Terms of Reference for Provision of Creative Digitalization Services for Maternal, Infant and Young Child Nutrition (MIYCF) Counselling package

Type of Contract (tick the appropriate box)	√ Institutional Contractor	Individual Consultant	Technical Assistance to IP (individual)
Title	Creative Production Services for the RCCE Onboarding Package		
Purpose	To design and produce a creative RCCE onboarding package that is practical, accessible, and adaptable across different contexts.		
Type of consultancy:	Delivery based		
Location	Kigali, with possible field travel throughout Rwanda		
Duration	Three (3) months. To be extended on need basis		
Reporting to	UNICEF Health and Nutrition section		

Background

Maternal, Infant and Young Child Feeding (MIYCF) counselling cards are among the primary tools used by Community Health Workers (CHWs), nutritionists, health facility staff and other frontline workers to promote optimal maternal nutrition, breastfeeding, complementary feeding, responsive feeding, dietary diversity, and nutrition during illness. These counselling cards provide standardized, evidence-based guidance aligned with national nutrition policies and guidelines.
While the current counselling cards remain technically relevant, they were designed primarily for print-based interpersonal counselling and are increasingly challenged by evolving communication needs, changing user expectations, varying literacy levels, and growing access to digital technologies. There is an opportunity to modernize these tools by leveraging user-centered design and digital innovation to improve caregiver engagement, enhance comprehension, and strengthen behaviour change outcomes.

Rationale

To strengthen nutrition counselling effectiveness and improve reach among caregivers and frontline workers, there is a need to transform the existing MIYCF counselling cards into modern, interactive and accessible tools that can be delivered through multiple channels.
The digital transformation should reimagine the user experience of counselling cards by making them more intuitive, engaging, and culturally relevant while maintaining alignment with national MIYCF guidance. The assignment should also explore innovative formats beyond static materials, including interactive applications, digital decision-support tools, videos, animations, audio products, and other technology-enabled solutions.
Emphasis should be placed on ensuring accessibility for low-literacy users, people with disabilities, users with limited access to digital technologies, and communities in low-connectivity environments.

Scope of Work

This assignment will consist of the development of:

- Digitally transformed MIYCN counselling package: redesigned counselling content and user experiences that support counselling needs of caregivers and frontline workers through engaging and accessible formats.
- Innovative digital MIYCN solutions: a portfolio of digital and multimedia products designed to improve learning, counselling quality, behaviour adoption and access to nutrition information across multiple platforms.

Objectives

The primary objective of the assignment is to redesign and digitally transform MIYCF counselling cards into innovative, user-friendly and accessible tools that improve learning, counselling effectiveness and adoption of recommended maternal, infant and young child feeding practices.

Specific Objectives

To reimagine the user experience of the counselling cards to make them more intuitive, engaging and culturally relevant.

- To adapt counselling content for seamless use across print, web, mobile and offline digital platforms.
- To develop innovative solutions including interactive tools, mobile applications, digital learning products, audio-visual materials and multimedia content.
- To ensure accessibility for users with varying literacy levels, disabilities and limited access to digital technologies.
- To maintain technical accuracy and alignment with national MIYCF guidelines and counselling protocols.
- To provide practical recommendations for sustainable implementation and national scale-up.

Description of the Assignment

The company will encompass the following key tasks:

1. **Desk Review and Stakeholder Consultation**
    - Review existing MIYCF counselling cards and related nutrition communication materials.
    - Consult caregivers, Community Health Workers, nutritionists, health facility staff, government stakeholders and implementing partners.
    - Identify user needs, barriers and opportunities for innovation and digitalization.

2. **Development of Creative Digital Solutions**
    - Produce prototypes of innovative MIYCF counselling solutions.
    - Develop interactive digital learning tools and counselling support applications.
    - Produce animations, videos, motion graphics and audio products.
    - Design digital storytelling assets and interactive content suitable for mobile and web platforms.
    - Explore WhatsApp-based, offline-capable and low-bandwidth solutions.

3. **Testing and Validation**
    - Pilot prototypes with caregivers and frontline workers.
    - Conduct usability testing and user acceptance assessments.
    - Facilitate validation workshops with UNICEF, Ministry of Health, Rwanda Biomedical Centre and key stakeholders.
4. **Finalization and Handover**
    - Incorporate stakeholder feedback.
    - Finalize all products.
    - Deliver editable source files and implementation guidance.
    - Present final recommendations for scale-up and sustainability.

Expected Deliverables

The deliverables will include, but are not limited to

- Inception report including methodology, workplan and stakeholder consultation plan.
- User research report documenting audience insights, user journeys and design opportunities.
- Three (3) creative concepts for digital transformation of MIYCN counselling cards, including wireframes, mock-ups and storyboards.
- Prototype package of selected digital solutions.
- One accessibility assessment report and recommendations.
- One usability testing report and stakeholder validation report.
- A redesigned MIYCN counselling package suitable for print and digital environments.
- One package of digital assets including animations, videos, audio products, interactive tools and mobile-friendly content.
- Technical documentation and implementation roadmap.
- Editable source files for all finalized products.
- Final consultancy report and presentation.

Duration

Three (3) months from contract signature

Payment Schedule

Task	Expected Deliverable	Timeframe	Estimated Budget
Inception and User Research	Approved inception report, stakeholder consultations, user research findings and design brief	4 weeks	20%
Concept Development and User Experience Design	Approved creative concepts, user journeys, storyboards, wireframes and design recommendations	4 weeks	25%
Prototype Development and Validation	Functional prototypes, multimedia assets, pilot testing and validation workshop reports	6 weeks	25%
Finalization and Delivery	Finalized MIYCF digital package, source files, implementation roadmap and final report	2 weeks	30%

Qualification Requirements

- Demonstrated experience in human-centered design, digital innovation and creative product development.
- Strong UX/UI design and user research expertise.
- Proven capacity in developing digital health, nutrition or behaviour change communication products.
- Experience in animation, multimedia production, mobile application development and interactive learning tools.
- Demonstrated ability to design products for low-literacy and vulnerable populations.
- Strong understanding of nutrition, health communication, social and behaviour change programming.
- Experience working with governments, development partners, UN agencies and international organizations.
- Experience in Rwanda or similar contexts is an asset.

Management Arrangements

The contracted agency will work under the supervision of the UNICEF Nutrition Section in close collaboration with the Ministry of Health, Rwanda Biomedical Centre (RBC), and relevant nutrition technical working groups.

Application Submission – Evaluation Process and Methods
Interested firms should submit:

- Technical proposal including understanding of the assignment, methodology, workplan, institutional capacity and team composition.
- Financial proposal with detailed budget breakdown.
- Company profile and registration documents.
- CVs of proposed experts.
- Portfolio demonstrates similar assignments.
- At least three examples of relevant digital product development, interactive learning solutions, UX/UI design or health communication assignments.

The evaluation of proposals will follow UNICEF procedures:

- Technical Proposal: 70%
- Financial Proposal: 30%

Bidders must achieve a minimum technical score of 49/70 to qualify for financial evaluation.

Evaluation Matrix

Company Qualifications and Profiles of Support Team	**Evaluation Criteria**	**Maximum Score**
Institutional Experience	Completeness of proposal	5
	Demonstrated experience in digital product development, UX/UI and creative communication solutions	15
	Experience in nutrition, health communication and development programming in Rwanda or similar contexts	10
Relevant Experience and Qualifications of Key Personnel	Qualifications and experience of Team Leader	10
	Qualifications and experience of other team members	10
Methodology and Approach	Soundness of proposed methodology, innovation approach, accessibility considerations and human-centered design process	20
Total Technical		**70**
Financial Proposal		**30**
Total		**100**