by the Population Commission of the GON.

products, in 2007 selling about 75,000 artemisinin-based combination therapies (ACTs) and about 225,000 long lasting insecticide treated bednets (LLINs) for malaria prevention, and over 1 million point-of-use water purification kits.

C. DETAILED PROGRAM DESCRIPTION

The private sector, including both commercial and not-for-profit organizations, play a vital role in reaching Nigerians with information, products and services to help them make healthy decisions and protect their families. USAID/Nigeria and the GON are committed to working with the private sector in support of overall program objectives in FP/RH/MNCH/Malaria.

1. Program Objective

The ESMPIN program objective is “to expand and improve knowledge of, access to, availability of and effective and sustained use of family planning (FP), reproductive health (RH), maternal, neonatal and child health (MNCH) and malaria methods and products nation-wide.”

Translating knowledge and access into behavior change that leads to appropriate effective and sustained use of FP/RH/MNCH/Malaria health methods, products and services is the overall goal of USAID assistance through ESMPIN. The concepts of “knowledge”, “access” and “effective and sustained use” are multi-dimensional.

- Knowledge includes awareness of the importance of FP/RH/MNCH/Malaria health practices and methods, such as postponing pregnancy, prevention of unplanned pregnancies, family planning and birth spacing; knowledge of products, market and service sites with trained providers and vendors who are available through ESMPIN to assist with questions and concerns; potential consumers and vendors perceiving methods and products as safe and being encouraged and guided to take a decision to change personal behaviors, understand stigma and fears overcome them; informed consumers confidently using methods, products and services, without discontinuing that use over a short period of time; understanding the correct and effective use of specific socially-marketed methods and products and where to easily obtain products and services.
- Access includes ensuring widespread, easily-accessible, affordable commodities through their physical presence in the marketplace and/or in private sector health care facilities that are characterized by friendly service. Access encompasses the ability of individuals, couples, families and communities to avail themselves of methods, products and services on a sustained basis. Access means that vendors, private providers or community-based distributors will be dependably stocked, so that stock-outs do not occur and so that method- and product-switching and discontinuation - that is not a matter of personal choice - is minimized.
- Effective and sustained use includes individual and community understanding and motivation to change FP/RH/MNCH/Malaria health behaviors, including sustained long-term use by consumers of socially-marketed methods and products - such that measurement exercises show that attitudes and behaviors are changing in the right direction over time, that methods have been increasingly accepted, and that products have not only been purchased but are being used effectively and continuously and recommended to others - and, ultimately, such that various measurement exercises show that key health indicators are changing for the better as a result of social marketing.

Four sub-objectives are expected to contribute to the program objective:

Sub-Objective 1: Availability of selected, affordable, high-quality FP/RH/MNCH/Malaria health products and methods widely increased through private sector channels and outlets in Nigeria and made dependably accessible to youth and to women, for themselves and their children, and to couples.

Sub-Objective 2: Health knowledge, attitudes, perceptions and practices – with regard to generic FP/RH/MNCH/Malaria health concerns, misperceptions and issues³ and with regard to specific socially-marketed products and evidence-based healthy behaviors - improved at the individual, household and community levels and at the level of vendors and private sector providers, clinics and other service sites, through appropriate BCC/IEC activities.

Sub-Objective 3: Collaborative partnerships with private health providers of all types, non-governmental organizations (NGOs), community-based organizations (CBOs), civil society organizations (CSOs), commercial and pharmaceutical manufacturers and sales personnel, government officials at all levels and other relevant groups expanded so that FP/RH/MNCH/Malaria social marketing behavior change activities and distribution and sales of socially marketed products are widely understood and enthusiastically supported.

Sub-Objective 4: (a) Capability of the commercial/private sector in Nigeria to manufacture one or more FP/RH/MNCH/Malaria products (for example, oral rehydration salts) for social marketing in Nigeria assessed, with consideration of quality control, sustainability, self-sufficiency, affordable pricing and responsible cost recovery; and (b) new product registration or production (if feasible and cost-effective) facilitated (e.g. different types of implants, IUCDs, injectables etc.).

At the end of the ESMPIN Cooperative Agreement, USAID/Nigeria expects that demand for and supply of socially-marketed information, products, methods and services will have increased significantly in Nigeria, and that such success will be reflected in availability, quality and use indicators.

2 Examples of Expected Results

The following list is illustrative only:

- Decreased misinformation/misperceptions/stigmas among various segments of Nigeria’s population, relating to modern contraception as a means to postpone child-bearing, space births and prevent sexually-transmitted infections; the need for immunizations to prevent diseases in children and for women; and other misunderstood health interventions.
- Increased understanding and demonstrable support by key “influentials” in clusters of states and communities throughout Nigeria for postponing child-bearing and spacing births; and for immunization programs (routine and campaign).
- Increased understanding of social marketing by GON officials at all levels and community “influentials” in states and communities throughout Nigeria.
- Improved provider attitudes, behaviors and practices;
- Increased informed demand for modern contraceptives, immunizations, ORS/ORT and zinc, and other disease prevention methods, products and services, nation-wide and in clusters of states.
- Increased access to and availability of affordable socially-marketed contraceptives and other health commodities, nation-wide and in clusters of states.
- Over life of the project, annual increases in proportion of consumers/clients, number of households, vendors and private sector providers knowledgeable about effective use of a combination of practices that reduce diarrhea mortality and morbidity including hand washing and other hygienic/sanitation practices, use of ORS/ORT and zinc, and POU water purification for drinking water if incorporated in the Application.
- Informed, effective and sustained use of socially-marketed modern contraceptives and other health commodities, segmented by age, sex, urban/rural residence etc., nation-wide, in clusters of states and in Bauchi and Sokoto States in northern Nigeria.

³ For example, method/product discontinuation or excessive method-switching

- Actions taken by GON officials and community “influentials” to support women and children in accessing FP/RH/MNCH/Malaria methods, products and services, and/or in increasing the accessibility and acceptability of socially-marketed methods, products and services.
- Types and numbers measured against targets of affordable socially-marketed contraceptives and other health commodities, distributed/sold by brand/formulation, including couple years of protection by method/product.
- Increased training and other capacity-building approaches resulting in vendor (trained pharmacists, traditional medicine vendors and other non-health market vendors) and other provider capacity to deliver quality FP/RH/MNCH/Malaria information and methods, products and services provided via social marketing, broken out by cadre and topic.
- Effective coordination of ESMPIN training and BCC activities with the new USAID malaria program, the GON and other donor programs to improve distributor, sales force and vendor knowledge and skills and to increase demand and effective use of malaria products at the community level.
- Proportion of households reporting learning about correct use or citing a social marketing event which taught correct use of bed-nets, anti-malarials and artemisinin-based combination therapy (ACTs) – and able to accurately discuss correct use.

3. Proposed Strategies, Approaches and Interventions

The ESMPIN program objective is to expand and improve knowledge of, access to, availability of and effective and sustained use of family planning (FP), reproductive health (RH), maternal, neonatal and child health (MNCH) and malaria methods and products nation-wide.

In all phases and elements of the proposed program including design, implementation, monitoring, reporting, evaluation and research, the applicant will reflect considerate knowledge of:

- The Nigerian country context and political institutions;
- Nigeria’s economic, social, demographic and health status, assessed nation-wide and for clusters of states or zones⁴ and individual states, including Bauchi and Sokoto which are USAID/Nigeria priorities for integrated FP/RH/MNCH/Malaria – the assessment will refer particularly to key internationally-accepted indicators of FP/RH/MNCH/Malaria included in the Nigeria Demographic and Health Survey 2008 (NDHS) and other important health data sources;
- Federal, state, local government area (LGA), ward and community-level primary health care and integrated IMNCH, FP and malaria policies, strategies, objectives and health budgets in Nigeria – with particular attention to the draft 2009 National Health Strategy Development Plan (NHSDP) and to federal and state IMNCH/FP/Malaria strategies, plans and respective M&E indicators and targets;
- USAID/Nigeria’s Country Strategy Statement of January 31, 2006, its draft Mission Strategy of March 16, 2010 and Investing in People: Health Strategy, 2009-2013 (Draft: December 2008), including the over-arching intended result of “increased use of high impact health interventions”; four intermediate results (IRs)⁵; their associated indicators and targets; and the

⁴ (a) Taking differential progress made to date in FP, RH and MNCH – and therefore the need for differential strategies - among those individual states or clusters of states in different regions of the country into account; and (b) taking note of the concentration of health, education and democracy/governance assistance in the States of Bauchi and Sokoto.

⁵ IR 1: ***Improved quality of primary health care services***

current and planned USAID/Nigeria portfolio of health/population/nutrition (HPN) projects and activities and their indicators/targets;

- The development to date and current status of social marketing within the FP/RH/MNCH, population and malaria programs of the Government of Nigeria (the GON at the federal and state levels), private sector implementing organizations working in FP/RH/MNCH/Malaria, and the USAID/Nigeria HPN portfolio;
- Contributions to FP/RH/MNCH/Malaria coverage, access, availability and behaviors – especially related to effective and sustained use of FP/RH/MNCH/Malaria methods, products and services - of the USAID-supported IRHIN Project, the Pre-Packaged Treatment of Malaria Project and other social marketing activities carried out with other resources by the Society for Family Health (SFH) and other organizations in Nigeria;
- Relative contributions to key FP/RH/MNCH/Malaria indicators of GON public sector services, NGO sector services, unsubsidized at-cost commercial sales, and social marketing in Nigeria, assessing major issues identified from analyses of data, program evaluations and studies and stating how ESMPIN will address those issues;
- USAID and other donor funding for procurement and distribution of social marketing program-related contraceptives and other health commodities essential for FP/RH/MNCH/Malaria program implementation and a successful ESMPIN;
- “Lessons learned”, “best practices” and evidence derived from evaluations and research on the impact on FP/RH/MNCH/Malaria indicators of social marketing approaches and programs in other countries, and how successful and innovative approaches and interventions can be applied in Nigeria.
- The over-arching issue of gender roles, power relationships and actions influencing personal, family and community choice, that can themselves be influenced by social marketing and behavior change communications (BCC), so that access, accessibility and use of FP/RH/MNCH/Malaria methods, services and products are increased throughout Nigeria.

The applicant must articulate how a gender perspective will be incorporated in the management and organization of social marketing in Nigeria, including in planning, operations/implementation, monitoring, reporting, evaluation and research.

4. Other Important Technical Considerations

Geographic Coverage: The applicant will propose nationwide coverage with special attention to the needs of clusters of states or zones and individual states, based on analysis of their unique profiles. This will include implementation of social marketing and BCC activities in Bauchi and Sokoto in Northern Nigeria, where USAID has concentrated large-scale health, education, and democracy and governance activities and funding.

IR 2: ***Strengthened governance of health systems***

IR 3: ***Expanded demand for improved primary health***

IR 4: ***Increased access to services, commodities, and materials***

Measurable Results Throughout Nigeria: The applicant's proposed program – strategies and activities - will be designed to produce measurable positive results nationwide; at the level of targeted clusters of states or zones; and at the level of targeted individual states. In this regard, the applicant will demonstrate that ESMPIN will collaborate closely with the recently initiated USAID-supported TSHIP Project operating in Bauchi and Sokoto States, and will ensure that social marketing is emphasized and strengthened in those states early in the ESMPIN Life of Project.

Selective Evidence-Based FP/RH/MNCH/Malaria Interventions: Given declines in mortality and morbidities achieved through breast-feeding, pregnancy prevention and birth spacing, prevention of sexually-transmitted infections, oral rehydration, hand-washing, distribution and use of long-lasting insecticide-treated bednets (LLINs) and malaria medication, and micronutrient supplementation in other countries - which social marketing and BCC programs helped to bring about - the applicant will propose phased expansion of evidence-based social marketing and BCC strategies and interventions in Nigeria to achieve similarly positive results.

Making maximum use of ESMPIN indicative funding, the applicant will emphasize birth spacing and pregnancy prevention through use of modern contraception and at least two, but if feasible based on the applicant's analysis and design, more than two RH/MNCH/Malaria interventions for measurable effect over ESMPIN's Life of Project (LOP). The applicant, in considering feasibility, must weigh issues of intensity of coverage needed for social marketing and BCC to obtain measurable results, and funding and time available under ESMPIN, in the case of each intervention and propose a realistic prioritized and phased package of evidence-based social marketing and BCC strategies and approaches for each intervention.

As examples only, addressing postponement of marriage and pregnancy, pregnancy prevention birth spacing and family planning through method- and product-specific BCC, advertising and product sales may be considered as one intervention. BCC and provision of oral rehydration therapies (e.g. packaged oral rehydration salts; home-based solutions) may be considered as one intervention. BCC to promote use of safe delivery kits, and sales of those kits, may be considered as one intervention. BCC activities without associated sales of products, for example, addressing breast-feeding and supplementary feeding, feeding practices within the home, hand-washing, key practices relating to malaria and other behavior-changing messages, may be grouped as one intervention; and so forth. Each singular or grouped intervention proposed by the applicant will be addressed separately in the Application.

Regarding malaria, as previously stated, applicants will address BCC and information and counseling approaches through social marketing that have been known to impact malaria. However, while other selected health commodities that are part of the applicant's design will be provided by USAID in collaboration with AID/Washington, malaria commodities will be provided for ESMPIN through other donor sources. Thus, the applicant will incorporate close consultation and coordination with other malaria donors into the design.

Choice of interventions will be supported by references to internationally-recognized evaluation and research on cost-effectiveness and impact of the intervention.

HIV/AIDS has been addressed in Nigeria through many approaches and under a number of projects, including through social marketing and BCC activities. Applicants will refer to those efforts and discuss ways to collaborate, coordinate, learn from and seek to strengthen those efforts - without absorbing them in their ESMPIN Applications per se.

ESMPIN will not include clinic-based service provision (such as franchising), although socially-marketed commodities may be sold to private sector health care providers.

Prevention and Treatment of Malaria : USAID/Nigeria intends to support an expanded private sector malaria project through a separate procurement. The project will increase availability of highly effective, subsidized products for prevention and treatment of malaria. ESMPIN will therefore provide BCC support for malaria-related activities, including integration of malaria messages into BCC/IEC activities and of malaria prevention/treatment issues into training for vendors. ESMPIN and other USAID-supported or GON/donor programs will be closely coordinated with regard to approaches and activities.

Behavior Changes and Product Sales: As a priority under ESMPIN, the applicant will emphasize the relationship between promotion of behavior changes, product advertising and sales, and effective and sustained use of methods and products for impact on mortality and morbidities experienced in Nigeria by women and children.

The applicant will propose measures of behavior changes related to ESMPIN strategies and activities to increase knowledge, change attitudes, perceptions and relationships to bring about effective and sustained use of FP/RH/MNCH/Malaria methods and services, and measures of increased product distribution and sales.

The applicant will place a strong emphasis on BCC. Information, counseling and communication strategies – e.g. one-on-one counseling at sales sites and behavior changes targeted via various kinds of community events and media – will stress pregnancy prevention, birth spacing, safe birth practices, breast-feeding, supplementary feeding and weaning practices, hand-washing, use of bed nets, etc.⁶

Market Segmentation and Price Setting: The applicant will propose different approaches, methods and products based on studies of the characteristics and behaviors of defined demographic and social groups and individuals, and any available consumer preference data, for example, focusing on youth (not yet sexually active and sexually active); couples in monogamous relationships; individuals in serial relationships; etc.

The applicant will also refer to or propose appropriate willingness to pay and price studies specific to these demographic groups and individual consumers to determine how prices should be set and to what extent price subsidies are required for different groups and individuals.

The applicant will demonstrate clear understanding of and ability to apply targeting, mapping, phasing, scaling-up strategies and methods, and data collection techniques including price and market research methodologies and operations research to achieve multi-site, multi-group coverage, affordable products and a level of social marketing program intensity that will result in public health impact at nation-wide and state levels.

The applicant will also address issues of reaching heretofore unserved or under-served segments of the population through social marketing, especially the poorest youth and women, and their children in Nigeria, while also addressing issues of cost, cost-effectiveness and sustainability over phases of the program. Youth in particular often gather or are confined in places where there are few or no adults, patronize different types of sales and service points, engage in recreational activities different

⁶ Social marketing using such approaches will also have impact on nutritional status.

from those engaged in by adults, and consult peers as well as certain key trusted adults – the applicant’s design will take these characteristics and behaviors into account.

Contraceptives and Other Health Products: The applicant will discuss appropriate proportional balance and appropriate phasing within the program and budget of social marketing approaches and activities for:

- demand-creation and changes in health-seeking behaviors, method selection, consistent use of methods and consumption of products, and social marketing forecasting/distribution/logistics/transport systems; and
- the need to ensure timely availability of adequate commodities for ESMPIN during each of its phases.

The applicant will therefore estimate and forecast procurement of the commodities that are proposed to be socially-marketed, for timely delivery by AID/Washington for each phase of ESMPIN. The applicant will propose types/formulations/brands of commodities (e.g. contraceptives; oral rehydration salts; safe delivery kits; and/or others); amounts/numbers required; and timing of required deliveries. Any necessary technical approvals of items by the Government of Nigeria will be considered.

Distribution and Sales: The applicant will compare and propose approaches to distribution and sales of products in Nigeria and other countries including wholesale and retail distribution systems, structures and sales points; staffing/remuneration/commissions at all levels; social marketing through various types of market vendors, other sales points and private clinics; household- and community-based delivery of information and counseling and product sales including limited sales commissions; use of “middle-men” or contracted organizations for transport, warehousing and sales at various levels; storage, handling, safety and quality controls; and record-keeping, data collection and control/verification/accountability systems at all levels.

In-Country Production of Health Commodities: The applicant will – with reference to each phase of the project - assess whether in-country production or importation of contraceptives and other health products is more realistic, viable and sustainable in economic terms and, if in-country production can be supported by analysis, propose opportunities for in-country production or packaging of various types of contraceptives and other health products (e.g. oral rehydration salts; safe delivery kits; etc.) within Nigeria.

Program/Budget Relationship: Applicants will propose a relationship between program phases and components and the available program budget that takes into consideration likely timing of releases of funding by USAID and commodity procurement actions by AID/Washington. The applicant will describe how flexibility will be built into the ESMPIN program.

Capacity-Building and Other Means to Enable Sustainability: Applicants will emphasize capacity-building of all types throughout all phases of the project, to ensure survival of social marketing in the long-term. Training, technical assistance, mentoring and other continuous support for ESMPIN supervisors and staff, distributors and vendors (including conventional and traditional health vendors and practitioners; licensed and unlicensed vendors; and various kinds of market and community-based vendors selling health and/or other merchandise) will be proposed in the context of building expertise and skills and keeping the work force committed and on-the-job for the long term.

To move toward sustainability, the applicant will include “tried and true” and innovative measures for cost recovery and re-investment of earnings from product sales back into ESMPIN, cost sharing, co-funding, public/private partnerships, and attracting other donor support – in this regard, the applicant will indicate the level of any cost sharing (i.e., in terms of percentage), including source and type of cost-sharing proposed (e.g., activities, commodities, personnel, backstopping, un-recovered indirect costs, etc.) with further details to be provided in the financial plan/business management application.

As part of an approach to sustainability, the applicant will promote social marketing among policy and program leaders and decision-makers in Nigeria at all levels and lay a basis for active support of the social marketing program beyond 2014.

Former Social Marketing Program in Nigeria: The former Social Marketing Program’s organizational name in Nigeria, program offices, the organization, transport and distribution system are not transferable to this award without the consent of the former Implementing Partners (IPs). The applicant should therefore presume and propose a new cost-effective organizational structure and staffing, and distribution and transport system. These structures/systems should be designed to carry out the strategies and interventions proposed in each Applicant’s response to this RFA.

IPs/Sub-Recipients/Sub-Contractors: The applicant will draw upon the combined and respective expertise and experience in social marketing of proposed IPs, in addressing issues in social marketing and in proposing approaches for a substantial expansion of social marketing in Nigeria – in this regard, the Applicant will identify and describe any sub-recipients and/or sub-contractors indicating how and why each of those organizations were selected; the extent of utilization intended; the tasks/functions to be performed; and how each will effectively contribute to the Implementing Team.

The technical application information for each proposed sub-recipient and/or sub-contractor should follow the same format as that submitted by the applicant, and the applicant must:

- Clearly identify which inputs (especially staff) will be provided by sub-grantees or contractors;
- Describe the plans, systems, resources and prior experience of sub-recipients or sub-contractors in coordinating and managing agreements/contracts;
- Describe collaboration with USAID/Nigeria; other IPs responsible for related USAID-assisted health, education and democracy/governance projects; former USAID IPs responsible for developing the Nigeria Social Marketing Program; the GON at all levels; Nigerian local government units (LGAs), wards and communities; NGOs; elements of the private and commercial sector focused on profit-making; and other donors assisting Nigeria’s health program.

Leveraging Other Resources: Applicants should show how additional resources will be leveraged from other donors. For example, this might be achieved through the distribution of donated health products, allowing distribution of a more comprehensive package of health products and contraceptives.

Involvement of Nigerian Partner Organizations: Nigerian NGOs and institutions are encouraged to apply under this RFA. U.S. Applicants are encouraged to form close partnerships with Nigerian Institutions or NGOs. Applicants are also strongly encouraged to ensure that their proposed activities complement and build upon other USG-funded health and development activities in Nigeria.

Creativity, Energy and Innovation: The applicant's Application will convey creativity, energy and innovation in expanding social marketing in Nigeria beyond its present status, demonstrating, for example, that ESMPIN is in a position to operate as a "spur" within the overall national family planning effort. The Application will emphasize rapid and sympathetic responses to the needs of potential and actual consumers and clients and flexibility in meeting their needs by adapting private sector commercial techniques and approaches that have brought information, behavior change and products to people living in even the most distressed and remote environments.

5. Project Management

Staffing Plan Including Key Personnel:

Applicants should propose a staffing plan that demonstrates an appropriate balance of skills and accountability and enables achievement of the ESMPIN results. The staff should encompass diverse academic and technical disciplines, skills and experience applied to social marketing BCC and program implementation in developing countries. The staff should include persons who know the language and culture of Nigeria.

Applicants should provide the following information which may be included in an Annex.

1. A complete staffing plan including Key Personnel and core technical staff, with underlying rationale, including an organizational chart demonstrating lines of authority and staff responsibility accompanied by position descriptions. Staffing plans are expected to include core technical staff, non-program contracted staff and an explanation of how additional technical expertise will be obtained, with attention to cost-containment and avoidance of unnecessary staffing.
2. USAID envisions that the main ESMPIN program office will be in Abuja. Applicants should also propose at least two sub-offices to be situated on a zonal, regional, cluster-of-states or other strategy suitable to the proposed social marketing program design.
3. The applicant should propose a maximum of five Key Personnel by name and position as follows below. Brief descriptions of each of the five proposed Key Personnel should be included in the body of the application, showing how they meet the requirements. Each Key Personnel position requires USAID approval, as noted in substantial involvement provisions (Section II, part F). CVs/resumes for staff should be provided in an Annex.

The following descriptions highlight ideal attributes for candidates for the positions; alternative configurations of academic disciplines, qualifications, skills and experience can be proposed if the applicant feels that is more conducive to achieving ESMPIN results:

Chief of Party will have significant knowledge of and at least ten years of demonstrated success in managing and applying program and staff leadership, analytical, and interpersonal skills to complex social marketing and BCC programs. S/he will also have demonstrated success in implementing FP/RH/MNCH/Malaria social marketing and BCC programs in two or more developing countries, with preference given to those with experience in Nigeria and/or other African countries. S/he will have a graduate-level business and/or public health degree or certificates, relevant to FP/RH/MNCH/Malaria social marketing programs and will have contributed to or otherwise mastered FP/RH/MNCH/Malaria social marketing program literature and data sources. In addition, s/he will have experience monitoring, reporting on, and evaluating large donor-funded FP/RH/MNCH/Malaria

social marketing and BCC programs, and have knowledge of and experience with USAID planning, budgeting, monitoring and reporting systems.

S/he will also have demonstrated management and supervisory capability in leading large and complex field-based projects involving staff of diverse, multi-cultural backgrounds, and have excellent verbal and written communication skills in English.

Behavior Change Communications Specialist (BCC) will have a deep understanding of BCC theory and operational approaches, technical background and experience in designing, managing and evaluating BCC approaches. The candidate will also have demonstrated success in implementing BCC in the context of FP/RH/MNCH/Malaria social marketing field programs, as well as implementing various behavior change interventions at different levels within a developing country, such as those aimed at or involving individuals and groups of clients/consumers and providers/vendors, adolescents/youth, women and children, un-served/under-served and poor segments of the population, and influential persons in communities and at the political level. S/he will have demonstrated technical expertise in a relevant mix of designing, implementing, managing, and/or evaluating advocacy, mass media, and advertising campaigns for health programs through social marketing, as well as small group and interpersonal communications activities, community-level information/education/communications approaches including community mobilization, and/or point-of-sales consumer and vendor interactions that have led to correct and sustained use of methods, services and socially-marketed products. In addition, s/he will have experience addressing – through a variety of BCC approaches - misinformation, fears, myths and stigmas in a context of cultural diversity, taking linguistic, religious, gender and lifestyle differences into account as they relate to social marketing of FP/RH/MCH/Malaria methods, services and products. S/he should be familiar with the different cultural, social, and religious identities in Nigeria and/or in similar African settings. S/he will have a graduate degree in relevant BCC studies with practical application to FP/RH/MNCH/Malaria or other areas of international health, and at least eight years of experience in two or more social marketing programs. The candidate should have excellent verbal and written communication skills in English as well as the ability to work well in a team and strongly support program activities.

Measurement Specialist will be responsible for refinement, implementation and evaluation of measurement indicators and targets, and data collection and analysis that is appropriate to determine the results of FP/RH/MNCH/Malaria social marketing programs. S/he will be responsible for working closely with USAID/Nigeria in finalizing/refining appropriate indicators, and with staff at all levels of the ESMPIN in design and implementation of the ESMPIN Monitoring and Evaluation Plan. S/he will have the skills to undertake or commission special evaluation and technical studies and research, and design and implement data collection exercises in the field. S/he will be able to select appropriate measures acceptable to AID for the project to measure outputs, trends and outcomes in social marketing, as well as interpret the contributions of social marketing project achievements to impacts on FPRH/MNCH/Malaria measured by demographic and health surveys and other impact-level data sources. S/he will have demonstrated practical experience in data collection and analysis attained through working in marketing programs, including with measurement techniques, methodologies, software and applications used in both social marketing and for-profit commercial marketing, sales and advertising such as those applicable to utilization of market, price and sales data in FP/RH/MNCH/Malaria social marketing and BCC programs. S/he will have monitored and/or evaluated FP/RH/MNCH/Malaria behavior change approaches, messages, and product distribution and sales in social marketing programs. In addition, the candidate will have experience training, monitoring and supervising all levels of program and service delivery staff in collection,

interpretation, reporting and use of FP/RH/MNCH/Malaria social marketing and BCC data. A graduate degree in FP/RH/MNCH/Malaria program data analysis, evaluation and research is required, as well as a minimum of eight (8) years of experience in one or more large-scale social marketing and BCC programs collecting, analyzing and using FP/RH/MNCH/Malaria social marketing and BCC data to improve program implementation and cost-effectiveness, and to contribute to FP/RH/MNCH/Malaria impact. The candidate should also have excellent verbal and written communication skills in English and the Ability to work well in a team and strongly support program activities.

Senior Financial Management/Administration Specialist will have responsibility for overall project finances, budgeting and administration (human resources, facilities, systems) and will develop the ESMPIN Financial Plan, including monitoring and reporting systems that meet USG requirements. Qualifications will include either a Masters Degree or higher or an equivalent professional/technical training Certificate in business administration, accounting, finance/budget planning and management, or a related field. S/he must have at least seven (7) years experience in administration and management, including experience with financial management of one or more large-scale USAID project and budget, familiarity with USAID compliance regulations and Federal Acquisition Regulations, and with human resources management. The candidate should also have demonstrated experience establishing budget and financial accounting systems, ensuring transparency and integrity of data, as well as administering facilities and transport. In addition, s/he should be highly skilled in relevant financial and administrative computer applications and software, and in managing databases. S/he must possess excellent organizational skills and documented human resources management and supervisory skills, work well in a team and strongly support program activities, and have excellent verbal and written communication skills in English

Logistics Specialist will have extensive experience and technical expertise in logistics management of health commodities, including implementing, commissioning and overseeing large and complex procurements, ensuring quality labeling/testing/safety processes, enabling and supervising customs clearance, establishing and overseeing appropriate handling, storage, warehousing, distribution and transport systems, hiring and supervising logistics staff and transport at multiple levels in a developing country, training in logistics management and data feedback processes, and designing and implementing health commodity management information systems. S/he will have a graduate degree or technical certificate in relevant field and/or equivalent experience in FP/RH/MNCH/Malaria social marketing program logistics management, and at least seven (7) years experience with health commodities and logistics management in developing countries, preferably in one or more social marketing programs. S/he will have experience working in developing countries in health products' procurement and logistics management and be generally knowledgeable about policies, structures, regulations, and challenges of efficient logistics management in Nigeria and/or similarly challenged African and developing country operating environments. The candidate should work well in a team to strongly support program activities as well as have excellent verbal and written communication skills in English.

All Key Personnel will have strong interpersonal skills and demonstrated ability to work in teams. They will also have strong computer skills (hardware, and common applications and software required for both general program work and each of their respective specializations) and Internet skills, as well as excellent English writing and oral presentation skills.

A list of other core technical, management and operations staff deemed critical to the program should be included in the staffing plan. These persons should have specific technical knowledge and skills to manage and support activities under this award and to staff the two or more sub-offices. Applicants must provide justification and one-page summary biographic statements for each staff position. A complete list should be included in the Staffing Plan.

The applicant may propose specific expertise in social marketing sub-specialties, as follows: advertising; product branding; pricing of products and services; information /education /communications; field operations; commodities procurement and logistics management; market segmentation, marketing, distribution and sales; and management information, evaluation and research – among other possibilities that would result in improved social marketing operations and results. Staff with experience in Nigeria or elsewhere in West Africa, including those with local language skills, would be highly desirable. It is not necessary to include résumés of part-time staff, support staff or consultants.

The Applicant must indicate names, positions and titles and provide full resumes for important managerial and technical personnel among Implementing Partners included in this Application - including Key Personnel - who will be involved in program activity. The Applicant should confirm that several positive reference checks have been received for each person considered as Key Personnel. Each resume must be limited to 4 pages. Resumes should be included in an Annex to the technical portion of the application, and will not be counted against the page limit for the Institutional Capacity section under the Evaluation Criteria.

Letters of commitment should be provided from all proposed Implementing Partners. Such letters do not have to be exclusive to one applicant.

6 Illustrative Implementation Plan And First Year Work Plan

Applicants are encouraged to design innovative implementation approaches to reach the desired results. The illustrative implementation plan should include information on critical activities towards achieving the results, a timeline, partners and resources (including human resources) required for carrying out the activity. The proposed implementation plan should cover the life of the project and include a more detailed first-year annual work-plan.

7 Monitoring and Evaluation (M&E) Plan

It is anticipated that the final M&E Plan and the Performance Management Plan (PMP) for the first year will be completed by the Awardee and approved by USAID approximately six months after ESMPIN Award is made. This will allow the Awardee to conduct base line and systems' assessments and hold discussions at the federal, state, local government authority, ward and community levels – and with different types of social marketing program participants throughout the country. These final Plans will include Operational Plan (OP) indicators mandated by AID/Washington for USAID-assisted HPN projects in Nigeria; and discretionary performance management indicators tailored to the awarded program by the Awardee. The Plans will also include both process and outcome indicators with respective procedures and methodologies that will generate the data needed to measure impact.

Applicants should therefore propose an illustrative M&E approach that will track progress in achievement of social marketing objectives and results over each phase of the ESMPIN project. Applicants should describe how they anticipate the data will be regularly collected in a timely way at each level, compiled, verified, analyzed and reported to USAID/Nigeria, to facilitate results-reporting from USAID/Nigeria to USAID/Washington. Applicants should describe how the overall impact of social marketing program activities

will be assessed, including how baselines will be established and how changes in status will be measured and attributed to the social marketing program on a nation-wide level and at the level of states. Applicants should also describe how the data collected will be used to make mid-term corrections or other necessary course corrections or changes.

D. GENDER CONSIDERATION

This award is expected to result in positive health benefits for both male and female children under five. The activity will have an additional focus on improved reproductive and maternal child health, thereby reducing maternal and under-five mortality and morbidity. A large proportion of health workers to be trained by the recipient are expected to be female. The disaggregation of training and other specific results by gender will be necessary to enable the design and targeting of appropriate interventions to improve the health of both genders.

E. MONITORING AND EVALUATION

Monitoring of results is a key element of USAID programs. USAID/Nigeria seeks data and information to improve performance and effectiveness, as well as to inform planning and management decisions. Accurate and timely monitoring will enable ESMPIN to adapt to changing conditions and make mid-course corrections as necessary. Data also must be available to demonstrate program impact. Specific indicators and targets for achievement of the activity objective and each of the three sub-objectives will be developed by the implementing agency and submitted as part of the overall monitoring and evaluation (M&E) plan for this activity. The M&E plan submitted by the implementing agency will be subject to approval of the USAID AOTR.

Applicants should provide illustrative indicators and targets for each sub-objective and should illustrate how ESMPIN will contribute to improved knowledge of, access to and availability of, and effective and sustained use of FP/RH/MNCH/Malaria methods, products and services, nation-wide and in clusters of states. Measurement of achievement under the award should directly relate to technical assistance and other support provided under this project.

F. MANAGEMENT REVIEWS AND EVALUATIONS

The Annual Work Plan will form the basis for a joint management review by USAID and the program staff to review program directions, achievement of the prior year work plan objectives, and major management and implementation issues. This will also provide the opportunity for USAID and program staff to make recommendations for any changes as appropriate. A semi-annual management review will also be held to review progress.

At any time during program implementation, USAID may conduct one or more evaluations to review overall progress, assess the continuing appropriateness of the project design, and identify any factors impeding effective implementation. USAID will utilize the results of the evaluations to recommend any mid-course changes in strategy if needed and to help determine appropriate future directions. Site visits may be scheduled at a time convenient to both the recipient and USAID. .

G. REPORTING REQUIREMENTS

The recipient will submit reports to the USAID AOTR as described below. The exact format for preparation of and timing for submission of all reports will be determined in collaboration with the AOTR.

Annual Work Plan: The recipient will prepare detailed Annual Work Plans, with cost information to the AOTR for approval. The format will be established by USAID. The first Annual Work Plan will be due

within 45 days of the award and will cover the period from effective date of award through -September 2011. The subsequent Annual Work Plans will cover the period October- September (the USAID fiscal year) and are due by August 31.

Performance Management Plan (PMP): The Recipient shall submit one original and two copies of a performance report to the AOTR. The performance reports are required to be submitted quarterly and shall contain the following information on activities: (1) explanation of quantifiable output of the programs or projects, if appropriate and applicable; (2) reasons why established goals were not met, if appropriate; and (3) analysis and explanation of cost overruns or high unit costs (recipient must immediately notify USAID of developments that have a significant impact on award-support activities). Further, notification must be given in the case of problems, delays or adverse conditions that materially impair the ability to meet the objectives of the award. These notifications must include a statement of the action taken or contemplated and any assistance needed to resolve the situation. PMPs should include success stories as much as possible.

Quarterly Reports: Quarterly Reports, referring to the PMP and Annual Work Plans, are due 30 days after the end of the quarter. The quarters are based on the USAID fiscal year, i.e., October –December, January-March, April-June, and July-September. The first Performance Monitoring Report can include four months (June-September). Thereafter the reports should be prepared and submitted quarterly. The fourth quarter report should report on the quarter *and* also include an annual report for the project.

Final Performance Report The recipient shall submit the original and one copy to the AOTR and one copy to USAID Development Experience Clearinghouse, ATTN: Document Acquisitions, 1611 N. Kent Street, Suite 200 Arlington, VA 22209-2111 (or email: docsubmit@dec.cdie.org).

The final performance report shall include an Executive Summary of the recipient’s accomplishments in achieving results and conclusions about areas in need of future assistance; an overall description of the recipient’s activities and attainment by results by country or region, as appropriate during the life of the CA; an assessment of the progress made toward accomplishing the objective and expected results, and significance of these activities; important research findings, comments and recommendations; and a fiscal report that describes how the recipient’s funds were used.

[END SECTION I]

SECTION II. AWARD INFORMATION

A. Anticipated Award Schedule

It is anticipated that a five-year, cooperative agreement will be awarded by November, 2010. The Cooperative Agreement will be incrementally funded by USAID/Nigeria, subject to the availability of funds.

B. Estimated Funds Available

Subject to the availability of funds, USAID/Nigeria anticipates awarding a Cooperative Agreement amounting to approximately \$56.3 million for a five year project. This is expected to be funded by obligations from fiscal year 2009 through 2014. In addition, USAID/Nigeria intends to procure through AID/Washington centrally-funded mechanisms approximately \$18 million in contraceptives and \$4.4 million in health commodities to support ESMPIN activities.

C. Authorized Geographic Code

The authorized geographic code for procurement of goods and services under this Cooperative Agreement is 935.

D. USAID Management of the Activities

The Agreement Officer's Technical Representative (AOTR) will serve as the primary contact between USAID and the recipient and the Agreement Officer's Technical Representative (AOTR) will serve as the alternate contact between USAID and the Recipient. The AOTR will be based in USAID/Nigeria and will assist the project in linking with other projects, Mission bilaterals, and other donors/foundations.

E. Type of Award

The award will be a cooperative agreement as USAID's desire to be substantially involved in the implementation of the selected program that is consistent with USAID policy contained in ADS Chapter 303 concerning non-governmental assistance activities: <http://www.usaid.gov/policy/ads/300/303.pdf>

F. Substantial Involvement

USAID shall be substantially involved during the implementation of this Cooperative Agreement in the following ways:

1. Approval of the recipient's annual implementation plans, including: planned activities for the following year, international travel plans, planned expenditures, knowledge management plans, event planning/management, research studies/protocols, and changes to any activity to be carried out under the Cooperative Agreement;
2. Approval of and any changes to specified key personnel;
3. Agency and recipient joint participation including selection of advisory committee members, sub-award recipients and concurrence on the substantive provisions of the sub-awards;
4. Approval of joint and co-funded activities with other Cooperating Agencies and other DPs/donors;
5. Approval of Monitoring and Evaluation Plan and other mentoring as described in 22 CFR 226;
6. Approval of sub-award recipients, and concurrence on the substantive provisions of the sub-awards; and coordination with other cooperating agencies.

G. Program Income

Recipient shall apply the standards set forth in [22 CFR 226.24](#) to account for program income related to projects financed in whole or in part with Federal funds.

[END SECTION II]

SECTION III – ELIGIBILITY INFORMATION

Eligibility Criteria

U.S.-based and international non-governmental organizations/private voluntary organizations and in-country non-governmental organizations are eligible to submit applications.

USAID welcomes applications from organizations new to USAID.

Applicants must have established financial management, monitoring and evaluation, internal control systems, and policies and procedures that comply with established U.S. Government standards, laws, and regulations. All potential awardees will be subject to a responsibility determination (may include a pre-award survey) issued by a warranted Agreements Officer in USAID.

Any recipient must be a responsible entity. Details on USAID's pre-award responsibility determination policy and procedure can be found on our agency website, in its automated directive system (ADS) chapter 303, section 303.3.9: <http://www.usaid.gov/policy/ads/300/303.pdf>

Cost-Sharing and Leveraging Resources

Cost sharing and leveraging have been important parts of previous USAID integrated health projects and have provided useful flexibility to enable recipients to meet needs that might not be covered by USAID project funds.

While there is no specific requirement for cost sharing or leveraging, **USAID encourages cost sharing to be included as part of the application. Note that cost share amount will not be evaluated nor considered in the award selection process.**

[END SECTION III]

SECTION IV. APPLICATION AND SUBMISSION INFORMATION

Preparation and Submission Guidelines

This application must include a clear description of the technical approach and general strategy (i.e. activities, implementation, methodology and techniques) proposed to implement the ESMPIN program. The applicant must include realistic strategies and interventions in the technical approach, clearly linking issues and problems with achievable solutions.

All applications received by the deadline will be reviewed for responsiveness and programmatic merit in accordance with the specifications outlined in these guidelines and the application format. Section V addresses the selection criteria and procedures for the applications.

Applications are to be submitted electronically via e-mail attachments, in accordance with the instructions below "Procedures for Submission of Applications by E-mail," to be followed by hard copies.

Applications shall be submitted in two separate emails (with subject line denoting Cost or Technical Application): (1) technical and (2) cost/business application. In addition to the e-mail submission, applicants shall submit one original, one (1) hard copy and an electronic (CD-ROM) of the technical application and one original, one (1) hard copy and an electronic (CD-ROM) of the cost/business application to the address specified on the cover letter. Faxed applications will not be considered.

The hard copies of applications and modifications thereof shall be submitted in sealed envelopes or packages addressed to the office specified in the cover letter of this RFA, with the RFA number, the name and address of the applicant, and whether the contents contain technical and/or cost applications noted on the outside of the envelopes/packages. E-mail submissions must be successfully received by the due date and time. Hard copies must be received no later than Twenty-four (24) hours after submission deadline. It is recommended that applicants use courier service instead of international mail for submission of the hard copies. The submission address is specified in the RFA cover letter.

The application should be prepared according to the structural format set forth below in (1) technical application Format and (2) cost/business application format. Applications must be submitted no later than the date and time indicated on the cover page of this RFA, to the location indicated on the cover letter accompanying this RFA. Late applications will be considered for award **only if** the Agreement Officer determines it is in the best interest of the Government.

Applicants should retain for their records one copy of the application and all enclosures which accompany their application. Deletions or other changes must be initialed by the person signing the application. To facilitate the competitive review of the applications, USAID will consider only applications conforming to the format prescribed below.

Applicants who have questions concerning the contents of this RFA should submit them in writing to Y. Bukky Kehinde at Ykehinde@usaid.gov by *10:00 AM EST Friday, August 9, 2010*. Any information given to one applicant concerning this RFA will also be furnished to all other applicants as an amendment to this RFA.

Procedures for submission of applications by e-mail

1. Before sending your documents to USAID as e-mail attachments, convert them into Microsoft Word (for narrative text), Excel with access to all formulas (for tables). Documents requiring signature may be sent as scanned documents.
2. Once sent, check your own e-mails to confirm that your attachments were indeed sent. If you discover an error in your transmission, re-send the material again and note in the subject line of the e-mail that it is a “corrected” submission. Do not send the same e-mail more than one time unless there has been a change, and if so, note that it is a corrected e-mail. Do not wait for USAID to advise you that certain documents intended to be sent were not sent, or that certain documents contained errors in formatting, missing sections, etc. Each applicant is responsible for its submissions. USAID is not responsible for unreadable submissions or attachments under any circumstances.
3. To avoid confusion, duplication, and overcrowding problems with our e-mail system, only one authorized person from your organization should send in the e-mail submissions.
4. If you send your application by multiple e-mails, indicate in the subject line of the e-mail whether the e-mail relates to the technical or cost Application, and the desired sequence of multiple e-mails (if more than one is sent) and sequence of attachments (e.g. Organization X, Cost Application, Part 1 of 4, etc.). However, you are requested to consolidate, as much as possible, the various parts of your technical application into one technical application

document/email and the various parts of your cost application into one cost application document/email.

5. The attachments should be formatted in Microsoft Word and/or Excel (version 2000) or PDF format, with a 3MB limit per e-mail. Use of zipped files are generally discouraged. Because of our system restrictions, if you send zipped files, do not use a "zip" extension as part of the file name. Also, specify in the body of the e-mail that the attachment contains zipped files. Applications and modifications thereof shall be submitted with the name and address of the applicant and the RFA number (referenced above) inscribed thereon, via e-mail, to ykehinde@usaid.gov. Due to phone system limitations, faxed applications will not be considered. Applicants must confirm with Ms. Y. Bukky Kehinde at ykehinde@usaid.gov, copy Ms. Alicia Allen at aallen@usaid.gov that their e-mail submissions were successfully received by the required due date.

Applicants are expected to review, understand, and comply with all aspects of this RFA. Failure to do so will be at the applicant's risk. Each applicant shall furnish the information required by this RFA. On the hard copies of applications, the applicant shall sign the application and the certifications, and print or type its name on the Cover Page of the technical and cost applications. Erasures or other changes must be initialed by the person signing the application. Applications signed by an agent shall be accompanied by evidence of that agent's authority, unless that evidence has been previously furnished to the issuing office.

Applicants who include data that they do not want disclosed to the public for any purpose or used by the U.S. Government except for evaluation purposes should:

- (a) Mark the title page with the following legend:

"This application includes data that shall not be disclosed outside the U.S. Government and shall not be duplicated, used, or disclosed - in whole or in part - for any purpose other than to evaluate this application. If, however, a grant is awarded to this applicant as a result of - or in connection with - the submission of this data, the U.S. Government shall have the right to duplicate, use, or disclose the data to the extent provided in the resulting grant. This restriction does not limit the U.S. Government's right to use information contained in this data if it is obtained from another source without restriction. The data subject to this restriction are contained in pages ____."; and

- (b) Mark each sheet of data it wishes to restrict with the following legend:

"Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this application."

Unnecessarily elaborate applications that include brochures or other presentations beyond those sufficient to present a complete and effective application in response to this RFA are not desired and may be construed as an indication of the applicant's lack of cost consciousness. Elaborate art work, expensive paper and bindings, and expensive visual and other presentation aids are neither necessary nor wanted.

Applicants shall confirm receipt of the RFA by written e-mail notification to the contact person specified in the RFA cover letter. Applicants shall also acknowledge receipt of any amendment to

this RFA by signing and returning the amendment. The Government must receive the acknowledgement by the time specified for receipt of applications.

The Government may award one or more Cooperative Agreements resulting from this RFA to the responsive applicant(s) whose Application(s) meet the requirements of this RFA and offer the best value, cost and other factors considered. The Government may (a) reject any or all applications, (b) accept other than the lowest cost application, (c) accept more than one application, (d) accept alternate applications meeting the applicable standards of this RFA, and (e) waive informalities and minor irregularities in the application(s) received.

Applications should respond directly to the terms, conditions, specifications and clauses of this RFA (including all portions of the program description). Applications that do not meet the requirements of this RFA will not be considered for award.

All applications received by the deadline will be reviewed for responsiveness to the specifications outlined in these guidelines and the application format. Late applications will not be considered for award.

A. Technical Application Format

To facilitate the competitive review of the applications, USAID will consider only applications conforming to the format prescribed below:

USAID requests that applications be kept as concise as possible. Detailed information should be presented only when required by specific RFA instructions. Technical Applications are limited to **30 pages** (Times New Roman 12 point single-spaced type, 1 inch margins) not including the cover page, executive summary, appendices, figures and tables. While there is no page limit for the annexes, brevity is encouraged. Shorter applications are encouraged. USAID requests that applications provide all of the information required by following the general format described below.

The technical evaluation criteria are described in SECTION V – “Selection Criteria” below. The format of the technical application should follow the outline and order of the technical scoring criteria according to the guidelines provided below.

A suggested format for the Technical Application contains the following sections:

- Cover Page
- Table of Contents
- Executive Summary
- Technical Application
 - Technical Approach
 - Management
 - Illustrative Implementation Plan and First Year Annual Work Plan
 - Monitoring and Evaluation Plan
- Annexes (Staffing Plan, CVs/Resumes, Past Performance references, and Letters of Commitment from implementing partners, if any)
- Summary

Cover page: A single page that includes project title, RFA number, the name of the organization(s) submitting application, contact person, telephone and fax numbers, e-mail, and address. Any proposed sub grantees (or implementing partners) should be listed separately. If applicable, the TIN (Tax Identification Number) and DUNS (Data Universal Numbering System) should also be listed on the cover page.

Table of Content: Listing of all parts of the technical application, with page numbers and attachments.

Executive Summary (not to exceed one pages): Applicants should briefly describe the technical approach, activities, goals, purposes, and anticipated results. The Executive Summary should also briefly describe the technical and managerial resources of the applicant's organization and describe how the overall program will be managed.

Technical Application (maximum 30pages): The technical approach should be specific, complete and concise. The approach should demonstrate the Applicant's capabilities, their understanding and expertise with respect to achieving the goals of this program. The approach shall identify key issues to implementation and proposed strategic approach for address issues identified in the RFA. Approach shall also identify partner organizations for this effort. The application should fully respond to the technical evaluation criteria. Detailed information should be presented only when required by specific RFA instructions. (This is included in the 30 page limit).

Technical Approach:

1. Illustrative Implementation Plan And First Year Work Plan

The illustrative implementation plan should include information on critical activities towards achieving the results, a timeline, partners and resources (including human resources) required for carrying out the activity. The proposed implementation plan should cover the life of the project and include a more detailed first-year annual work-plan.

2. Monitoring and Evaluation (M&E) Plan

Applicants should provide illustrative indicators and targets for each sub-objective and should illustrate how ESMPIN will contribute to improved knowledge of, access to and availability of, and effective and sustained use of FP/RH/MNCH/Malaria methods, products and services, nation-wide and in clusters of states. Measurement of achievement under the award should directly relate to technical assistance and other support provided under this project.

Management:

1. Key Personnel and Management Plan

This section of the application shall provide information about the applicant organization staffing and key personnel providing support under this program. This section shall address the expertise and scope of the proposed key personnel.

Resumes and position description shall be provided for required key personnel. The applicant shall submit a signed letter of intention from all proposed key personnel stating that they understand that they have been proposed and that they intend to make themselves available to

serve in the proposed position should the applicant be awarded. The position descriptions, resumes, and letters of intention shall be included in the Annex.

2. Past Performance

Please complete past performance information (form attached Annex F) for three (3) past performance references which describe any contracts, grants, cooperative agreements which the applicant organization, as well as any substantive sub-grantee partners, has implemented involving similar or related programs over the past three years. Please provide these references in an attachment and include the following information: name and address of the organization for which the work was performed; current telephone number and email address of contract/grant name and number (if any), the period of contract/grant performance, annual amount received for each of the last three years and beginning and end dates; brief description of the project/assistance activity and key project accomplishments/results achieved to date.

USAID reserves the right to obtain past performance information from other sources including those not named in this application.

B. Cost/Business Application Format

The Cost or Business Application is to be submitted under separate cover from the technical application. Certain documents are required to be submitted by an applicant in order for the Agreement Officer to make a determination of responsibility. However, it is USAID policy not to burden applicants with undue reporting requirements if that information is readily available through other sources.

The following sections describe the documentation that applicants for an Assistance award must submit to USAID prior to award. While there is no page limit for this portion, applicants are encouraged to be as concise as possible, but still provide the necessary detail to address the following:

Include a budget with an accompanying budget narrative which provides in detail the total costs for implementation of the program your organization is proposing. The budget should be structured according to Section I - PROGRAM DESCRIPTION and have a breakdown by objective, program elements and sub-activity. The budget narrative must provide detailed budget notes and supporting justification of all proposed budget line items. It must clearly identify the basis of all costs, such as market surveys, price quotations, current salaries, historical experience, etc. A summary of the budget must be submitted using Standard Form 424, 424A and 424B, which can be downloaded from http://www.grants.gov/agencies/approved_standard_forms.jsp. USAID will evaluate the cost/business application separately for cost effectiveness and realism. USAID will require the following detailed information from the applicant organization:

1. The cost/business application must be completely separate from the Applicant's technical application, and submitted by using SF-424 and SF-424A "Application for Federal Assistance." These forms can be found under Annex E and downloadable online at http://www.grants.gov/agencies/aapproved_standard_forms.jsp#1
2. The Applicant must provide an electronic copy of a budget (in Microsoft Excel), with calculations shown in the spreadsheet, and an electronic version of the narrative that discusses the costs for each budget line item (preferably in Microsoft Word) on a CD-ROM. Calculations and formula shall be accessible and not hidden or protected by password.

3. The cost/business application must be for the period of the proposed program (five years) and use the budget format show in the SF-424A. The form is attached under Annex E and is downloadable online at http://www.grants.gov/agencies/aapproved_standard_forms.jsp#1 . If the applicant proposes to charge any training costs to the USG as part of any proposed cooperative agreement, it must clearly identify them.
4. If the Applicant is a consortium, the cost/business application must include documents that reflect the legal relationship among the parties. The document(s) should include a full discussion of the relationship among the applicants, including the identity of the applicant that the USG will treat for purposes of administration of any cooperative agreement, identity of the applicant that will have accounting responsibility, how the applicant proposes to allocate effort under any cooperative agreement, and the express agreement of the principals of the Applicant organization to be held jointly and severally liable for the acts of omissions of the other.
5. Applicants must complete the required Representations and Certifications under Annex D with the cost/business application.
6. The Applicant’s proposed budget should provide estimates of the program based upon the total estimated costs for the Agreement. Applicants should minimize their administrative and support costs for managing the project to maximize the funds available for project activities.
7. The cost/business application should describe headquarters and field procedures for financial reporting and the management information procedure(s) to ensure accountability for the use of U.S. Government funds. Applicants must describe fully program budgeting, financial and related program reporting procedures.
8. Applicants must provide detailed budget notes or narrative for all costs, and explain how they derived costs, consistent with the following guidance on required information:
 - a. The breakdown of all costs associated with the program according to costs of, if applicable, headquarters, regional and/or country offices;
 - b. The breakdown of all costs according to each partner organization involved in the program;
 - c. The costs, if any, associated with external, expatriate technical assistance and those associated with local in-country technical assistance;
 - d. The breakdown of any financial and in-kind contributions of all organizations involved in implementing the cooperative agreement;
 - e. Potential contributions of non-USG or private commercial donors to the grant, contract or cooperative agreement;
 - f. The costs proposed for “training” and “sub-grants” must be itemized within the budget narrative, so that they may be subsequently negotiated and included in the appropriate category of the Cooperative Agreement Budget;
 - g. Procurement plan for commodities if needed (although not encouraged); and
 - h. Closeout costs: applicants must include in the required projected organizational budget any costs associated with terminating programmatic activities at the conclusion of the cooperative agreement.
9. Applicants must provide the following cost element details:
 - a. Salary and Wages – Applicants must propose direct salaries and wages in accordance with their personnel policies;
 - b. Fringe Benefits – If the Applicant has a fringe benefit rate approved by an agency of the U.S. Government, the applicant should use such rate and provide evidence of its approval. If an Applicant does not have a fringe benefit rate approved, the application should propose a rate and explain how the Applicant determined the rate; in this case, the narrative should include a

- detailed breakdown comprised of all items of fringe benefits (e.g., unemployment insurance, workers compensation, health and life insurance, retirement, FICA, etc.) and the costs of each, expressed in U.S. dollars and as a percentage of salaries;
- c. Travel and Transportation – The Applicant should indicate the number of trips, domestic and international, estimated as necessary to carry out the proposed scope of work, and their estimated costs. Applicants must specify the origin and destination for each proposed trip, the duration of travel, and number of individuals who would be traveling. If applicable, applicants should base per-diem calculations on current, published U.S. Government per diem rates for the localities concerned.
 - d. Contractual/Sub-award/Sub-grantee – Any goods and services being procured through a contract mechanism;
 - e. Equipment and Supplies – Estimated equipment (i.e. model number, cost per unit, quantity) and office supplies and other related supply items;
 - f. Other Direct Costs – Applicants should detail any other direct costs, including the costs of communications, report preparation, passport issuance, visas, medical exams and inoculations, insurance (other than insurance included in the applicant’s fringe benefits), equipment, office rent, etc.;
 - g. Indirect Costs – The Applicant should support the proposed indirect cost rate with a letter from a cognizant, U.S. Government audit agency, a Negotiated Indirect Cost Agreement (NICRA), or with sufficient information to determine the reasonableness of the rates. (For example, a breakdown of labor bases and overhead pools, the method of determining the rate, etc.). If applicant does not have a NICRA, the following shall be included, as applicable:
 - Audited (by a certified public accountant or other auditor satisfactory to USAID) financial statements for the past three years;
 - Projected budget, cash flow and organizational chart; and
 - Organization chart, by-laws, constitution, and articles of incorporation, if applicable; and
 - Copies of the Applicant’s personnel, expatriate and local (especially regarding salary and wage scales, merit increases, promotions, leave, differentials, etc.), travel, and procurement policies, and indicate whether personnel and travel policies and procedures have been reviewed and approved by any agency of the Federal Government. Provide the name, address, and phone number of the cognizant reviewing official or with sufficient information to determine the reasonableness of the rates.

Special Considerations

All Certifications and Representations found under Annex D must be completed and submitted with the application.

An award shall be made only when the Agreement Officer makes a positive determination that the applicant possesses, or has the ability to obtain, the necessary management competence in planning and carrying out assistance programs and that it will practice mutually agreed upon methods of accountability for funds and other assets provided by USAID. For the organizations that are new to USAID, or organizations with outstanding audit findings, it may be necessary to perform a pre-award survey.

C. Applicants that have never received a grant, cooperative agreement, or contract from the U.S. Government are required to submit a copy of their accounting manual. If a copy has already been submitted to the U.S. Government, the applicant should advise which Federal Office has a copy.

D. Certificate of Compliance: Submit a copy of your Certificate of Compliance if your organization's systems have been certified by the USAID/Washington's Office of Acquisition and Assistance (M/OAA).

[END SECTION IV]

SECTION V. APPLICATION REVIEW INFORMATION

A. OVERVIEW

The criteria listed below are presented by major category in order of descending importance, so that Applicants will know which areas require emphasis in applications. Applicants should note that these criteria serve as the standard against which all technical information will be evaluated and serve to identify the significant matters which Applicants should address.

These technical evaluation criteria have been tailored to the requirements of this RFA to allow USAID to choose the highest quality application(s). These criteria: a) identify the significant areas that Applicants should address in their applications; and b) serve as the standard against which the Technical Evaluation Committee (TEC) shall evaluate all applications. USAID will award to the Applicant(s) whose application(s) best meet(s) the program description. The Government may evaluate applications and award a cooperative agreement without discussions with Applicants. However, the Government reserves the right to conduct discussions if later determined by the Agreement Officer as necessary. Therefore, each initial offer should contain the Applicant's best terms from a cost or price and technical standpoint.

The entry into discussion is to be viewed as part of the evaluation process and shall not be deemed by USAID or the applicants as indicative of a decision or commitment upon the part of USAID to make an Award to the applicants with whom discussions are being held.

B. ADJECTIVAL RATING

Applications for the activity will be evaluated based on adjectival ranking for overall application and each section of the application, respectively. The following adjectives will be used in assessing the criteria set forth:

Outstanding: The application exceeds the fullest expectations of the Government. The Applicant has convincingly demonstrated that the requirements have been analyzed, evaluated, and should result in an outstanding, effective, efficient, and economical performance under the agreement. An assigned rating within "outstanding" indicates that the application demonstrates an "outstanding" capacity, and exceeds the fullest expectations of the Government.

Very Good: The application demonstrates a level of effort that fully meets the RFA's requirements and that this effort has produced, or could produce, results which should prove to be substantially beneficial to achievement of the strategic objective and intermediate results. The application may or may not have any weaknesses. Fulfilling the definition of "very good" indicates that, in terms of the overall application and/or specific application sections, the application demonstrates a level of effort that fully meets the evaluation's requirements and that this effort has produced, or could produce, results which should prove to be substantially beneficial.

Good: The application meets the requirements. The application may contain weaknesses and/or significant weaknesses that are correctable but no deficiencies. An assigned rating of "good" indicates that, in terms of the overall application and/or specific sections, the application demonstrates a "good" understanding and ability to fulfill the requirements. If any weaknesses and/or significant weaknesses are noted, they should not seriously affect the applicant's performance.

Marginal: The application demonstrates a shallow understanding of the requirements and approach and marginally meets the minimum evaluation standard. The application contains weaknesses and/or significant weaknesses and may contain deficiencies. If deficiencies exist, they may be correctable. A rating of "marginal" indicates that, in terms of the overall application and/or specific sections the application marginally meets the standard for minimal but acceptable performance. The applicant may address the strategic objective and intermediate results; however there is at least a moderate risk that the applicant will not be successful.

Unacceptable: The application fails to meet a minimum requirement or contains a major deficiency or major deficiencies. The application is incomplete, vague, incompatible, incomprehensible, or so incorrect as to be unacceptable. The Evaluator thinks that the deficiency or deficiencies is/are uncorrectable without a major revision of the application.

The assignment of a rating within the bounds of "unacceptable" indicates that in terms of the overall application and/or specific application sections the application fails to meet performance or capacity standards.

C. TECHNICAL EVALUATION CRITERIA

Overview

Technical evaluation of applications will be based on the extent and appropriateness of proposed approaches and feasibility of achieving the strategic objectives, in accordance with the criteria listed below. These criteria serve as the standard against which all technical information will be evaluated and serve to identify the significant matters which applicants should address.

The criteria are presented by major category in order of descending importance, so that applicants will know which areas require emphasis in applications. Please note that Technical Approach and Project Management are of equal importance.

1. Technical Approach

The technical application will be more important than cost. It should demonstrate the applicant's capabilities and expertise with respect to achieving the goals of the ESMPIN program. 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.

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.

Staffing

- The five proposed key personnel have requisite experience and expertise and meet or exceed requirements specified in Section I. 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).

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.

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.

D. TECHNICAL VERSUS COST CONSIDERATIONS

Cost-effectiveness and cost-realism will be evaluated separately. The total cost proposed for the principal tasks will be evaluated for realism, completeness, and reasonableness. USAID/Nigeria is not obliged to award a negotiated agreement on the basis of lowest proposed cost or to the Applicant with the highest technical evaluation score. For this procurement, all evaluation factors other than cost — when combined — are significantly more important than cost.

Acceptability of Proposed Non-Cost Terms and Conditions

An application is acceptable when it manifests the Applicant's assent, without exception, to the terms and conditions of the RFA, including attachments, and provides a complete and responsive application without taking exception to the terms and conditions of the RFA. If an Applicant takes exception to any of the terms and conditions of the RFA, then USAID will consider its application to be unacceptable. Applicants wishing to take exception to the terms and conditions stated within this RFA are strongly encouraged to contact the Agreement Officer before doing so. USAID reserves the right to change the terms and conditions of the RFA by amendment at any time prior to the application closing date. USAID reserves the right to cancel the RFA at any time (including after application closing date).

Selection Process:

Application(s) which are deemed to offer the cost effectiveness and meet USAID objectives will be selected for award. A panel will evaluate the technical merit of each application as measured against the evaluation categories (factors).

The proposed budget must be reasonable and cost-effective. Applicants should minimize administrative and support costs for managing the project in order to maximize the funds available for project activities.

Once an apparent successful applicant is identified, additional information and discussion may occur between the applicant and USAID Agreement Officer before the Agreement Officer makes the final award decision. Award may be made without discussions.

[END OF SECTION V]

SECTION VI. AWARD AND ADMINISTRATION INFORMATION

Authority to Obligate the Government

The Agreement Officer is the only individual who may legally commit the Government to the expenditure of public funds. No costs chargeable to the proposed Agreement may be incurred before receipt of either a fully executed Agreement or a specific, written authorization from the Agreement Officer.

Standard Provisions

The applicant will be required to adhere and govern itself under the Standard Provisions for U.S. NGOs and Non-U.S. NGOs which can be found under Annex E, as applicable. The following Standard Provisions are provided below in full text:

- Marking Under Assistance Instruments
- Executive Order on Terrorist Financing
- Anti-Trafficking Activities
- USAID Disability Policy
- AAPD 05-04 Amendment 3 -Implementation of the United States Leadership Against HIV/AIDS, Tuberculosis, and Malaria Act of 2003, as amended –Eligibility Limitation on the Use of Funds and Opposition to Prostitution and Sex Trafficking

A. MARKING UNDER ASSISTANCE INSTRUMENTS (DEC 2005)

(a) Definitions

Commodities mean any material, article, supply, goods or equipment, excluding recipient offices, vehicles, and non-deliverable items for recipient's internal use, in administration of the USAID funded grant, cooperative agreement, or other agreement or subagreement.

Principal Officer means the most senior officer in a USAID Operating Unit in the field, e.g., USAID Mission Director or USAID Representative. For global programs managed from Washington but executed across many countries, such as disaster relief and assistance to internally displaced persons, humanitarian emergencies or immediate post conflict and political crisis response, the cognizant Principal Officer may be an Office Director, for example, the Directors of USAID/W/Office of Foreign Disaster Assistance and Office of Transition Initiatives. For non-presence countries, the cognizant Principal Officer is the Senior USAID officer in a regional USAID Operating Unit responsible for the non-presence country, or in the absence of such a responsible operating unit, the Principal U.S Diplomatic Officer in the non-presence country exercising delegated authority from USAID.

Programs mean an organized set of activities and allocation of resources directed toward a common purpose, objective, or goal undertaken or proposed by an organization to carry out the responsibilities assigned to it.

Projects include all the marginal costs of inputs (including the proposed investment) technically required to produce a discrete marketable output or a desired result (for example, services from a fully functional water/sewage treatment facility).

Public communications are documents and messages intended for distribution to audiences external to the recipient's organization. They include, but are not limited to, correspondence, publications, studies, reports, audio visual productions, and other informational products; applications, forms, press and promotional materials used in connection with USAID funded programs, projects or activities, including signage and

plaques; Web sites/Internet activities; and events such as training courses, conferences, seminars, press conferences and so forth.

Subrecipient means any person or government (including cooperating country government) department, agency, establishment, or for profit or nonprofit organization that receives a USAID subaward, as defined in 22 C.F.R. 226.2.

Technical Assistance means the provision of funds, goods, services, or other foreign assistance, such as loan guarantees or food for work, to developing countries and other USAID recipients, and through such recipients to subrecipients, in direct support of a development objective – as opposed to the internal management of the foreign assistance program.

USAID Identity (Identity) means the official marking for the United States Agency for International Development (USAID), comprised of the USAID logo or seal and new brandmark, with the tagline that clearly communicates that our assistance is “from the American people.” The USAID Identity is available on the USAID website at www.usaid.gov/branding and USAID provides it without royalty, license, or other fee to recipients of USAID-funded grants, or cooperative agreements, or other assistance awards

(b) Marking of Program Deliverables

(1) All recipients must mark appropriately all overseas programs, projects, activities, public communications, and commodities partially or fully funded by a USAID grant or cooperative agreement or other assistance award or subaward with the USAID Identity, of a size and prominence equivalent to or greater than the recipient’s, other donor’s, or any other third party’s identity or logo.

(2) The Recipient will mark all program, project, or activity sites funded by USAID, including visible infrastructure projects (for example, roads, bridges, buildings) or other programs, projects, or activities that are physical in nature (for example, agriculture, forestry, water management) with the USAID Identity. The Recipient should erect temporary signs or plaques early in the construction or implementation phase. When construction or implementation is complete, the Recipient must install a permanent, durable sign, plaque or other marking.

(3) The Recipient will mark technical assistance, studies, reports, papers, publications, audio-visual productions, public service announcements, Web sites/Internet activities and other promotional, informational, media, or communications products funded by USAID with the USAID Identity.

(4) The Recipient will appropriately mark events financed by USAID, such as training courses, conferences, seminars, exhibitions, fairs, workshops, press conferences and other public activities, with the USAID Identity. Unless directly prohibited and as appropriate to the surroundings, recipients should display additional materials, such as signs and banners, with the USAID Identity. In circumstances in which the USAID Identity cannot be displayed visually, the recipient is encouraged otherwise to acknowledge USAID and the American people’s support.

(5) The Recipient will mark all commodities financed by USAID, including commodities or equipment provided under humanitarian assistance or disaster relief programs, and all other equipment, supplies, and other materials funded by USAID, and their export packaging with the USAID Identity.

(6) The Agreement Officer may require the USAID Identity to be larger and more prominent if it is the majority donor, or to require that a cooperating country government’s identity be larger and more prominent if circumstances warrant, and as appropriate depending on the audience, program goals, and materials produced.

(7) The Agreement Officer may require marking with the USAID Identity in the event that the recipient does not choose to mark with its own identity or logo.

(8) The Agreement Officer may require a pre-production review of USAID funded public communications and program materials for compliance with the approved Marking Plan.

(9) Subrecipients. To ensure that the marking requirements “flow down” to subrecipients of subawards, recipients of USAID funded grants and cooperative agreements or other assistance awards will include the USAID-approved marking provision in any USAID funded subaward, as follows:

“As a condition of receipt of this subaward, marking with the USAID Identity of a size and prominence equivalent to or greater than the recipient’s, subrecipient’s, other donor’s or third party’s is required. In the event the recipient chooses not to require marking with its own identity or logo by the subrecipient, USAID may, at its discretion, require marking by the subrecipient with the USAID Identity.”

(10) Any ‘public communications’, as defined in 22 C.F.R. 226.2, funded by USAID, in which the content has not been approved by USAID, must contain the following disclaimer:

“This study/report/audio/visual/other information/media product (specify) is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of [insert recipient name] and do not necessarily reflect the views of USAID or the United States Government.”

(11) The recipient will provide the Cognizant Technical Officer (CTO) or other USAID personnel designated in the grant or cooperative agreement with two copies of all program and communications materials produced under the award. In addition, the recipient will submit one electronic or one hard copy of all final documents to USAID’s Development Experience Clearinghouse.

(c) Implementation of marking requirements.

(1) When the grant or cooperative agreement contains an approved Marking Plan, the recipient will implement the requirements of this provision following the approved Marking Plan.

(2) When the grant or cooperative agreement does not contain an approved Marking Plan, the recipient will propose and submit a plan for implementing the requirements of this provision within 45 days after the effective date of this provision. The plan will include:

(i) A description of the program deliverables specified in paragraph (b) of this provision that the recipient will produce as a part of the grant or cooperative agreement and which will visibly bear the USAID Identity.

(ii) The type of marking and what materials the applicant uses to mark the program deliverables with the USAID Identity,

(iii) When in the performance period the applicant will mark the program deliverables, and where the applicant will place the marking,

(3) The recipient may request program deliverables not be marked with the USAID Identity by identifying the program deliverables and providing a rationale for not marking these program deliverables. Program deliverables may be exempted from USAID marking requirements when:

(i) USAID marking requirements would compromise the intrinsic independence or neutrality of a program or materials where independence or neutrality is an inherent aspect of the program and materials;

(ii) USAID marking requirements would diminish the credibility of audits, reports, analyses, studies, or policy recommendations whose data or findings must be seen as independent;

- (iii) USAID marking requirements would undercut host-country government “ownership” of constitutions, laws, regulations, policies, studies, assessments, reports, publications, surveys or audits, public service announcements, or other communications better positioned as “by” or “from” a cooperating country ministry or government official;
 - (iv) USAID marking requirements would impair the functionality of an item;
 - (v) USAID marking requirements would incur substantial costs or be impractical;
 - (vi) USAID marking requirements would offend local cultural or social norms, or be considered inappropriate;
 - (vii) USAID marking requirements would conflict with international law.
- (4) The proposed plan for implementing the requirements of this provision, including any proposed exemptions, will be negotiated within the time specified by the Agreement Officer after receipt of the proposed plan. Failure to negotiate an approved plan with the time specified by the Agreement Officer may be considered as noncompliance with the requirements is provision.

(d) Waivers.

- (1) The recipient may request a waiver of the Marking Plan or of the marking requirements of this provision, in whole or in part, for each program, project, activity, public communication or commodity, or, in exceptional circumstances, for a region or country, when USAID required marking would pose compelling political, safety, or security concerns, or when marking would have an adverse impact in the cooperating country. The recipient will submit the request through the Cognizant Technical Officer. The Principal Officer is responsible for approvals or disapprovals of waiver requests.
- (2) The request will describe the compelling political, safety, security concerns, or adverse impact that require a waiver, detail the circumstances and rationale for the waiver, detail the specific requirements to be waived, the specific portion of the Marking Plan to be waived, or specific marking to be waived, and include a description of how program materials will be marked (if at all) if the USAID Identity is removed. The request should also provide a rationale for any use of recipient’s own identity/logo or that of a third party on materials that will be subject to the waiver.
- (3) Approved waivers are not limited in duration but are subject to Principal Officer review at any time, due to changed circumstances.
- (4) Approved waivers “flow down” to recipients of subawards unless specified otherwise. The waiver may also include the removal of USAID markings already affixed, if circumstances warrant.
- (5) Determinations regarding waiver requests are subject to appeal to the Principal Officer’s cognizant Assistant Administrator. The recipient may appeal by submitting a written request to reconsider the Principal Officer’s waiver determination to the cognizant Assistant Administrator.
- (e) Non-retroactivity.** The requirements of this provision do not apply to any materials, events, or commodities produced prior to January 2, 2006. The requirements of this provision do not apply to program, project, or activity sites funded by USAID, including visible infrastructure projects (for example, roads, bridges, buildings) or other programs, projects, or activities that are physical in nature (for example, agriculture, forestry, water management) where the construction and implementation of these are complete prior to January 2, 2006 and the period of the grant does not extend past January 2, 2006.

B. IMPLEMENTATION OF E.O. 13224 -- EXECUTIVE ORDER ON TERRORIST FINANCING (MARCH 2002)

The Recipient is reminded that U.S. Executive Orders and U.S. law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of the recipient to ensure compliance with these Executive Orders and laws. This provision must be included in all contracts/subawards issued under this agreement.

C. USAID DISABILITY POLICY - ASSISTANCE (DECEMBER 2004)

a. The objectives of the USAID Disability Policy are (1) to enhance the attainment of United States foreign assistance program goals by promoting the participation and equalization of opportunities of individuals with disabilities in USAID policy, country and sector strategies, activity designs and implementation; (2) to increase awareness of issues of people with disabilities both within USAID programs and in host countries; (3) to engage other U.S. government agencies, host country counterparts, governments, implementing organizations and other donors in fostering a climate of nondiscrimination against people with disabilities; and (4) to support international advocacy for people with disabilities. The full text of the policy paper can be found at the following website:

http://pdf.dec.org/pdf_docs/PDABQ631.pdf

b. USAID therefore requires that the recipient not discriminate against people with disabilities in the implementation of USAID funded programs and that it make every effort to comply with the objectives of the USAID Disability Policy in performing the program under this grant or cooperative agreement. To that end and to the extent it can accomplish this goal within the scope of the program objectives, the recipient should demonstrate a comprehensive and consistent approach for including men, women and children with disabilities.

[END SECTION VI]

SECTION VII – AGENCY CONTACTS

The applicant may contact the following USAID personnel with all questions regarding the ESMPIN RFA in writing:

Y. Bukky Kehinde
Agreement Specialist
M/OAA/GH/OHA, Rm. 7.09-095A
1300 Pennsylvania Ave, RRB
Washington, DC 20523
Email: mthompson@usaid.gov

Alternate Point of Contact:

Alicia Allen
Agreement Specialist
M/OAA/GH/OHA, Rm. 7.09-060
1300 Pennsylvania Ave., RRB
Washington, DC 20523
Email: kfoster@usaid.gov

[END SECTION VII]

SECTION VIII – OTHER INFORMATION

A. USAID Rights and Funding

The Government may (a) reject any or all applications, (b) accept other than the lowest cost application, (c) accept more than one application, (d) accept alternate applications meeting the applicable standards of this RFA, and (e) waive informalities and minor irregularities in the application(s) received.

B. Applicable Regulations & References

- Mandatory Standard Provisions for U.S., Nongovernmental Recipients
<http://www.usaid.gov/pubs/ads/300/303maa.pdf>
- Mandatory Standard Provisions for Non-U.S. Nongovernmental Recipients:
<http://www.usaid.gov/policy/ads/300/303mab.pdf>
- 22 CFR 226
http://www.access.gpo.gov/nara/cfr/waisidx_02/22cfr226_02.html
- OMB Circular A-122
<http://www.whitehouse.gov/omb/circulars/a122/a122.html>
- OMB Circular A-110
<http://www.whitehouse.gov/omb/circulars/a110/a110.html>
- ADS Series 300 Acquisition and Assistance
<http://www.usaid.gov/pubs/ads/>
- SF-424 Downloads
http://www.grants.gov/agencies/aapproved_standard_forms.jsp

[END SECTION VIII]

*List of Acronyms*ACRONYMS

ACT	Artemisinin-based combination therapy
AIDS	Acquired Immune Deficiency Syndrome
ANC	Ante-Natal Care
AOTR	Assistance Officer Technical Representative
BCC	Behavior Change Communication(s)
CA	Cooperative Agreement
CCP	Central Contraceptives Procurement Project
CLMS	Contraceptive Logistics Management System
COP	Chief of Party
COTR	Contract Officer Technical Representative
CPR	Contraceptive Prevalence Rate
CYP	Couple Year of Protection
DELIVER	A USAID centrally funded logistics project (letters are not an acronym)
DFID	United Kingdom aid agency
DHS	Demographic and Health Survey
DP	Development Partner
DUNS	Data Universal Numbering System
ESMPIN	Expanded Social Marketing Program in Nigeria
FP	Family Planning
FMOH	Federal Ministry of Health
FY	Fiscal Year
GON	Government of Nigeria
HPN	Health, Population and Nutrition
HIV/AIDS	Human Immuno-deficiency Virus
IEC	Information Education and Communication
IIP	Investing in People
IP	Implementing Partner
IR	Intermediate Results
IRHIN	Improving Reproductive Health In Nigeria
ITN	Insecticide Treated Bednets
IUCD	Intra-uterine Contraceptive Device
LAM	Lactational Amenorrhea Method
LGA	Local Government Area
LLIN	Long Lasting Insecticide Treated Bednets
M&E	Monitoring and Evaluation
MDG	Millennium Development Goals
MNCH	Maternal, Neonatal and Child Health
NDHS	Nigerian Demographic and Health Survey (2003)
NGO	Non-Government Organization
NHSDP	National Strategic Health Development Plan
NPHCDA	National Primary Health Care Development Agency
ORS	Oral Rehydration Salts
ORT	Oral Rehydration Therapy

PHC	Primary Health Care
POU	Point of Use
PPT	Prepackaged Treatment
PSI	Population Services International
RFA	Request for Applications
RH	Reproductive Health
SFH	Society for Family Health
TIN	Tax Identification Number
TFR	Total Fertility Rate
TSHIP	Targeting States High Impact Project
UNICEF	United Nations Children's Fund
UNFPA	United Nations Population Fund
USAID	United States Agency for International Development
WHO	World Health Organization

ANNEX B

ANNEX 1: LIST OF REFERENCE DOCUMENTS

The following reference documents will be made available to bidders:

- Nigeria Demographic and Health Survey, 2008.
http://www.measuredhs.com/pubs/pub_detail.cfm?
- USAID/Nigeria Country Strategy Statement, Jan 31, 2006-[see attached doc](#)
- Draft Mission Strategy, [March 31,2010] – [see attached doc](#)
- Investing in People, Health Strategy (2009 – 2013)
- Latest harmonized draft or final NHSDP; National Integrated Maternal, Newborn and Child Health Strategy, 2007; National Policy on the Health and Development of Adolescents and Young People in Nigeria, 2007; Population Policy.
- USAID/Nigeria Maternal, Child, and Reproductive Health Program Mid-Term Evaluation, November 2009. http://pdf.usaid.gov/pdf_docs/PDACP459.pdf
- Holfeld, Joyce M. and Patricia MacDonald. The Ground is Softening, for USAID/Nigeria, 2007. <http://www.usaid.gov/ng/downloads/thegroundisoftening.pdf>
- Socio-cultural Context of RH and Gender Issues in Bauchi State, Nigeria: Qualitative Research Report, UNFPA, FGN.
- Wolf, Merrill and Aisha Abubakar. Child Spacing Attitudes in Northern Nigeria, 2006. http://pdf.usaid.gov/pdf_docs/PNADL911.pdf

CERTIFICATIONS, ASSURANCES, AND OTHER STATEMENTS OF THE RECIPIENT (MAY 2006)

The following certifications, assurances and other statements from both U.S. and non-U.S. organizations (except as specified below). The required certifications, assurances and other statements follow:

- a. For U.S. organizations, a signed copy of the mandatory reference, **Assurance of Compliance with Laws and Regulations Governing Nondiscrimination in Federally Assisted Programs**. This certification applies to Non-U.S. organizations if any part of the program will be undertaken in the United States;
- b. A signed copy of the certification and disclosure forms for “Restrictions on Lobbying” (see **22 CFR 227**);
- c. A signed copy of the “Prohibition on Assistance to Drug Traffickers” for covered assistance in covered countries is required in its entirety as detailed in **ADS 206.3.10**;
- d. A signed copy of the Certification Regarding Terrorist Funding in its entirety is required by the Internal Mandatory Reference **AAPD 04-14**;
- e. When applicable, a signed copy of “Key Individual Certification Narcotics Offenses and Drug Trafficking” (See **ADS 206**);
- f. When applicable, a signed copy of “Participant Certification Narcotics Offenses and Drug Trafficking” (See **ADS 206**);
- h. **Survey on Ensuring Equal Opportunity for Applicants**; and
- i. All applicants must provide a Data Universal Numbering System (DUNS) Number (see **Federal Register Notice Use of a Universal Identifier by Grant Applicants**).

NOTE: The term "Grant" means "Cooperative Agreement".

PART I - CERTIFICATIONS AND ASSURANCES

1. ASSURANCE OF COMPLIANCE WITH LAWS AND REGULATIONS GOVERNING NON-DISCRIMINATION IN FEDERALLY ASSISTED PROGRAMS

Note: This certification applies to Non-U.S. organizations if any part of the program will be undertaken in the United States.

(a) The recipient hereby assures that no person in the United States shall, on the bases set forth below, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under, any program or activity receiving financial assistance from USAID, and that with respect to the Cooperative Agreement for which application is being made, it will comply with the requirements of:

(1) Title VI of the Civil Rights Act of 1964 (Pub. L. 88-352, 42 U.S.C. 2000-d), which prohibits discrimination on the basis of race, color or national origin, in programs and activities receiving Federal financial assistance;

(2) Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. 794), which prohibits discrimination on the basis of handicap in programs and activities receiving Federal financial assistance;

(3) The Age Discrimination Act of 1975, as amended (Pub. L. 95-478), which prohibits discrimination based on age in the delivery of services and benefits supported with Federal funds;

(4) Title IX of the Education Amendments of 1972 (20 U.S.C. 1681, et seq.), which prohibits discrimination on the basis of sex in education programs and activities receiving Federal financial assistance (whether or not the programs or activities are offered or sponsored by an educational institution); and

(5) USAID regulations implementing the above nondiscrimination laws, set forth in Chapter II of Title 22 of the Code of Federal Regulations.

(b) If the recipient is an institution of higher education, the Assurances given herein extend to admission practices and to all other practices relating to the treatment of students or clients of the institution, or relating to the opportunity to participate in the provision of services or other benefits to such individuals, and shall be applicable to the entire institution unless the recipient establishes to the satisfaction of the USAID Administrator that the institution's practices in designated parts or programs of the institution will in no way affect its practices in the program of the institution for which financial assistance is sought, or the beneficiaries of, or participants in, such programs.

(c) This assurance is given in consideration of and for the purpose of obtaining any and all Federal grants, loans, contracts, property, discounts, or other Federal financial assistance extended after the date hereof to the recipient by the Agency, including installment payments after such date on account of applications for Federal financial assistance which was approved before such date. The recipient recognizes and agrees that such Federal financial assistance will be extended in reliance on the representations and agreements made in this Assurance, and that the United States shall have the right to seek judicial enforcement of this Assurance. This Assurance is binding on the recipient, its successors, transferees, and assignees, and the person or persons whose signatures appear below are authorized to sign this Assurance on behalf of the recipient.

2. CERTIFICATION REGARDING LOBBYING

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal Cooperative Agreement, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, sub-grants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, United States Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Statement for Loan Guarantees and Loan Insurance

The undersigned states, to the best of his or her knowledge and belief, that: If any funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this commitment providing for the United States to insure or guarantee a loan, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions. Submission of this statement is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required statement shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

3. PROHIBITION ON ASSISTANCE TO DRUG TRAFFICKERS FOR COVERED COUNTRIES AND INDIVIDUALS (ADS 206)

USAID reserves the right to terminate this Agreement, to demand a refund or take other appropriate measures if the Grantee is found to have been convicted of a narcotics offense or to have been engaged in drug trafficking as defined in 22 CFR Part 140. The undersigned shall review USAID ADS 206 to determine if any certifications are required for Key Individuals or Covered Participants.

If there are COVERED PARTICIPANTS: USAID reserves the right to terminate assistance to or take other appropriate measures with respect to, any participant approved by USAID who is found to have been convicted of a narcotics offense or to have been engaged in drug trafficking as defined in 22 CFR Part 140.

4. CERTIFICATION REGARDING TERRORIST FINANCING IMPLEMENTING EXECUTIVE ORDER 13224

By signing and submitting this application, the prospective recipient provides the certification set out below:

1. The Recipient, to the best of its current knowledge, did not provide, within the previous ten years, and will take all reasonable steps to ensure that it does not and will not knowingly provide, material support or resources to any individual or entity that commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitated, or participated in terrorist acts, as that term is defined in paragraph 3.

2. The following steps may enable the Recipient to comply with its obligations under paragraph 1:

a. Before providing any material support or resources to an individual or entity, the Recipient will verify that the individual or entity does not (i) appear on the master list of Specially Designated Nationals and Blocked Persons, which list is maintained by the U.S. Treasury's Office of Foreign Assets Control (OFAC) and is available online at OFAC's website : <http://www.treas.gov/offices/eotffc/ofac/sdn/t11sdn.pdf>, or (ii) is not included in any supplementary information concerning prohibited individuals or entities that may be provided by USAID to the Recipient.

b. Before providing any material support or resources to an individual or entity, the Recipient also will verify that the individual or entity has not been designated by the United Nations Security (UNSC) sanctions committee established under UNSC Resolution 1267 (1999) (the "1267 Committee") [individuals and entities linked to the Taliban, Osama bin Laden, or the Al Qaida Organization]. To determine whether there has been a published designation of an individual or entity by the 1267 Committee, the Recipient should refer to the consolidated list available online at the Committee's website: <http://www.un.org/Docs/sc/committees/1267/1267ListEng.htm>.

c. Before providing any material support or resources to an individual or entity, the Recipient will consider all information about that individual or entity of which it is aware and all public information that is reasonably available to it or of which it should be aware.

d. The Recipient also will implement reasonable monitoring and oversight procedures to safeguard against assistance being diverted to support terrorist activity.

3. For purposes of this Certification-

a. "Material support and resources" means currency or monetary instruments or financial securities, financial services, lodging, training, expert advice or assistance, safehouses, false documentation or identification, communications equipment, facilities, weapons, lethal substances, explosives, personnel, transportation, and other physical assets, except medicine or religious materials."

b. "Terrorist act" means-

(i) an act prohibited pursuant to one of the 12 United Nations Conventions and Protocols related to terrorism (see UN terrorism conventions Internet site: <http://untreaty.un.org/English/Terrorism.asp>); or

(ii) an act of premeditated, politically motivated violence perpetrated against noncombatant targets by subnational groups or clandestine agents; or

(iii) any other act intended to cause death or serious bodily injury to a civilian, or to any other person not taking an active part in hostilities in a situation of armed conflict, when the purpose of such act, by its nature or context, is to intimidate a population, or to compel a government or an international organization to do or to abstain from doing any act.

c. "Entity" means a partnership, association, corporation, or other organization, group or subgroup.

d. References in this Certification to the provision of material support and resources shall not be deemed to include the furnishing of USAID funds or USAID-financed commodities to the ultimate beneficiaries of USAID assistance, such as recipients of food, medical care, micro-enterprise loans, shelter, etc., unless the Recipient has reason to believe that one or more of these beneficiaries commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitated or participated in terrorist acts.

e. The Recipient's obligations under paragraph 1 are not applicable to the procurement of goods and/or services by the Recipient that are acquired in the ordinary course of business through contract or purchase, e.g., utilities, rents, office supplies, gasoline, etc., unless the Recipient has reason to believe that a vendor or supplier of such goods and services commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitated or participated in terrorist acts.

This Certification is an express term and condition of any agreement issued as a result of this application, and any violation of it shall be grounds for unilateral termination of the agreement by USAID prior to the end of its term.

5. CERTIFICATION OF RECIPIENT

By signing below the recipient provides certifications and assurances for (1) the Assurance of Compliance with Laws and Regulations Governing Non-Discrimination in Federally Assisted Programs, (2) the Certification Regarding Lobbying, (3) the Prohibition on Assistance to Drug Traffickers for Covered Countries and Individuals (ADS 206) and (4) the Certification Regarding Terrorist Financing Implementing Executive Order 13224 above.

RFA/APS No. _____
Application No. _____
Date of Application _____
Name of Recipient _____
Typed Name and Title _____
Signature _____
Date _____

PART II - KEY INDIVIDUAL CERTIFICATION NARCOTICS OFFENSES AND DRUG TRAFFICKING

I hereby certify that within the last ten years:

- 1. I have not been convicted of a violation of, or a conspiracy to violate, any law or regulation of the United States or any other country concerning narcotic or psychotropic drugs or other controlled substances.
- 2. I am not and have not been an illicit trafficker in any such drug or controlled substance.
- 3. I am not and have not been a knowing assistor, abettor, conspirator, or colluder with others in the illicit trafficking in any such drug or substance.

Signature: _____
Date: _____
Name: _____
Title/Position: _____
Organization: _____
Address: _____
Date of Birth: _____

NOTICE:

- 1. You are required to sign this Certification under the provisions of 22 CFR Part 140, Prohibition on Assistance to Drug Traffickers. These regulations were issued by the Department of State and require that certain key individuals of organizations must sign this Certification.
- 2. If you make a false Certification you are subject to U.S. criminal prosecution under 18 U.S.C. 1001.

PART III - PARTICIPANT CERTIFICATION NARCOTICS OFFENSES AND DRUG TRAFFICKING

1. I hereby certify that within the last ten years:

a. I have not been convicted of a violation of, or a conspiracy to violate, any law or regulation of the United States or any other country concerning narcotic or psychotropic drugs or other controlled substances.

b. I am not and have not been an illicit trafficker in any such drug or controlled substance.

c. I am not or have not been a knowing assistor, abettor, conspirator, or colluder with others in the illicit trafficking in any such drug or substance.

2. I understand that USAID may terminate my training if it is determined that I engaged in the above conduct during the last ten years or during my USAID training.

Signature: _____

Name: _____

Date: _____

Address: _____

Date of Birth: _____

NOTICE:

1. You are required to sign this Certification under the provisions of 22 CFR Part 140, Prohibition on Assistance to Drug Traffickers. These regulations were issued by the Department of State and require that certain participants must sign this Certification.

2. If you make a false Certification you are subject to U.S. criminal prosecution under 18 U.S.C. 1001.

PART IV - SURVEY ON ENSURING EQUAL OPPORTUNITY FOR APPLICANTS

All applications must include the Survey on Ensuring Equal Opportunity for Applicants as an attachment to the RFA package.

This survey can be found at the following website:

<http://www.usaid.gov/forms/surveyeo.doc>

PART V - OTHER STATEMENTS OF RECIPIENT

1. AUTHORIZED INDIVIDUALS

The recipient represents that the following persons are authorized to negotiate on its behalf with the Government and to bind the recipient in connection with this application or grant:

Name	Title	Telephone No.	Facsimile No.
------	-------	---------------	---------------

2. TAXPAYER IDENTIFICATION NUMBER (TIN)

If the recipient is a U.S. organization, or a foreign organization which has income effectively connected with the conduct of activities in the U.S. or has an office or a place of business or a fiscal paying agent in the U.S., please indicate the recipient's TIN:

TIN: _____

3. DATA UNIVERSAL NUMBERING SYSTEM (DUNS) NUMBER

(a) In the space provided at the end of this provision, the recipient should supply the Data Universal Numbering System (DUNS) number applicable to that name and address. Recipients should take care to report the number that identifies the recipient's name and address exactly as stated in the application.

(b) The DUNS is a 9-digit number assigned by Dun and Bradstreet Information Services. If the recipient does not have a DUNS number, the recipient should call Dun and Bradstreet directly at 1-800-333-0505. A DUNS number will be provided immediately by telephone at no charge to the recipient. The recipient should be prepared to provide the following information:

- (1) Recipient's name.
- (2) Recipient's address.
- (3) Recipient's telephone number.
- (4) Line of business.
- (5) Chief executive officer/key manager.
- (6) Date the organization was started.
- (7) Number of people employed by the recipient.
- (8) Company affiliation.

(c) Recipients located outside the United States may obtain the location and phone number of the local Dun and Bradstreet Information Services office from the Internet Home Page at <http://www.dbisna.com/dbis/customer/custlist.htm>. If an offeror is unable to locate a local service center, it may send an e-mail to Dun and Bradstreet at globalinfo@dbisma.com.

The DUNS system is distinct from the Federal Taxpayer Identification Number (TIN) system.

DUNS: _____

4. LETTER OF CREDIT (LOC) NUMBER

If the recipient has an existing Letter of Credit (LOC) with USAID, please indicate the LOC number:

LOC: _____

5. PROCUREMENT INFORMATION

(a) Applicability. This applies to the procurement of goods and services planned by the recipient (i.e., contracts, purchase orders, etc.) from a supplier of goods or services for the direct use or benefit of the recipient in conducting the program supported by the grant, and not to assistance provided by the recipient (i.e., a sub-grant or subagreement) to a sub-grantee or subrecipient in support of the sub-grantee's or subrecipient's

program. Provision by the recipient of the requested information does not, in and of itself, constitute USAID approval.

(b) Amount of Procurement. Please indicate the total estimated dollar amount of goods and services which the recipient plans to purchase under the grant:

\$ _____

(c) Nonexpendable Property. If the recipient plans to purchase nonexpendable equipment which would require the approval of the Agreement Officer, please indicate below (using a continuation page, as necessary) the types, quantities of each, and estimated unit costs. Nonexpendable equipment for which the Agreement Officer's approval to purchase is required is any article of nonexpendable tangible personal property charged directly to the grant, having a useful life of more than one year and an acquisition cost of \$5,000 or more per unit.

TYPE/ DESCRIPTION (Generic)	QUANTITY	ESTIMATED UNIT COST
-----------------------------	----------	---------------------

(d) Source, Origin, and Componentry of Goods. If the recipient plans to purchase any goods/commodities which are not of U.S. source and/or U.S. origin, and/or does not contain at least 50% componentry, which are not at least 50% U.S. source and origin, please indicate below (using a continuation page, as necessary) the types and quantities of each, estimated unit costs of each, and probable source and/or origin, to include the probable source and/or origin of the components if less than 50% U.S. components will be contained in the commodity. "Source" means the country from which a commodity is shipped to the cooperating country or the cooperating country itself if the commodity is located therein at the time of purchase. However, where a commodity is shipped from a free port or bonded warehouse in the form in which received therein, "source" means the country from which the commodity was shipped to the free port or bonded warehouse. Any commodity whose source is a non-Free World country is ineligible for USAID financing. The "origin" of a commodity is the country or area in which a commodity is mined, grown, or produced. A commodity is produced when, through manufacturing, processing, or substantial and major assembling of components, a commercially recognized new commodity results, which is substantially different in basic characteristics or in purpose or utility from its components. Merely packaging various items together for a particular procurement or relabeling items do not constitute production of a commodity. Any commodity whose origin is a non-Free World country is ineligible for USAID financing. "Components" are the goods, which go directly into the production of a produced commodity. Any component from a non-Free World country makes the commodity ineligible for USAID financing.

TYPE/DESCRIPTION (Generic)	QUANTITY	ESTIMATED UNIT COST	GOODS COMPONENTS SOURCE	PROBABLE GOODS COMPONENTS ORIGIN	PROBABLE
----------------------------	----------	---------------------	-------------------------	----------------------------------	----------

(e) Restricted Goods. If the recipient plans to purchase any restricted goods, please indicate below (using a continuation page, as necessary) the types and quantities of each, estimated unit costs of each, intended use, and probable source and/or origin. Restricted goods are Agricultural Commodities, Motor Vehicles, Pharmaceuticals, Pesticides, Rubber Compounding Chemicals and Plasticizers, Used Equipment, U.S. Government-Owned Excess Property, and Fertilizer.

TYPE/DESCRIPTION (Generic)	QUANTITY	ESTIMATED UNIT COST	PROBABLE SOURCE	INTENDED USE ORIGIN
----------------------------	----------	---------------------	-----------------	---------------------

(f) Supplier Nationality. If the recipient plans to purchase any goods or services from suppliers of goods and services whose nationality is not in the U.S., please indicate below (using a continuation page, as

necessary) the types and quantities of each good or service, estimated costs of each, probable nationality of each non-U.S. supplier of each good or service, and the rationale for purchasing from a non-U.S. supplier. Any supplier whose nationality is a non-Free World country is ineligible for USAID financing.

TYPE/DESCRIPTION NATIONALITY (Generic)	QUANTITY RATIONALE	ESTIMATED UNIT COST (Non-US Only)	PROBABLE SUPPLIER for NON-US
--	-----------------------	---	---------------------------------

(g) Proposed Disposition. If the recipient plans to purchase any nonexpendable equipment with a unit acquisition cost of \$5,000 or more, please indicate below (using a continuation page, as necessary) the proposed disposition of each such item. Generally, the recipient may either retain the property for other uses and make compensation to USAID (computed by applying the percentage of federal participation in the cost of the original program to the current fair market value of the property), or sell the property and reimburse USAID an amount computed by applying to the sales proceeds the percentage of federal participation in the cost of the original program (except that the recipient may deduct from the federal share \$500 or 10% of the proceeds, whichever is greater, for selling and handling expenses), or donate the property to a host country institution, or otherwise dispose of the property as instructed by USAID.

TYPE/DESCRIPTION (Generic)	QUANTITY	ESTIMATED UNIT COST	PROPOSED DISPOSITION
----------------------------	----------	---------------------	----------------------

6. PAST PERFORMANCE REFERENCES

On a continuation page, please provide past performance information requested in the RFA.

7. TYPE OF ORGANIZATION

The recipient, by checking the applicable box, represents that -

(a) If the recipient is a U.S. entity, it operates as a corporation incorporated under the laws of the State of, an individual, a partnership, a nongovernmental nonprofit organization, a state or local governmental organization, a private college or university, a public college or university, an international organization, or a joint venture; or

(b) If the recipient is a non-U.S. entity, it operates as a corporation organized under the laws of _____ (country), an individual, a partnership, a nongovernmental nonprofit organization, a nongovernmental educational institution, a governmental organization, an international organization, or a joint venture.

8. ESTIMATED COSTS OF COMMUNICATIONS PRODUCTS

The following are the estimate(s) of the cost of each separate communications product (i.e., any printed material [other than non-color photocopy material], photographic services, or video production services) which is anticipated under the grant. Each estimate must include all the costs associated with preparation and execution of the product. Use a continuation page as necessary.

ANNEX D

STANDARD PROVISIONS FOR U.S. NGO

1. Mandatory Standard Provisions for U.S. NGO Recipients:

<http://www.usaid.gov/policy/ads/300/303maa.pdf>

STANDARD PROVISIONS FOR NON-U.S. NGO

1. Mandatory Standard Provisions for Non-U.S. NGO Recipients

<http://www.usaid.gov/policy/ads/300/303mab.pdf>

ANNEX E

SF424 Forms

SF-424, Application for Federal Assistance

SF-424A, Budget Information, Non-construction Programs

SF-424B, Assurances, Non-construction Programs

SF 424 Forms

APPLICATION FOR FEDERAL ASSISTANCE		2. DATE SUBMITTED	Applicant Identifier NA
1. TYPE OF SUBMISSION:		3. DATE RECEIVED BY STATE	State Application Identifier
Application ____ Construction	Reapplication NA ____ Construction	NA	NA
<u>X</u> Non-Construction	____ Non-Construction	4. DATE RECEIVED BY FEDERAL AGENCY	Federal Identifier NA
5. APPLICATION INFORMATION			
Legal Name:		<i>Organizational Unit</i>	
Address (give only county, state, and zip code):		Name and telephone number of person to be contacted on matters involving this application (give area code)	
6. EMPLOYER IDENTIFICATION NUMBER (EIN):		7. TYPE OF APPLICATION: (enter appropriate letter in box)	
		<input type="checkbox"/> M A. State B. County C. Municipal D. Township E. Interstate F. Inter-municipal G. Special Dist. H. Independent School Dist I. State Controlled Institution of Higher Learning J. Indian Tribe K. Individual L. Profit Organization M. Other (specify)	
8. TYPE OF APPLICATION			
<u>X</u> New ____ Continuation ____ Revision If Revision, enter appropriate letter(s) in box(es) <input type="checkbox"/>			
A. Increase Award D. Decrease Duration B. Decrease Award E. Other (specify): C. Increase Duration			
10. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER:		9. NAME OF FEDERAL AGENCY	
NA		USAID/GH/HIDN	
TITLE:		11. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT:	
12. AREAS AFFECTED (Cities, Counties, States, etc.):			
13. PROPOSED PROJECT		14. CONGRESSIONAL DISTRICTS OF:	
START DATE	END DATE	a. Applicant	b. Project
		NA	NA
15. ESTIMATED FUNDING:		16. IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS?	
a. Federal	\$	a. YES. THIS	
b Applicant	\$	PREAPPLICATION/APPLICATION WAS MADE	

		AVAILABLE TO THE STATE EXECUTIVE ORDER 12372 PROCESS REVIEW ON:	
c. State	\$ NA	DATE	
d. Local	\$ NA	b. NO. _____ PROGRAM IS NOT COVERED BY E.O. 12372	
e. Other	\$	_____ OR PROGRAM HAS NOT BEEN SELECTED BY STATE FOR REVIEW	
f. Program Income	\$		
g. TOTAL	\$		
17. IS THE APPLICANT DELINQUENT ON ANY FEDERAL DEBT?		_____ Yes If "Yes", _____ No attach an explanation	
18. TO THE BEST OF MY KNOWLEDGE AND BELIEF, ALL DATA IN THIS APPLICATION/PREAPPLICATION ARE TRUE AND CORRECT, THE DOCUMENT HAS BEEN DULY AUTHORIZED BY THE GOVERNING BODY OF THE APPLICANT AND THE APPLICANT WILL COMPLY WITH THE ATTACHED ASSURANCES IF THE ASSISTANCE IS AWARDED.			
a. Type Name of Authorized Representative		b. Title	c. Telephone Number
d. Signature of Authorized Representative			e. Date Signed

Standard Form 424

OMB Approval No.
0348-0043

Standard Form 424 (REV 4-92); Prescribed By OMB Circular A-102

INSTRUCTIONS FOR THE SF 424

Public reporting burden for this collection of information is estimated to average 45 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project (0348-0043), Washington, DC 20503.

PLEASE DO NOT RETURN YOUR COMPLETED FORM TO THE OFFICE OF MANAGEMENT AND BUDGET, SEND IT TO THE ADDRESS PROVIDED BY THE SPONSORING AGENCY.

This is a standard form used by applicants as a required facesheet for preapplications and applications submitted for Federal assistance. It will be used by Federal agencies to obtain applicant certification that States which have established a review and comment procedure in response to Executive Order 12372 and have selected the program to be included in their process, have been given an opportunity to review the applicant's submission.

- | Item: | Entry: |
|--|---|
| 1. Self-explanatory. | - "Continuation" means an extension for an additional funding/budget period for a project with a projected completion date. |
| 2. Date application submitted to Federal agency (or State if applicable) & applicant's control number (if applicable). | - "Revision" means any change in the Federal Government's financial obligation or contingent liability from an existing obligation. |
| 3. State use only (if applicable). | 9. Name of Federal agency from which assistance is being requested with this application. |
| 4. If this application is to continue or revise an existing award, enter present Federal identifier number. If for a new project, leave blank. | 10. Use the Catalog of Federal Domestic Assistance number and title of the program under which assistance is requested. |
| 5. Legal name of applicant, name of primary organizational unit, which will undertake the assistance activity, complete address of the applicant, and the name and telephone number of the person to contact on matters related to this application. | Item: Entry: |
| 6. Enter Employer Identification Number (EIN) as assigned by the Internal Revenue Service. | 11. Enter a brief descriptive title of the project. If more than one program is involved, you should append an explanation on a separate sheet. If appropriate (e.g., construction or real property projects), attach a map showing project location. For preapplications, use a separate sheet to provide a summary description of this project. |
| 7. Enter the appropriate letter in the space provided. | 12. List only the largest political entities affected (e.g., State, counties, cities). |
| 8. Check appropriate box and enter appropriate letter(s) in the space(s) provided: | 13. Self-explanatory. |
| - "New" means a new assistance award. | |

14. List the applicant's Congressional District and any District(s) affected by the program or project.

15. Amount requested or to be contributed during the first funding/budget period by each contributor. Value of in-kind contributions should be included on appropriate lines as applicable. If the action will result in a dollar change to an existing award, indicate only the amount of the change. For decreases, enclose the amounts in parentheses. If both basic and supplemental amounts are included, show breakdown on an attached sheet. For multiple program funding, use totals and show breakdown using same categories as item 15.

16. Applications should contact the State Single Point of Contact (SPOC) for Federal Executive Order 12372 to determine whether the application is subject to the State inter government review process.

17. This question applies to the applicant organization, not the person who signs as the authorized representative. Categories of debt include delinquent audit disallowances loans and taxes.

18. To be signed by the authorized representative of the applicant. A copy of the governing body's authorization for you to sign this application as official representative must be on file in the applicant's office. (Certain Federal agencies may require that this authorization be submitted as part of the application.)

SF 424 Back (Rev. 4-92)

Budget Information - Non-Construction Programs

SECTION A - BUDGET SUMMARY						
Grant Program Function Or Activity {a}	Catalog of Federal Domestic Assistance Number {b}	Estimated Unobligated Funds		New or Revised Budget		
		Federal {c}	Non-Federal {d}	Federal {e}	Non-Federal {f}	Total {g}
1. Headquarters	\$ NA	\$ NA	\$ NA	\$	\$	\$
2. Field	NA	NA	NA			
3. NA	NA	NA	NA	NA	NA	NA
4. NA	NA	NA	NA	NA	NA	NA
5. TOTALS	\$ NA	\$ NA	\$ NA	\$	\$	\$
SECTION B – BUDGET CATEGORIES						
6. Object Class Categories	USAID PROGRAM		RECIPIENT FUNDS		Total {5}	
	(1) Federal	(2) Non-Federal	{3}	{4}		
a. Personnel (1)	\$	\$	\$ NA	\$ NA	\$	
b. Fringe Benefits (1)			NA	NA		
c. Travel (1)			NA	NA		
d. Equipment (3)			NA	NA		
e. Supplies (3)			NA	NA		
f. Contractual (3)			NA	NA		
g. Construction N/A			NA	NA		
h. Other (1), (2) (see notes)			NA	NA		
i. Total Direct Charges (sum of 6a-6h)			NA	NA		
j. Indirect Charges (4)			NA	NA		
k. TOTALS (sum of 6i and 6j)	\$	\$	\$	\$	\$	
7. Program Income	\$	\$	\$	\$	\$	

STANDARD FORM 424A (cont'd)

SECTION C - NON-FEDERAL RESOURCES				
(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e) TOTALS
8. Headquarters	\$	\$ NA	\$	\$

9. Field		NA			
10. NA	NA	NA	NA		
11. NA	NA	NA	NA		
12. TOTAL (sum of lines 8-11)	\$	\$ NA	\$	\$	
SECTION D - FORECASTED CASH NEEDS					
13. Federal	Total for 1st Year	1st Quarter	2 nd Quarter	3rd Quarter	4th quarter
	\$	\$	\$	\$	\$
14. Non-Federal					
15. TOTAL (sum of lines 13 and 14)					
SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT					
(a) Grant Program	Future Funding Periods				
	(b) First	(c) Second	(d) Third	(e) Fourth	
16. Headquarters	\$	\$	\$	\$	
17. Field					
18. NA	NA	NA	NA	NA	
19. NA	NA	NA	NA	NA	
20. TOTAL (sum of lines 16-19)	\$	\$	\$	\$	
SECTION F - OTHER BUDGET INFORMATION					
21. Direct Charges:	22. Indirect Charges:				
23. Remarks:					

Standard Form 424A (cont'd.)
INSTRUCTIONS FOR THE SF 424A

Public reporting burden for this collection of information is estimated to average 180 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project (0348-0044), Washington, DC 20503.

PLEASE DO NOT RETURN YOUR COMPLETED FORM TO THE OFFICE OF MANAGEMENT AND BUDGET, SEND IT TO THE ADDRESS PROVIDED BY THE SPONSORING AGENCY.

General Instructions

This form is designed so that application can be made for funds from one or more grant programs. In preparing the budget, adhere to any existing Federal grantor agency guidelines, which prescribe how, and whether budgeted amounts should be separately show for different functions or activities within the program. For some programs, grantor agencies may require budgets to be separately shown by function or activity. For other programs, grantor agencies may require a breakdown by function or activity. Sections A, B, C and D should include budget estimates for the whole project except when applying for assistance which requires Federal authorization in annual or other funding period increments. In the latter case, Section A, B, C and D should provide the budget for the first budget period (usually a year) and Section E should present the need for Federal assistance in the subsequent budget periods. All applications should contain a breakdown by the object class categories shown in Lines a-k of Section B.

**Section A. Budget Summary Lines 1-4
Columns (a) and (b)**

For applications pertaining to a *single* Federal grant program (Federal Domestic Assistance Catalog number) and *not requiring* a functional or activity breakdown, enter on Line 1 under Column (a) the catalog program title and the catalog number in Column (b).

For applications pertaining to a *single* program *requiring* budget amounts by multiple functions or activities, enter the name of each activity or function on each line in Column (a), and enter the catalog number in Column (b). For applications pertaining to multiple programs where none of the programs require a breakdown by function or activity, enter the catalog program title on each line in *Column (a)* and the respective catalog number on each line in Column (b).

For applications pertaining to *multiple* programs where one or more programs require a breakdown by function or activity, prepare a separate sheet for each program requiring

the breakdown. Additional sheets should be used when one form does not provide adequate space for all breakdown of data required. However, when more than one sheet is used, the first page should provide the summary totals by programs.

Lines 1-4, Columns (c) through (g)

For new applications, leave Columns (c) and (d) blank. For each line Entry in Columns (a) and (b), enter in Columns (e), (f), and (g) the appropriate amounts of funds needed to support the project for the first funding period (usually a year).

For continuing grant program applications, submit these forms before the end of each funding period as required by the grantor agency. Enter in Column (c) and (d) the estimated amounts of funds which will remain

unobligated at the end of the grant funding period only if the Federal grantor agency instructions provide for this. Otherwise, leave these columns blank. Enter in columns (e) and (f) the amounts of funds needed for the upcoming period. The amount(s) in Column (g) should be the sum of amounts in Columns (e) and (f).

For supplemental grants and changes to existing grants, do not use Columns (c) and (d). Enter in Column (e) the amount of the increase or decrease of Federal funds and enter in Column (f) the amount of the increase of non-Federal funds. In Column (g) enter the new total budgeted amount (Federal and non-Federal) which includes the total previous authorized budgeted amounts plus or minus, as appropriate, the amounts shown in Columns (e) and (f). The amount(s) in Column (g) should not equal the sum of amounts in Columns (e) and (f).

Line 5 - Show the totals for all columns used.

Standard Form 424A (cont'd.)

INSTRUCTIONS FOR THE SF 424A (continued)

Section B. Budget Categories

In the column headings (1) enter Federal, and (2) enter Non-Federal. When additional sheets are prepared for Section A, provide similar column headings on each sheet. For each program, function or activity, fill in the total requirements for funds (both Federal and non-Federal) by object class categories.

Lines 6a-i - Show the totals of Lines 6a to 6h in each column.

Line 6j - Show the amount of indirect cost.

Line 6k - Enter the total of amounts on Lines 6i and 6j. For all applications for new grants and continuation grants the total amount in column (5), Line 6k, should be the same as the total amount shown in Section A, Column (g), Line 5. For supplemental grants and changes to grants, the total amount of the increase or decrease as shown in Columns (1)-(4), Line 6k should be the same as the sum of the amounts in Section A, Columns (e) and (f) on Line 5.

Line 7 - Enter the estimated amount of income, if any, expected to be generated from this project. Do not add or subtract this amount from the total project amount. Show under the program narrative statement the nature and source of income. The estimated amount of program income may be considered by the federal grantor agency in determining the total amount of the grant.

Section C. Non-Federal Resources

Lines 8-11 - Enter amounts of non-Federal resources that will be used on the grant. If in-kind contributions are included, provide a brief explanation on a separate sheet.

Column (a) - Enter the program titles identical to Column (a), Section A. A breakdown by function or activity is not necessary.

Column (b) - Enter the contribution to be made by the applicant.

Column (c) - Enter the amount of the State's cash and in-kind contribution if the applicant is not a State or State agency. Applicants who are a State or State agencies should leave this column blank.

Column (d) - Enter the amount of cash and in-kind contributions to be made from all other sources.

Column (e) - Enter totals of Columns (b), (c), and (d).

Line 12 - Enter the total for each of Columns (b)-(e). The amount in Column (e) should be equal to the amount on Line 5, Column (f) Section A.

Section D. Forecasted Cash Needs

Line 13 - Enter the amount of cash needed by quarter from the grantor agency during the first year.

Line 14 - Enter the amount of cash from all other sources needed by quarter during the first year.

Line 15 - Enter the totals of amounts on Lines 13 and 14.

Section E. Budget Estimates of Federal Funds Needed for Balance of the Project

Lines 16-19 - Enter in Column (a) the same grant program titles shown in Column (a), Section A. A breakdown by function or activity is not necessary. For new applications and continuation grant applications, enter in the proper columns amounts of Federal funds which will be needed to complete the program or project over the succeeding funding periods (usually in years). This section need not be completed for revisions (amendments, changes, or supplements) to funds for the current year of existing grants.

If more than four lines are needed to list the program titles, submit additional schedules as necessary.

Line 20 - Enter the total for each of the Columns (b)-(e). When additional schedules are prepared for this Section, annotate accordingly and show the overall totals on this line.

Section F. Other Budget Information

Line 21 - Use this space to explain amounts for individual direct object-class cost categories that may appear to be out of the ordinary or to explain the details as required by Federal grantor agency.

Line 22 - Enter the type of indirect rate (provisional, predetermined, final or fixed) that will be in effect during the funding period, the estimated amount of the base to which the rate is applied, and the total indirect expense.

Line 23 - Provide any other explanations or comments deemed necessary.

The following object class categories are those required on USAID Form 424A (Section B - Budget Categories):

a. **Personnel**

The category includes the salary of each long-term and short-term, paid position for the total estimated life-of-project, except consultants, and the projected cost-of-living or bonus/merit increase for each position.

b. **Fringe Benefits**

This category includes the amount and percentage of fringe benefits for each headquarters and field personnel identified above. Include here all allowances such as housing, schooling, leave benefits, and other items.

c. **Travel**

This category includes all projected travel, per diem and other related costs for personnel **except** consultants. Include the method by which airfare costs were determined; i.e. quotes for coach and if per-diems are based on established policies.

d. **Equipment**

In accordance with 22 CFR 226, 'equipment' means tangible non-expendable personal property, including exempt property charged directly to the award having a useful life of more than one year and an acquisition cost of \$5,000 or more per unit. Information should be included in the application on how pricing was determined for each piece of the equipment.

There are statutory constraints relating to the purchase of agricultural commodities, motor vehicles, pharmaceuticals, pesticides, rubber compounding chemicals and plasticizers, used equipment and fertilizer with USAID project funds. PVOs/NGOs may obtain specific information on these regulations on USAID Web Site at <http://www.usaid.gov/pubs/ads>.

e. **Supplies**

In accordance with 22 CFR 226, 'supplies' means all personal property excluding equipment, intangible property, debt instruments and interventions.

There are statutory constraints relating to the purchase of agricultural commodities, motor vehicles, pharmaceuticals, pesticides, rubber compounding chemicals and plasticizers, used equipment and fertilizer with USAID project funds. PVOs/NGOs can obtain specific information on these regulations on USAID Web Site at <http://www.usaid.gov/pubs/ads/300/312/htm>.

f. **Contractual Services**

This category is for all subcontracts with organizations, which will provide services to the project and any short- or long-term consultant cost including fees, travel and per diem. This category is not to be used for sub-grants, which should be included in other.

g. **Construction**

N/A

h. **Other**

PVOs/NGOs are to identify all costs associated with training of project personnel.

PVOs/NGOs planning to use USAID funds to send project staff or local counterparts for training in the U.S. or a country other than the host country, will be required to follow the guidance on USAID Participant Training Regulations, which may be found on the USAID Web Site <http://www.usaid.gov/pubs/ads>.

The PVO/NGO should provide information on any costs attributed to the project not associated above; i.e. communications, facilities, fuel vehicles, repair, maintenance and insurance.

Include in this budget class category all sub-grants.

i. **Indirect Charges**

Include a copy of the PVO's/NGO's most recent negotiated indirect cost rate agreement (NICRA) from the cognizant audit agency showing the overhead and/or general administrative rate.

USAID Form 424A, Section C should reflect the PVO's/NGO's and other sources' cash contribution to this program. A cash match means that funds are used to support the budget elements discussed above. This does not include volunteer labor from U.S. or host country sources. The cash value of donated equipment or supplies must be documented.

A narrative that justifies the costs as appropriate and necessary for the successful completion of the program should be attached to USAID Form 424.

The Cooperative Agreement Budget generally has four (4) different categories called Budget Cost Elements: Program, Training, Procurement, and Indirect Costs. A sample Agreement Budget is included below. On Standard Form 424A, Section B–Budget Categories, all eleven Object Class Categories have a footnote number next to them. The footnote numbers next to the Object Class Categories correspond to one of the four Cost Elements of the Cooperative Agreement Budget. The 11 Object Class Categories fit within the four Cost Elements of the Cooperative Agreement Budget. For this application, submit only the Standard Form 424 and 424A, with the corresponding eleven (11) Object Class Categories, supported by a detailed narrative. Do **NOT** use the four **Cost Elements of the Cooperative Agreement Budget shown below.**

SAMPLE COOPERATIVE AGREEMENT BUDGET

SF 424, Sec.B, Item 6

<u>Budget Cost Element</u>	<u>Object Class Category</u>	<u>Budget Amount</u>
Program	Line a, b, c, and h	\$ _____
Training	Line h	\$ _____
Procurement	Line d, e and f	\$ _____
Indirect Costs	Line j	\$ _____
Program's Total Budget		\$ _____
Funding arrangement:		
Total USAID Amount		\$ _____
Recipient's Cost Share		\$ _____
Total Program Funding		\$ _____

ANNEX F

PAST PERFORMANCE INFORMATION

PERFORMANCE REPORT - SHORT FORM
PART I: Award Information (to be completed by Applicant)
1. Name and Address of Organization for which the work was performed:
2. Award Number:
3. Award Type:
4. Award Value (TEC): (if subagreement, subagreement value)
5. Contacts: (Name, Telephone Number and E-mail address)
6. Period of Performance:
7. Title/Brief Description of Product/Service Provided/ Results Achieved to Date:
8. Problems: (if problems encountered on this award, explain corrective action taken)
<i>PART II: Performance Assessment (to be completed by USAID—DO NOT COMPLETE)</i>
1. <i>Quality of product or service, including consistency in meeting goals and targets, and cooperation and effectiveness of the Prime in fixing problems. Comment:</i>
2. <i>Cost control, including forecasting costs as well as accuracy in financial reporting. Comment:</i>
3. <i>Timeliness of performance, including adherence to contract schedules and other time-sensitive project conditions, and effectiveness of home and field office management to make prompt decisions and ensure efficient operation of tasks. Comment:</i>
4. <i>Customer satisfaction, including satisfactory business relationship to clients, initiation and management of several complex activities simultaneously, coordination among subcontractors and developing country partners, prompt and satisfactory correction of problems, and cooperative attitude in fixing problems. Comment:</i>
5. <i>Effectiveness of key personnel including: effectiveness and appropriateness of personnel for the job; and prompt and satisfactory changes in personnel when problems with clients were identified. Comment:</i>