

## **Terms of Reference**

### **Background**

Bangladesh has made faster progress on child mortality among its poorest and most vulnerable. Bangladesh has a very impressive record of poverty reduction, with the headcount falling by above 40% over the ten years to 2010. Breastfeeding rate, which ranged between 43% and 46% during 1993-2007, has registered a significant increase to 64%. The survey states that 74% of the children under five have body weights consistent with their ages which indicate that the standard of child health has improved. The rate of neo-natal and infant mortality has exhibited a continuous decline and on track to achieve the Millennium Development Goals (MDG). This report also reveals a piece of information which is definitely alarming: the growth (height) of 41% of the children relative to their ages is below the accepted standard. The prevalence of stunted growth has fallen from 43% to 41% during the last five years: a nominal 2% decline. Any population where 40% or more of the children are stunted is placed by the World Health Organization (WHO) in the most malnourished Population category. So where do we stand? One set of data indicate that malnutrition has decreased but another set force us to conclude that it is still sufficiently severe.

### **Key Audiences**

1. Government Bodies
2. Journalists
3. Affected Families
4. Development Organizations
5. Academics

### **Objective:**

The objective for the media dialogue:

- a. Establish malnutrition as one of the major causes for concern
- b. Share concept of the project and how it can contribute to the overall improvement of malnutrition

**Overall strategy** : Create awareness

### **Save the Children Deliverables**

Save the Children will provide necessary information to the agency such as project documents (English) and necessary statistics as and when required. Save the Children will also arrange schedules for interviews of its own staff.

## **Agency**

Agency is required to deliver a comprehensive documentary reflecting the above mentioned objectives of about 5-7 minutes in length with English and Bangla voice over versions.

Agency will deliver a script based on the project information provided below and after a pre-bid meeting. The script will also have a detailed sketched story board as well as a financial proposal to execute the story board.

## **Context of Nutrition in Bangladesh**

Chronic malnutrition affects 41% of all children in Bangladesh and is one of the key underlying reasons that one in 19 children in the country do not make it to their fifth birthday. For those who survive beyond their fifth birthday, chronic malnutrition can have long-lasting effects and prevent children from achieving their potential in life: it is estimated that malnourished children earn 20% less in adulthood. Malnutrition also has an impact on Bangladesh's economy, estimated to cost approximately US\$1 billion a year in lost economic productivity.

## **Save the Children and TCM**

Save the Children is working with local communities and the government of Bangladesh to ensure that children and their families have access to nutritious food and the essential healthcare they need. Through our partnership we are facilitating the scale-up of the government's National Nutritional Service by equipping clinics and training health workers. At a community level, Save the Children is working directly with families to improve their access to nutritious food and increase their livelihood opportunities.

Tackling Childhood Malnutrition (TCM) is working in 4 sub-districts/upazilas of Bangladesh on 4 corners. The program areas are Satkania in Chittagong, Muladi in Barisal, Nokhla in Sherpur and Kulaura in Maulvibazar along with Dhaka for administrative and strategic purposes.

TCM intends to support the Government/MOHFW with key lessons and solutions to challenges that come up during implementation of comprehensive National Nutrition Service (NNS) so that the GoB/MOHFW is able to scale it up across country.

TCM is being implemented through and with GoB/MOHFWs Revitalization of Community Health Care Initiatives in Bangladesh and Institute of Public Health and Nutrition. This project is also partnered with DGFP for its human resources and outposts.

Since its inception in 2012 November, TCM has conducted the following set up activities:

- Assessment of 125 facilities and facilitation of equipment to provide nutrition services
- Trainings on Basic Nutrition and IYCF to all public health providers
- Training on management of Severe Acute Malnutrition and CMAM
- Basic Nutrition orientation of community group members
- Strengthen supervision and monitoring system of Nutrition Services
- Facilitated regular nutrition reporting using government's online MIS
- Facilitate regular supply nutrition equipment and supplies, job aid from the MOHFW sources

- Participation of different national campaigns related to nutrition
- Roll out NNS Service Package from Upazila to community level through MOHFW service delivery system
- Link formal health system with tea garden health service delivery mechanism in Kulaura sub-district a
- Establish a coherent nutrition service in selected tea garden in Kulaura Upazila
- Sharing lessons with key stakeholders – review meetings etc

**Timeline of completion of the assignment:** 40 days after receiving purchase order

**Technical and Financial Proposal evaluation criteria**

**Technical evaluation criteria:**

<b>Evaluation criteria for Technical review</b>		<b>Assigned Score</b>
Experience of producing Maternal, newborn, child health and nutrition related documentaries		20
Quality and relevance to the script and story board		20
Presentation on story		20
Proposed team		10

<b>Evaluation criteria for Financial review</b>		<b>Assigned Score</b>	<b>Justification/ remarks</b>
I.	Financial Proposal Reflects Applicant's realistic financial estimation based on experience and volume of work	<b>30</b>	

<b>Technical Proposal</b>	<b>Financial Proposal</b>	<b>Technical pass Marks</b>
<b>70</b>	<b>30</b>	<b>46</b>

**Payment**

30% after completion of final storyboard and work plan  
70% after receiving the final product

**Note:**

Travel expenses has to be borne by the agency  
Information and appointments with relevant stakeholders will be arranged by Save the Children  
All footage and the final product developed will be the property of Save the Children.