

# **TERMS OF REFERENCE FOR CONDUCTING A MID-TERM REVIEW TO IDENTIFY GAPS IN KNOWLEDGE, ATTITUDES, MINDSET AND PRACTICES IN REGARD TO NUTRITION UNDER THE NUTRITION SENSITIVE DIRECT SUPPORT PROGRAM**

## **1. Introduction and Background of the Mid-Term Review**


In Rwanda, significant progress has been made in the fight against malnutrition, with the rate of stunting declining from 51.1% in 2005 to 33% in 2019/2020. Despite these advancements, malnutrition remains a critical concern, particularly among vulnerable populations. The Government of Rwanda has prioritized reducing malnutrition through a range of interventions, including improvement in access to ante- and post-natal care services, enhancing child feeding practices, promoting personal hygiene, and increasing access to clean water and sanitation. However, low incomes continue to be a significant factor contributing to high stunting rates.

According to the Rwanda Demographic Health Survey (RDHS 2019/2020), children from poorer families are more likely to experience stunting, highlighting the crucial role of poverty alleviation in reducing malnutrition. Additionally, maternal education has been identified as a key factor, with children of less educated mothers being more susceptible to stunting. The Social Protection Policy emphasizes the importance of a robust social protection system to enhance resilience and self-reliance, particularly among lower-income households. Social protection initiatives, such as the Vision Umurenge Program (VUP) and Fortified Blended Food (FBF), have been instrumental in improving the nutritional status of beneficiaries.

The Nutrition Sensitive Direct Support (NSDS) Program, implemented by the Ministry of Local Government (MINALOC) through the Local Administrative Entities Development Agency (LODA), is a key intervention under the VUP. It aims to provide income support to vulnerable pregnant women, new mothers, and young children to ensure adequate consumption of an improved diet and to incentivize the uptake of key health and nutrition services. Beneficiaries of the NSDS program are expected to attend scheduled prenatal, postnatal, and growth monitoring visits, with compliance monitored by health centers and local government staff.

Urunana Development Communication (Urunana DC), in collaboration with MINALOC and other stakeholders, is implementing strategic social behaviour change (SBC) communication interventions with the aim to raise awareness about the NSDS program and address social norms, knowledge gaps, negative attitudes, and behaviors related to nutrition-sensitive direct support. The project utilizes modern communication approaches, including social marketing and community-based strategies, to effectively disseminate key messages and promote behavior change.

A Baseline Assessment was conducted to identify gaps in knowledge, attitudes, mindset, and practices regarding nutrition under the NSDS program. The assessment provided valuable insights that are informing the development of targeted Social Behavior Change (SBC) interventions. Building on these findings, this Mid-Term Review aims to evaluate the progress of ongoing interventions, identify any remaining gaps, and provide actionable recommendations to enhance the effectiveness of the NSDS program in Rwanda. The review will assess the progress made in addressing the identified gaps and the effectiveness of the strategies implemented to promote positive nutritional practices and behaviors among the target population.



## 2. Objectives of the Mid-Term Review

- To evaluate the progress in the extent to which program beneficiaries are accessing the Nutrition Sensitive Direct Support program services and reassess the level of satisfaction with the program among beneficiaries.
- To determine the progress made in addressing the gaps in knowledge of the best nutritional practices among women, men, community leaders, and program service providers, and identify any new or persistent gaps in knowledge that need further intervention.
- To assess changes in mindset and behaviors of women, men, community leaders, and program service providers regarding nutrition under the NSDS program and identify any remaining gaps in mindset and behaviors that require additional strategic interventions.
- To evaluate the effectiveness of interventions aimed at addressing negative nutrition practices among the target population and identify any persisting or new negative nutrition practices that need to be addressed through enhanced strategic Social Behavior Change (SBC) programs.
- To reassess the factors associated with negative nutrition practices among the target population and evaluate the effectiveness of current interventions, identifying any new factors that may have emerged and require attention.
- To evaluate the progress in addressing barriers or negative practices in the provision of required health services under the NSDS program and identify any remaining or new barriers that need to be addressed to improve service delivery.
- To reassess the level of uptake of the NSDS program services among the target population and identify any changes since the baseline assessment, determining the effectiveness of current strategies in promoting program uptake and identifying areas for improvement.

## 3. Scope of Work

The Mid-Term Review will focus on assessing the progress and effectiveness of the ongoing interventions aimed at addressing gaps in knowledge, attitudes, mindset, and negative practices related to nutrition under the NSDS Program. The scope of work includes:


### 1. Review of Baseline Assessment Findings:

- Evaluate the findings and recommendations from the initial Baseline Assessment to understand the identified gaps and the interventions implemented to address them.

### 2. Data Collection and Analysis:

- Conduct a review of existing data collected during the baseline assessment and any additional data gathered during the implementation of interventions.
- Perform additional data collection, if necessary, through surveys, interviews, and focus group discussions with key stakeholders, including program beneficiaries, community leaders, and service providers.

### 3. Stakeholder Engagement:

- Engage with key stakeholders, including representatives from the Ministry of Local Government (MINALOC), Local Administrative Entities Development Agency (LODA), health centers, community health workers, and beneficiaries of the NSDS Program.
  - Conduct interviews and focus group discussions to gather insights on the progress and challenges faced during the implementation of the NSDS Program.
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**4. Assessment of Interventions:**

- Assess the effectiveness of the interventions implemented to address the identified gaps in knowledge, attitudes, mindset, and negative nutrition practices.
- Evaluate the progress made in improving nutritional outcomes and behaviors among the target population.

**5. Identification of Remaining Gaps:**

- Identify any remaining gaps in knowledge, attitudes, mindset, and practices that need further intervention.
- Analyze the data to determine the effectiveness of current strategies and identify areas for improvement.

**6. Reporting and Recommendations:**

- Prepare a comprehensive report detailing the findings of the Mid-Term Review, including progress made, challenges encountered, and recommendations for addressing remaining gaps.
- Present the findings and recommendations to Urunana DC, MINALOC, and other key stakeholders for validation and feedback.

### **Geographic Coverage**

The Mid-Term Review will focus on the same four districts covered in the baseline assessment: **Rutsiro, Nyaruguru, Gakenke, and Bugesera**. These districts were selected due to their high concentration of NSDS beneficiaries and persistent malnutrition challenges. Data collection will target the same sectors/villages as the baseline to ensure comparability, with adjustments if new intervention areas have been added.

### **Time Frame**

The Mid-Term Review will be conducted over a period of 5 weeks, with the following key milestones:

<b>Activity</b>	<b>Timeline</b>
<b>Inception Phase</b>	<b>Week 1</b>
- Review of Baseline Assessment findings	
- Development of data collection tools	
<b>Data Collection</b>	<b>Weeks 2-3</b>
- Conduct surveys, interviews, and focus group discussions	
- Engage with key stakeholders	
<b>Data Analysis</b>	<b>Weeks 4</b>
- Analyze collected data	
- Identify remaining gaps and areas for improvement	
<b>Reporting</b>	<b>Weeks 5</b>
- Prepare draft report	
- Present findings and recommendations to stakeholders	
- Finalize report based on feedback	

#### 4. Deliverables/Expected Outputs/Timelines

The Mid-Term Review will produce several key deliverables, each with specific timelines to ensure effective assessment and reporting of findings. The following table outlines the expected outputs and their respective timelines:

Output	Description	Timelines
<b>Inception Report</b>	A detailed report outlining the methodology, data collection tools, and timeline for the Mid-Term Review. This report will be reviewed and approved by Urunana DC and MINALOC.	Within 5 days of contract signing
<b>Preliminary Findings and Insights</b>	Initial findings and insights derived from the review of baseline data and any additional data collected during the early stages of the Mid-Term Review.	Within 15 days of contract signing
<b>Draft Mid-Term Review Report</b>	A comprehensive draft report detailing the progress, challenges, and preliminary recommendations based on the data analysis and stakeholder engagements.	Within 20 days of contract signing
<b>Final Mid-Term Review Report</b>	The final report incorporating feedback from Urunana DC, MINALOC, and other stakeholders. This report will include detailed findings, conclusions, and actionable recommendations for addressing remaining gaps in knowledge, attitudes, mindset, and practices regarding nutrition under the NSDS Program.	Within 25 days of contract signing

#### 5. Methodology and Approach

The Mid-Term Review will employ a comprehensive and structured methodology to assess the progress and effectiveness of the interventions aimed at addressing gaps in knowledge, attitudes, mindset, and practices related to nutrition under the NSDS Program. The approach will be both qualitative and quantitative, ensuring a thorough evaluation of the ongoing efforts and their impact on the target population.

##### *Review of Baseline Assessment*

- **Desk Review:** The consultant will begin by conducting a thorough desk review of the Baseline Assessment report and any additional documentation related to the NSDS Program. This review will include an analysis of the initial findings, recommendations, and the strategies implemented to address the identified gaps.
- **Data Collection Tools:** The consultant will review and refine the data collection tools used in the Baseline Assessment to ensure they are appropriate for capturing the progress and effectiveness of the interventions.

##### *Data Collection*

- **Quantitative Data Collection:** The Mid-Term Review will utilize structured surveys to collect quantitative data from a representative sample of NSDS beneficiaries. This data will focus on measuring changes in knowledge, attitudes, and practices related to nutrition.



- **Qualitative Data Collection:** Qualitative methods, including Key Informant Interviews (KIIs) and Focus Group Discussions (FGDs), will be employed to gather in-depth insights from stakeholders. These methods will involve engaging with program beneficiaries, community leaders, health service providers, and other key stakeholders to understand their experiences, perceptions, and the impact of the interventions.

#### *Data Analysis*

- **Quantitative Data Analysis:** Quantitative data collected through surveys will be analyzed using statistical software such as SPSS. This analysis will focus on identifying trends, changes, and the effectiveness of the interventions in addressing the gaps identified in the Baseline Assessment.
- **Qualitative Data Analysis:** Qualitative data from KIIs and FGDs will be analyzed using thematic analysis techniques. This analysis will provide a deeper understanding of the progress made, challenges faced, and the overall impact of the interventions on the target population.

#### *Stakeholder Engagement*

- The Mid-Term Review will involve active engagement with key stakeholders, including representatives from the Ministry of Local Government (MINALOC), Local Administrative Entities Development Agency (LODA), health centers, community health workers, and NSDS beneficiaries. This engagement will ensure a comprehensive understanding of the progress and effectiveness of the interventions.

#### *Reporting*

- The consultant will prepare a detailed report outlining the findings of the Mid-Term Review. This report will include an assessment of the progress made, challenges encountered, and recommendations for addressing any remaining gaps. The report will be reviewed and validated by Urunana DC, MINALOC, and other key stakeholders.

#### *Ethical Considerations*

- The Mid-Term Review will adhere to ethical guidelines to ensure the protection and confidentiality of all participants. Informed consent will be obtained from all respondents, and their participation will be voluntary. The consultant will ensure that all data is collected and stored securely, with anonymity maintained throughout the process.

## **6. Reporting**

The reporting process for the Mid-Term Review will be structured to ensure comprehensive communication of findings, progress, and recommendations to all relevant stakeholders. The reporting will be conducted in a transparent and collaborative manner, involving key stakeholders at various stages to ensure accuracy and relevance of the review outcomes.

#### *Reporting Structure*

##### **1. Inception Report:**

- The consultant will submit an inception report within the first five days of the contract signing. This report will outline the methodology, data collection tools, and the detailed timeline for the Mid-Term Review. It will be reviewed and approved by Urunana Development Communication (Urunana DC) and the Ministry of Local Government (MINALOC).

##### **2. Preliminary Findings and Insights:**

- Preliminary findings and insights will be presented within ten days of the contract signing. These findings will be derived from the initial review of baseline data and any

additional data collected during the early stages of the Mid-Term Review. This report will provide an early indication of progress and any emerging trends or issues.

**3. Draft Mid-Term Review Report:**

- A comprehensive draft report will be prepared within fifteen days of the contract signing. This report will detail the progress made in addressing the identified gaps, challenges encountered during the implementation of interventions, and preliminary recommendations for future actions. The draft report will be shared with Urunana DC and MINALOC for their initial feedback and inputs.

**4. Final Mid-Term Review Report:**

- The final report will be submitted within twenty days of the contract signing. This report will incorporate feedback received from Urunana DC, MINALOC, and other key stakeholders. It will include a detailed analysis of the data, comprehensive findings, conclusions, and actionable recommendations for addressing any remaining gaps in knowledge, attitudes, mindset, and practices regarding nutrition under the NSDS Program.
- The final report will be structured to include an executive summary, introduction, methodology, detailed findings, conclusions, and recommendations. It will be written in English and should not exceed 30 pages, excluding annexes.

*Stakeholder Engagement and Validation*

- Throughout the reporting process, the consultant will engage with key stakeholders, including representatives from MINALOC, Local Administrative Entities Development Agency (LODA), health centers, community health workers, and NSDS beneficiaries. This engagement will ensure that the findings and recommendations are validated and reflect the perspectives and experiences of those directly involved in the program.
- A validation workshop may be organized to present the draft findings and gather feedback from stakeholders. This workshop will provide an opportunity for discussion, clarification, and consensus-building on the review outcomes.

*Ethical Considerations*

- The reporting process will adhere to ethical guidelines, ensuring the confidentiality and anonymity of all participants. The consultant will ensure that all data is presented in a manner that respects the privacy and dignity of the individuals involved in the study.

**7. Specific Technical Requirements**

The consultant undertaking the Mid-Term Review assignment must possess a robust set of technical skills and competencies to ensure the successful execution of the review. The specific technical requirements include:

**1. Technical Expertise:**

- The consultant should have a strong background in nutrition, public health, and research, with a deep understanding of the health system in Rwanda.
- Familiarity with the NSDS Program and its objectives, as well as experience in evaluating similar social protection and nutrition programs, is essential.

**2. Experience and Skills:**

- A minimum of 10 years of relevant experience in conducting surveys, research, and evaluations in the health and social sectors.
- Proven experience in conducting mid-term reviews or similar assessments, with a focus on identifying gaps in knowledge, attitudes, mindset, and practices.

- Experience in working with development partners, including local and international organizations, will be considered an advantage.
  - Strong analytical and report writing skills, with the ability to present complex data in a clear and concise manner.
  - Proficiency in both quantitative and qualitative research methods, including data collection, analysis, and interpretation.
3. **Communication and Interpersonal Skills:**
- Excellent communication and interpersonal skills to effectively engage with stakeholders at various levels, including government officials, community leaders, and program beneficiaries.
  - Ability to facilitate focus group discussions and key informant interviews, ensuring the participation and input of all relevant stakeholders.
4. **Language Proficiency:**
- Fluency in English is required, and a working knowledge of French will be considered an advantage to facilitate communication with local stakeholders.
5. **Analytical and Research Skills:**
- Strong and proven evaluation and assessment research skills, with the ability to critically analyze data and provide actionable recommendations.
  - Experience in using statistical software for quantitative data analysis (e.g., SPSS) and qualitative data analysis software (e.g., Atlas.ti).
6. **Project Management:**
- Ability to organize and manage the review process independently, with minimal supervision, and to deliver high-quality outputs within tight deadlines.
  - Flexibility and responsiveness to changes and feedback, ensuring the review process is adaptive and meets the needs of the stakeholders.
7. **Ethical Considerations:**
- Commitment to adhering to ethical guidelines, ensuring the confidentiality, anonymity, and informed consent of all participants involved in the review.

## 8. Payment Modality

The payment for the Mid-Term Review will be structured to ensure that the consultant is compensated in a timely manner, corresponding to the completion of key deliverables and milestones. The payment will be made in two installments as follows:

1. **First Installment:**
  - **Amount:** 50% of the total contract value.
  - **Conditions:** This payment will be made upon the approval of the inception report by Urunana Development Communication (Urunana DC) and the Ministry of Local Government (MINALOC). The inception report should clearly outline the methodology, data collection tools, and the detailed timeline for the Mid-Term Review.
2. **Second Installment:**
  - **Amount:** 50% of the total contract value.
  - **Conditions:** This final payment will be made upon the validation and submission of the final Mid-Term Review report. The report should incorporate feedback from Urunana DC, MINALOC, and other key stakeholders, and include detailed findings, conclusions, and actionable recommendations for addressing any remaining gaps in

knowledge, attitudes, mindset, and practices regarding nutrition under the NSDS Program.

## **9. Required Qualifications**

To effectively conduct the Mid-Term Review, the consultant must possess a strong academic background and relevant professional experience. The required qualifications are as follows:

### **1. Educational Background:**

- A PhD or Master's Degree in Nutrition, Public Health, Community Health, Development Studies, Social Sciences, Statistics, or other related fields.
- Additional qualifications or training in research methods, data analysis, and evaluation techniques will be considered an advantage.

### **2. Professional Experience:**

- A minimum of 10 years of relevant experience in conducting surveys, research, and evaluations, particularly in the health and social sectors.
- Proven experience in conducting mid-term reviews or similar assessments focused on identifying gaps in knowledge, attitudes, mindset, and practices related to nutrition and public health programs.
- Experience in working with government institutions, non-governmental organizations (NGOs), or civil society organizations, particularly in the context of Rwanda or similar settings.

### **3. Technical Skills:**

- Strong analytical and report writing skills, with the ability to present complex information in a clear and concise manner.
- Proficiency in both quantitative and qualitative research methods, including data collection, analysis, and interpretation.
- Experience in using statistical software for quantitative data analysis (e.g., SPSS) and qualitative data analysis software (e.g., Atlas.ti).

### **4. Communication and Interpersonal Skills:**

- Excellent communication and interpersonal skills to effectively engage with a diverse range of stakeholders, including government officials, community leaders, and program beneficiaries.
- Ability to facilitate focus group discussions and key informant interviews, ensuring the active participation and input of all relevant stakeholders.

### **5. Language Proficiency:**

- Fluency in English is required.
- A working knowledge of French will be considered an advantage to facilitate communication with local stakeholders in Rwanda.

### **6. Project Management and Organizational Skills:**

- Ability to organize and manage the review process independently, with minimal supervision, and to deliver high-quality outputs within tight deadlines.
- Flexibility and responsiveness to changes and feedback, ensuring the review process is adaptive and meets the needs of the stakeholders.

### **7. Ethical Considerations:**

- Commitment to adhering to ethical guidelines, ensuring the confidentiality, anonymity, and informed consent of all participants involved in the review.



## 10. Submission Requirements

The application for the Mid-Term Review should include the following documents, submitted in a single Zip folder via email to the specified addresses:

1. **Letter of Interest:**
  - A letter expressing interest in carrying out the consultancy service, outlining the consultant's understanding of the project and their suitability for the role.
2. **Detailed Curriculum Vitae (CV):**
  - A detailed CV of the individual consultant, not exceeding 3 pages, highlighting relevant experience and qualifications.
3. **Technical Proposal:**
  - A brief technical proposal written in English, not exceeding 5 pages, describing the background, methodology, and timeline for conducting the Mid-Term Review.
4. **Financial Proposal:**
  - Price quotations for the consultancy service required, providing a detailed breakdown of costs associated with the review.
5. **Certified Copies of Qualifications:**
  - Certified copies of academic and professional qualifications relevant to the consultancy.
6. **Copy of Identification:**
  - A copy of the national Identity card or Passport of the consultant.
7. **Proof of Similar Assignments:**
  - Valid proof of completion of similar assignments, including references or testimonials from previous clients or employers.

### Terms of Performance

1. **Effective Date:**
  - The effective date of the Terms of Reference and Statement of Work will be the date of contract signature by Urunana Development Communication (Urunana DC).
2. **Quality Assurance:**
  - The consultant is responsible for ensuring the quality of all deliverables, adhering to the agreed methodology and timeline.
3. **Compliance:**
  - The consultant must comply with all ethical guidelines and standards set forth in the Terms of Reference, ensuring the confidentiality and anonymity of all participants.
4. **Communication:**
  - The consultant should maintain regular communication with Urunana DC and the Ministry of Local Government (MINALOC), providing updates on the progress of the review and any challenges encountered.

### Evaluation Criteria

The evaluation of proposals will be based on the following criteria:

1. **Demonstrated Experience:**
  - Experience in carrying out similar assignments, particularly in the fields of nutrition, public health, and social protection programs. Evidence of successful completion of similar projects will be considered an advantage.
2. **Educational Qualifications:**
  - Relevance and level of the consultant's educational qualifications, with a preference for advanced degrees in Nutrition, Public Health, Community Health, Development Studies, Social Sciences, Statistics, or related fields.

3. **Technical Expertise:**

- Demonstrated technical expertise in conducting surveys, research, and evaluations, with a focus on identifying gaps in knowledge, attitudes, mindset, and practices related to nutrition and public health.

4. **Experience with Government Institutions or Development Partners:**

- Experience working with government institutions, non-governmental organizations (NGOs), or civil society organizations, particularly in the context of Rwanda or similar settings. Proof or certifications of such experience will be considered an advantage.

5. **Proposal Quality:**

- The clarity, comprehensiveness, and feasibility of the technical and financial proposals submitted by the consultant.

6. **References and Testimonials:**

- The strength and relevance of references or testimonials provided, demonstrating the consultant's ability to deliver high-quality outputs and meet project objectives.

**11. Details about the Assessment Report**

The consultant is required to submit a comprehensive and detailed Mid-Term Review report that adheres to the following specifications:

1. **Report Length and Language:**

- The final report should not exceed 30 pages, excluding annexes.
- The report should be written in English, ensuring clarity and conciseness in the presentation of findings and recommendations.

2. **Report Structure:**

The report should follow a structured format, including the following sections:

- **Title Page:** A concise title page, not exceeding one page, including the title of the report, the name of the consultant, and the date of submission.
- **Table of Contents:** A clear and detailed table of contents, not exceeding one page, outlining the structure and sections of the report.
- **List of Reviewers:** A short description of the reviewers involved in the Mid-Term Review process, including their roles and affiliations.
- **List of Acronyms:** A list of acronyms and abbreviations used in the report, not exceeding half a page.
- **Executive Summary:** A concise executive summary, not exceeding two pages, highlighting the key findings, conclusions, and recommendations of the Mid-Term Review.
- **Introduction/Context:** An introduction to the Mid-Term Review, providing context and background information on the NSDS Program and the objectives of the review.
- **Objectives:** A clear outline of the objectives of the Mid-Term Review, not exceeding half a page.
- **Methodology:** A detailed description of the methodology and approach used to conduct the Mid-Term Review, including data collection techniques, analysis methods, and stakeholder engagement strategies.
- **Findings:** A comprehensive presentation of the findings of the Mid-Term Review, organized into sub-sections based on the specific objectives and themes of the review. This section should not exceed six pages and should include relevant data, analysis, and insights.

- **Constraints:** A discussion of any constraints or challenges encountered during the Mid-Term Review process, not exceeding half a page.
  - **Conclusions and Recommendations:** A detailed section on the conclusions drawn from the findings and actionable recommendations for addressing any remaining gaps in knowledge, attitudes, mindset, and practices regarding nutrition under the NSDS Program. This section should not exceed three pages.
  - **Annexes:** Any additional documents, tables, figures, and supplementary materials that support the findings and recommendations of the report.
3. **Report Submission:**
- The final report should be submitted in both hard copy and soft copy formats.
  - Two printed and bound copies of the report should be provided, along with a CD or digital copy in a commonly used format (e.g., PDF).
  - The report should be submitted to the Managing Director of Urunana Development Communication (Urunana DC) prior to the expiry of the contract.

## 12. Deadline for Application

Interested consultants are invited to submit their technical and financial proposals for the Mid-Term Review. The proposals should be submitted in a single Zip folder via email: [urunanadc2004@gmail.com](mailto:urunanadc2004@gmail.com) copy to: [info@urunanadevcom.org](mailto:info@urunanadevcom.org)

The subject of the email should clearly state: **"Mid-Term Review for Identifying Gaps in Knowledge, Attitudes, Mindset, and Practices in Regard to Nutrition under the NSDS Program."**

The deadline for the submission of proposals is Tuesday the 19<sup>th</sup> of August 2025 at 3:00 PM Kigali Time. Proposals received after the specified deadline will NOT be considered.

For any clarification you can send an email to the following e-mail addresses: [urunanadc2004@gmail.com](mailto:urunanadc2004@gmail.com) copy to: [gahendak.george@gmail.com](mailto:gahendak.george@gmail.com) and [info@urunanadevcom.org](mailto:info@urunanadevcom.org)

### Notes:

- Only shortlisted candidates will be contacted for further discussions or interviews.
- Only soft copies of the proposals will be accepted. Please ensure that all required documents are included in the Zip folder and that the email is sent to both specified addresses.

Done at Kigali on 8<sup>th</sup> August 2025

  
MANAGEMENT  
URUNANA DEVELOPMENT COMMUNICATION

