

Një projekt i Agjencisë Zvicerane për  
Zhvillim dhe Bashkëpunim SDC



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Agjencia Zvicerane për Zhvillim  
dhe Bashkëpunim SDC

Zbatuar nga:



Save the Children



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21 May, 2024

**TERMS OF REFERENCE (TOR no. 2024/0242) Relaunch  
Service provision for raising capacities of parents/caregivers about healthy  
lifestyles and promoting positive parenting and nutritional awareness in  
Healthcare centers in the framework of the project “Shkollat për Shëndetin”**

**1. BACKGROUND AND RATIONALE**

As of the 1<sup>st</sup> of March 2021, Save the Children have started the implementation of the main phase of the Swiss Agency for Development and Cooperation (SDC) Project: “*Shkollat për Shëndetin*”.

The aim of the Project is to promote healthy behavioural practices and healthy lifestyle habits in the Albanian population, with a particular focus on schoolchildren (aged 6-15 years) in order to control and prevent effectively the major risk factors for NCDs.

The project “*Shkollat për Shëndetin*” for this year will continue focusing on raising the capacities of parents/caregivers, organization of earmarked informative sessions regarding healthy lifestyle habits and healthy behavioural practices and promote positive parenting, including also eating in family (family meals), as well as other healthy practices.

The aim of these activities is to deliver healthy lifestyle messages in an attractive manner to parents/caregivers of children aged 6-16 years. It is expected that participation of parents/caregivers in these health promotion activities will improve naturally their healthy lifestyle habits and healthy behavioural practices (more specifically, healthy nutritional habits and promotion of physical activity for their children; oral health, sexual and reproductive health; mental health; waste management; and how to talk about health aspects with children according to their: age, gender, disability status and special needs).

In addition, the project “Shkollat për Shëndetin” is aiming at supporting the MoHSP in organizing a nationwide informational campaign to raise awareness about the importance of healthy nutrition in Healthcare centres.

## **2. AIM AND OBJECTIVES OF THE SERVICE**

### **Aim:**

Save the Children is seeking to contract a service provider capable of raising capacities of parents/caregivers regarding healthy lifestyle habits and healthy behavioural practices through several health promotion activities for the needs of the project “Shkollat për Shëndetin”. In addition, the service provider should organize a campaign for promoting positive parenting, including also eating in family (family meals), as well as other healthy practices and a nationwide informational campaign to raise awareness about the importance of healthy nutrition in Healthcare centres.

### **Specific Objectives:**

- To raise the capacities of parents/caregivers on the following topics: oral health; sexual and reproductive health; mental health; and how to talk about health aspects with children according to their: age, gender, disability status and special needs in organizing and delivering 25 sessions (*with parents/caregivers*) in a gender- and culturally-sensitive manner and in accordance with the local contexts, traditions and current circumstances.
- Organization of 21 earmarked informative sessions with parents of schoolchildren regarding healthy nutrition, physical exercise and other lifestyle habits
- To organize one positive parenting campaign which should be developed in a variety of environments starting from schools to health centres, institutions, to urban and rural neighborhood, in Tirana, Fier and Dibër regions etc.
- To raise awareness about healthy nutrition (nationwide informational campaign) in healthcare centres.
- To identify and reach out a large audience and deliver effective healthy lifestyle messages, especially for vulnerable and marginalized population categories.
- To deliver adequate and culturally sensitive health promotion messages.

## **3. SERVICE PERIOD**

The duration of the service will be over the period: 01 June – 29 November 2024\*.

The service provider is required to proceed according to the following assignment steps:

No.	Assignment Steps
1.	<p>Preparatory work:</p> <ul style="list-style-type: none"> <li>- Update of the materials (as per topics), which will be used during the sessions with parents/caregivers.</li> <li>- Consultative sessions with relevant stakeholders and the project team.</li> <li>- Design pre-post-tests to assess the awareness / knowledge of parents/caregivers regarding health-related topics, their satisfaction with the activities, as well as pre-post-tests to assess the behavioural change of parents/caregivers in practices related to promotion of healthy lifestyle of their children.</li> <li>- Design qualitative methods to evaluate the impact of the awareness campaigns.</li> <li>- Design and printing of the leaflet for positive parenting as specified below.</li> </ul>
2.	<p>25 capacity building sessions in sexual and reproductive health; mental health; oral health and how to talk about health aspects with children according to their: age, gender, disability status and special needs.</p> <ul style="list-style-type: none"> <li>- 15 capacity building sessions (1 hour) with parents/caregivers in Tirana region (Tirana, Kavajë, Rogozhinë, Vorë, Kamëz)**.</li> <li>- 6 capacity building sessions(1 hour) with parents/caregivers in Fier region (Fier, Lushnjë, Divjakë, Patos, Roskovec)**.</li> <li>- 4 capacity building sessions(1 hour) with parents/caregivers in Dibër region (Bulqizë, Peshkopi, Maqellarë, Sodoholl)**.</li> </ul> <p>Pre-post test to measure changes in knowledge</p>
3.	<p>21 earmarked informative sessions to promote healthy lifestyles including aspects of healthy eating, physical activity and other health related issues.</p> <ul style="list-style-type: none"> <li>- 13 earmarked informative sessions (1 hour) with parents/caregivers of schoolchildren in Tirana region (Tirana, Kavajë, Rogozhinë, Vorë, Kamëz)**.</li> <li>- 5 earmarked informative sessions (1 hour) with parents/caregivers of schoolchildren in Fier region (Fier, Lushnjë, Divjakë, Patos, Roskovec)**.</li> <li>- 3 earmarked informative sessions (1 hour) with parents/caregivers of schoolchildren in Dibër region (Bulqizë, Peshkopi, Maqellarë, Sodoholl)**.</li> </ul> <p>Pre-post test to measure changes in knowledge.</p>
4.	<p>Promotion of positive parenting campaign, including also eating in family (family meals), as well as other healthy practices***:</p>

The campaign should be focused on two different approaches:

- In-depth information sessions:
  - 18 information sessions in Tirana region (Tirana, Kavajë, Rrogozhinë, Vorë, Kamëz)\*\*
  - 12 information sessions in Fier region (Fier, Lushnjë, Divjakë, Patos, Roskovec)\*\*.
  - 4 information sessions in Dibër region (Bulqizë, Peshkopi, Maqellarë, Sodoholl)\*\*.
- Leaflet distribution and conversations in the community.
  - Content Development: Gather key information and messages about positive parenting that will be included in the leaflet.
  - Design: Create a visually appealing and easy-to-read design for the leaflet, ensuring the style is consistent with the project branding.
  - Format and Size: The leaflet should be tri-fold and include both text and illustrations.
  - Language and Accessibility: Ensure the leaflet is produced in Albanian and consider accessibility needs, such as readable fonts and inclusive language.
  - Printing: Print 1500 copies of the leaflets.
  - Informal conversations in various community settings to provide on the spot advice and direct people to further resources developed by the project.

Evaluation of the impact of the awareness campaigns using quantitative methods:

- Pre and post tests before and after campaigns to measure changes in knowledge, behaviours, etc.
- Metrics: Number of participants reached types of interactions.
- Data analysis: analyze for significant changes in the pre and post campaigns (increase in the percentage of parents/caregivers who prepare healthy meals at home, increase in the percentage of those who give food to their children for eating at school, measure of the satisfaction, increase in knowledge etc.)

Evaluation of the impact of the awareness campaigns using qualitative methods using focus groups/interviews and observational studies.

	<p>In addition, a video aimed at promoting positive parenting/raising capacities of parents/caregivers. This video should be tailored for effective dissemination across various social media platforms:</p> <ul style="list-style-type: none"> <li>▪ Length [1 - 2 minutes]</li> <li>▪ Format: High resolution, suitable for social media</li> <li>▪ Content: The video should include testimonials from parents, demonstrations of positive parenting techniques, etc in Albanian with English subtitles.</li> </ul> <p>The service provider should maintain the visibility and communication of the awareness raising campaign by sending to the project each week posts for the social media.</p>
5.	<p>Nationwide awareness raising campaign on the importance of healthy nutrition in healthcare centers.</p> <ul style="list-style-type: none"> <li>• Research: access current awareness levels and identify target groups within healthcare centers.</li> <li>• Campaign strategy: <ul style="list-style-type: none"> <li>• Develop a comprehensive strategy for the awareness campaign, outlining objectives, target audiences in healthcare centers, key messages, expected outcomes and implementation plan.</li> </ul> </li> <li>• Content development: <ul style="list-style-type: none"> <li>• Design and produce informative content including brochures, posters, video and social media content.</li> </ul> </li> <li>• Digital Campaign: manage the digital strategy for dissemination of the content and reaching a broader audience.</li> <li>• Develop and conduct <u>6 online training sessions</u> for healthcare centers staff and <u>1 training session</u> in Tirana gathering to effectively communicate nutrition messages.</li> </ul> <p>Evaluation of the impact of the awareness campaigns using quantitative methods:</p> <ul style="list-style-type: none"> <li>• Pre and post tests before and after campaigns to measure changes in knowledge, behaviours, etc.</li> <li>• Metrics: Number of participants reached, types of interactions.</li> <li>• Data analysis: analyze for significant changes in the pre and post campaigns</li> </ul> <p>Evaluation of the impact of the awareness campaigns using qualitative methods using focus groups/interviews and observational studies.</p>

\* Any changes of the timeline should be agreed with the selected service provider based on the work plan.

\*\* This list will be refined and confirmed at the beginning of the assignment.

\*\*\* School Boards and Parents' Councils will be involved in this process to ensure full cooperation and motivation of parents. It is anticipated that communities pertinent to the most vulnerable areas (periurban and rural areas) will also benefit from this activity.

#### 4. DELIVERABLES

It is expected from the service provider to submit the following deliverables:

- A narrative report about health promotion activities (capacity building sessions) with parents/caregivers conducted in each region (Tirana, Fier, Dibër). (soft and 1 hard copy)
- A narrative report about earmarked informative sessions with parents/caregivers of schoolchildren conducted in each region (Tirana, Fier, Dibër). (soft and 1 hard copy)
- Lists of participants in the health promotion raising capacities (sessions) and earmarked informative sessions disaggregated according to categories of participants. The number of participants should be at least 12 (twelve) per session. (1 hard copy and scanned copy)
- List of participants for positive parenting sessions disaggregated according to categories of participants. A minimum of 650 parents should be reached by in-depth sessions with parents/caregivers and a minimum of 1500 parents should be reached by the campaign in the community. (1 hard copy and scanned copy)
- List of participants for the sessions with the Healthcare centers staff disaggregated according to categories of participants. The number of participants should be at least 15 (fifteen) per session. (1 hard copy and scanned copy)
- A narrative report evaluating the impact of the awareness campaign on positive parenting campaign through both qualitative and quantitative methods. (soft and 1 hard copy)
- A narrative report evaluating the impact of the awareness campaign on healthy nutrition in healthcare centers through both qualitative and quantitative methods. (soft and 1 hard copy)
- Leaflets and other materials used.
- Total disaggregated data for each activity as per template provided by the project.
- Production of one awareness raising video

## 5. QUALIFICATION AND SELECTION CRITERIA OF THE SERVICE PROVIDER

The service provider (company, or NGO) should have the following qualifications in order to address effectively and timely the specific requirements of this assignment:

- Proven expertise at least 3 years in community work.
- Proven expertise at least 3 years in health promotion activities.
- Proven expertise at least 3 years in organization of campaigns.
- The project manager must have adequate qualifications and proven working experience (at least 5 years) with community-based and/or school-based activities.
- Key health experts and education experts proposed by the service provider should have background in public health and health promotion (with a working experience of at least 5 years in these fields). Also, the key health promotion experts and education experts proposed by the service provider should hold a MSc degree in Health Sciences, Social Sciences, or other relevant degrees and should have proven working experience with community-based and/or school-based activities.
- One communication campaign team leader with a working experience in communication campaigns at least 3 years and university degree in Social Sciences/Marketing or relevant field.
- The service provider should have proven experience in project management.
- Furthermore, the service provider should have proven expertise in Albanian and English report writing.
- The service provider should have proven ability to meet deadlines and work under pressure through past experiences/references.
- The service provider should have flexibility in responding to the needs of the contracting agency through references/past experiences.
- All the proposed experts pertinent to the service provider should have excellent oral and written communication skills in both Albanian and English languages.

## 6. PROPOSAL

The service provider (company/NGO) is expected to submit an application including:

- Technical proposal including the following elements:
  - The approach of the health promotion activities (sessions), the proposed work-plan, timeline, and other relevant elements.
  - Detailed description of the proposed methodologies and approaches for implementing the activities, including the evaluation the impact of the awareness campaigns using quantitative and qualitative methods as described in the assignment steps.

- Quality assurance measures: description of quality control measures that will be in place to ensure the high standard of all delivered activities and outputs.
- Sustainability plan in order to ensure the sustainability of project activities.
- Financial bid/proposal:
  - Total cost for each type of activity in ALL (Albanian Lekë) as per the table provided below. The fees should be categorized based on the specified activities mentioned in the table under section 3: “Service period”. The total cost should cover **all costs** associated with the activity.

Activity	Type of expertise proposed (name based on CV submitted)*	Unit	Unit cost in ALL	Total cost in ALL
Preparatory work		days		
Raising capacities of the parents/caregivers		session		
Organization of earmarked informative sessions with parents of schoolchildren regarding healthy nutrition, physical exercise and other lifestyle habits		session		
In-depth information sessions during positive parenting campaign		session		
Design and the distribution of the leaflets and key messages for parents/caregivers in positive parenting campaign		days		
One video for positive parenting campaign		days		



Evaluation of the impact of the awareness campaigns using quantitative/quantitative methods for positive parenting		Days		
Research to assess awareness levels and identify target groups within healthcare centers and development of the campaign strategy for raising awareness about the importance of healthy nutrition in Healthcare centers		Days		
Design and content development for importance of healthy nutrition campaign in Healthcare centres		Days		
Digital Campaign organization for importance of healthy nutrition campaign in Healthcare centres		Days		
6 online training sessions for Healthcare centers staff		Online sessions		
1 training session in Tirana for Healthcare centers staff		Onsite session		
Evaluation of the impact of the informational awareness campaigns in Healthcare centers using quantitative/quantitative methods		Days		

*\* For each activity, the applicant should specify the name of the key expert proposed for the activity, based on the CV submission. This will ensure evaluation of the feasibility for each activity cost.*

- Overall fee for the required service (based on the quantity/volume of work specified in the table under section 3: “Service period”).
- CV of the Company/NGO, as well as CVs of all key experts proposed (*signed by each expert*), including a summary of expertise areas as per requirements of these “Terms of Reference”, demonstrating previous experience in school-based health promotion interventions and community-based activities.
- A copy of the ID cards for the designated representative of the service provider (Company/NGO) and the key experts proposed.
- Legal registration of the Company/NGO (a copy of NIPT).

## 7. AWARD CRITERIA

The award criteria consist of the following:

- a. Technical proposal: 30%
- b. Financial proposal: 40%
- c. Qualification and experience of the experts: 30%

The award criteria are specified in detail in the table

below:

CRITERIA	DESCRIPTION	SCORE
<b>Technical proposal</b>	Timeline and workplan for activities	5%
	Detailed description of the proposed methodologies and approaches for implementing the activities, including the evaluation of the impact of the awareness campaigns.	20%
	Quality assurance measures and feasibility and sustainability of implementation	5%
	<b>Subtotal</b>	<b>30%</b>
<b>Financial proposal</b>	i) Fee for each type of activity ii) Overall fee for the required service (based on the quantity/volume of work specified in the table under section 3: “Service period”)  evaluation will be done based on formula $\text{Score} = \frac{\text{Pmin} \times \text{max.Points}}{P}$ P – Total Price of the fee to be assessed	20%

	Pmin – Total Price of the lowest Proposal maxPoints – 40	
	Financial feasibility	20%
	<b>Subtotal</b>	<b>40%</b>
<b>CV of the applicant</b>	<i>Company/NGO</i> : experience of the company/NGO with similar projects	20%
	<i>Project Manager</i> : degrees, qualifications and experience of the proposed team leader (project manager)	5%
	<i>Experts</i> : qualification and experience of the proposed key experts (in health promotion, health education, school-based interventions and community interventions)	5%
	<b>Subtotal</b>	<b>30%</b>
<b>TOTAL SCORE</b>		<b>100%</b>

## 8. RESPONSIBILITY OF THE PROJECT IMPLEMENTED BY SAVE THE CHILDREN AND THE SERVICE PROVIDER

In order to respond to the objectives of this assignment, the service provider is expected to closely work with the team of the project “*Shkollat për Shëndetin*” implemented by Save the Children Albania.

The project team will monitor, supervise and facilitate the service provider in every step of the process. No action will be taken without the approval of the project.

The service provider is responsible for carrying out the sessions according to the requirements and timeline included in these Terms of Reference.

## 9. PAYMENT MODALITY

The payment will be done as in two installments after delivery the first and the final report (in English and Albania):

The payment will be subject to the current Albanian legislation taxes.

## 10. ADMINISTRATIVE ASPECTS

A contract between the project implemented by Save the Children and the service provider will be established covering the activities defined in these “Terms of Reference”.

Interested service providers (companies/NGOs) should submit the applications in English in a sealed envelope no later than **16:00 Monday 27-05-2024**. Financial offer should be submitted in a separate envelope from the technical proposal and state if **VAT** is applicable for such services. On each envelope (technical proposal, and financial offer) it should be written clearly the full name of the current tender/call.

*Any company that has applied once need not apply again.*

*Address:* The envelopes should be submitted to the following address: Please do not open!

TORs ref. no. 2023-0170

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*Late submissions:* Bids submitted after the deadline will not be taken into consideration. They will not be opened and will be destroyed.

Submission of written questions about this call may be addressed to [shkollat.per.shendetin@savethechildren.org](mailto:shkollat.per.shendetin@savethechildren.org), by close of business 22-05-2024. All questions will be responded by close of business 24-05-2024.