

Call for proposals to conduct a Formative Research: Improved Access to Safe Drinking Water in Liberia Activity (Terms of Reference-TOR)

1.0 Background

Clean water, decent toilets, and hygiene are three essentials that help people lead dignified and healthy lives. They should be normal for everyone, but for millions of people, they are not. We are determined to make clean water, decent toilets, and good hygiene a normal part of everyday life for everyone, everywhere within a generation.

The Improved Access to Safe Drinking Water in Liberia Activity is funded by the United States Agency for International Development (USAID/Liberia) and implemented in Liberia by Winrock International in partnership with WaterAid and FEI Consulting. The project aims to move Liberians in Montserrado and Margibi Counties to a basic level of water services by strengthening water sector governance, creating scalable models for equitable water service delivery, and promoting and adopting key water use behaviors among the target households. The project is targeting about 80,000 people in all communities in Margibi and two districts in Montserrado receiving improved service quality from an existing basic service. Winrock and its partners will collaborate with Liberian government institutions at the national, county, and local levels to implement a vision where all Liberians access, use, and demand safe, sustainable water services. The project will also collaborate with the private sector and civil society to address challenges preventing Liberia from achieving its goal of providing sustainable water for all.

WaterAid is leading on aspect of the project intended to increase transformation, adoption and sustainability of key safe water use behaviors among households and is currently seeking an experienced Consultant or a research firm to conduct formative research with focus on social behavior change relating to governance of safe water systems, use of safe drinking water and maintenance of services in sampled communities.

2.0 Purpose

The purpose of the assignment is to conduct a formative research to understand the determinants, motives, barriers and touch points related to transformation, adoption and sustainability of key safe water use behaviors. The formative research work will assess primary behaviors relating to accessing and use as well as management of safe drinking water. This will include assessing behaviors that motivate or hinder the access and the use of safe drinking Water. Such behaviors could be influenced by socio-cultural barriers, economic and financial barriers, physical barriers, environmental and believes/knowledge/attitude that support or hinder attitudes associated with unwillingness

or willingness to pay for safe drinking water, sustainable management and governance of systems of safe water systems or services. This will include different water point management models such as local government or community management as well as Public Private Partnerships (PPPs). In addition, the formative research will assess perceptions, motivations, barriers to willingness to pay for the water services by the communities, examine timeliness in payments and reasons for / not paying on time. The assignment will also look into managerial aspect of the water systems; assess attitudes and perceptions on the existing water system management approach, assess perceptions and their determinants on the participation of women in management of the water systems. Furthermore, the formative research will assess the availability of policies and guidelines that guide the management of the water systems and determine the level of their effectiveness in creating an enabling environment – pro inclusive and equality. Thus, revealing the different barriers, attitudes, beliefs, knowledge frustrating or enabling the environment.

A high-level assessment will be carried out to understand water use behaviors that promote or affect the general health situation of people in these counties. These behaviors include, use of a clean water within the household, payment for safe water use or maintenance of safe water services.

The outcomes of the formative research will form the basis for the development of a comprehensive Social Behavior Change (SBC) promotional package which will be designed or co-created in collaboration with multi sectorial stakeholders including communities to ensure relevance, acceptability and effectiveness of the material and also map accurately the touchpoints for the targeted groups in the counties. In addition, the document will be used to develop the strategy for the Improved Access to Safe Drinking Water in Liberia Activity.

3.0 Specific objectives:

The successful consultant will:

- a. Assess the current behaviours relating to payment for the use of safe water services in sampled communities in rural Montserrado and Margibi. (observe behaviours, reported behaviours, knowledge and social norms) and the determinants (physical, social, demographic, economic and cultural).
- b. Identify the key barriers and drivers for use of safe water: bring out detailed insight on what enhances, prohibits, discourages and holds back people from adopting and sustaining safe water use and drivers for behaviour change.
- c. Assess and determine various touch-points to reach different target populations in communities and identify the most appropriate means of communication. Also, to

assess the social power relationship between different target population including women, men, girls, aging population and people Living with Disabilities.

- d. Assess the target people's willingness to pay for safe water, assess their perceptions and determinants of the identified perceptions; asses attitudes on the participation of women in the leadership of the water system management, and lastly assess the existence of policies and guidelines that are used to govern the water systems, determine their effectiveness in ensuring inclusivity and equity in the access of water systems and their management.
- e. Identify key barriers and drivers related to the decisions to invest in local water service provision/self-supply and water source management as well as decision-making and participation of women and marginalized groups so as to help address behaviours related to these.

Primary behavior:

- Safe management of domestic water: Water safety at source, safe transportation, storage, treatment and consumption in households Water related behaviours: safe use of water, household water treatment, safe water from source to mouth (payment, collection, transport, storage, treatment and drinking).
- Investment, Ownership and management of community water system: Behaviors/attitude of community leadership in the management of community water system: Initiate and exercise responsibilities as community leaders in taking steps to maintain water systems, by mobilizing communities and getting their buy-in to pay for the common good (maintenance Safe Water facilities) of the community.
- The social behaviours about the participation of women, vulnerable and marginalized groups including persons with disabilities and minority groups.
- Social behaviours of women, vulnerable and marginalized groups relating to investing time and money in the supply and management of safe water services or systems.

Secondary Behaviors:

- Acceptance and payment of water services
- Change in behaviour pattern on water safety, maintenance and security

Table 1: Summarizes formative research techniques and methods

Objectives	Key tools (example)	Techniques (example)	Key Questions
<p>1. Assess the current behaviours relating to payment for the use of safe water services in sampled communities in rural Montserrado and Margibi. (observed behaviours, reported behaviours, knowledge and social norms) and the determinants (physical, social, demographic, economic and cultural)</p>	<ul style="list-style-type: none"> • Use BCD checklist to fill the information from framing workshop and literature review. Identify the information gap in order to shape the key questions to answer. • Questionnaires to collect socio-demographic information, overall /general behaviour with focus on payment relating to the use of safe water . • Spot-check checklist to assess settings. • Focus Group Discussion (FGD) guides to assess socio-cultural context, psychological determinants and social norms in the district and its communities. • Observation checklist to assess behaviours 	<p>BCD checklist and tools, HH survey using structured questionnaire, structured observation. FGD. Structured observation: full-day monitoring of activities, recording all behaviours (one HH per day per observer). At a subset of households, filming can be done to record behaviours upon consent of HH.</p>	<p>Prevalent safe Water use behaviors and practices in study communities. What are the levels of understanding and practice of safe water use and management behaviors observed among community members, (including people with disabilities) in different settings? (all key behaviors in selected communities in addition to understanding when and where behavior is practiced)</p> <p>What are the safe water facilities (linking with all behaviors) available in HHs/community settings to support routine safe water use practices or behaviors practiced?</p> <p>What are the key determinants for each of the behaviors</p> <p>What are the social norms relating to each of the behaviors</p>

Objectives	Key tools (example)	Techniques (example)	Key Questions
	(observed behaviours).		
<p>2 Identify the key barriers (what prohibits, discourages and holds back people from practicing positive water use behaviours), and drivers for behaviour change such as motivational drivers to change behaviour (such as social status, nurture, disgust, affiliation, comfort etc.)</p>	<p>Mapping exercise (use WA's formative research tools): The researcher has to make up an imaginary story for each behaviour (primary and secondary), then share a different story for each behaviour and ask participants what they would have done, and why. Participants are asked what motivated their response. Regarding each behaviour, they are then asked what would be the ideal things to do (what is the behaviour, what they currently do, what would they want to do ideally, how they would like to improve). Conduct behaviour function exercise to map-out which motives is key to prioritise.</p> <p>Barrier mapping exercise: conduct barrier analysis exercise for each of the behaviours and sanitation services.</p>	<p>BCD checklist and tools, Motives mapping, behaviour function exercise. Story telling; motives exercise; conducting FGD. Checklist to document their desires and aspirations. In-depth interview to do so. Focus Group Discussion, barrier mapping and problem tree exercise.</p>	<p>Why are the community members, practicing good/adverse Safe water use practices (all key behaviors)? What are the current physical, social, cultural, biological and attitudinal challenges/barriers to practicing key safe water use and behaviors?</p> <p>Safe Water use motivators: What are the key motivational drivers (desire for good health, disgust for poor hygiene, nurture, social status, affiliation, purity etc.), cues to action and key motives for community members desire to practice good behaviors for safe water use?</p>

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	<p>This can be done as part of the focus group discussion using barrier mapping tree exercise.</p>		
<p>3. Assess and determine various touch-points to reach different target populations</p>	<ul style="list-style-type: none"> • Touch points mapping exercise (draw target population picture and ask participants how can they be reached through safe water interventions) and what approach can be taken. • Questionnaire surveys • In-depth interview with HHs • Key informant interviews with health staff at the HCFs. • Media mapping exercise for each districts using checklist • 	<p>One-to-one discussions with HHs, health staff. Interviews with available media actors in the district.</p>	<p>Touch points: what are key touch points to reach target population with intervention/s? Are there political, programmatic (such as existing developmental programmes/interventions) and social considerations (including ethnicity and religious factors) to note in identifying and/or utilizing touch points?</p> <p>Existing communication channels: What are the current communication avenues, or strategies used within the communities to reach the people (including festivals, socio-cultural events, religious ceremonies and popular community gathering places)?</p> <p>Potential communication channels: What local communication channels exist? Are the community members aware of those channels? What type of communication channel (interpersonal, group, event) is preferred by community members? What would be the appropriate means of</p>

Objectives	Key tools (example)	Techniques (example)	Key Questions
			<p>communication information on payment for safe water use promotion?</p> <p>Existing products and services for safe water: Are there existing products and services to support behavior change at HH level that support safe water use? Are they readily available and affordable? What are the barriers to accessing them? Are there stated preferences in use and design of available water facilities and water systems? What socio-demographic variations exist in such preferences?</p>

Objectives	Key tools (example)	Techniques (example)	Key Questions
<p>4. Assess the target people's willingness to pay for safe water, assess their perceptions and determinants of the identified perceptions; assess attitudes on the participation of women in the leadership of the water system management, and lastly assess the existence of policies and guidelines that are used to govern the water systems, determine their effectiveness in ensuring inclusivity and equity in the access of water systems and their management.</p>	<ul style="list-style-type: none"> Literature review to document policies and guidelines to govern water system Mapping exercise using behaviour pictures. Develop different behaviour pictures/ illustrations and ask community members to prioritize behaviours according to how critical they are for their people's health and why? <p>Record daily routine of HHs asking them what activities they do on each day (from morning to evening). This is done in order to easily identify which time of the day would be ideal for them promotion activities.</p> <p>FGDs with influential community member on the involvement of women in leadership in water system management.</p>	<p>One to one picture/ illustration demonstration and ranking exercise at scale (researcher needs to list all possible activities and ask whether these are done without revealing the list).</p>	<p>Priority behaviors: What are the key safe water use behaviors that should be prioritized in designing a behavior change intervention and why? (prioritize key behaviors related to safe water use and clear rationale should be given for identification)</p> <p>Variation in behaviors: What are the traditionally routed social, cultural practices among the target population relating to key safe water use behaviors? Are there any key differences in social norms and roles among target population by gender, by geographic residence?</p> <p>Motivational themes: What are the key motivational themes that can be leveraged on by the intervention to improve the key prioritized safe water use behaviors? (should be justified with motives for all key behaviors)</p>

4.0 Key activities

1. Design adoptive formative research tools, questionnaire, etc in a participatory manner including the participation of project communities, and in consideration of the major objectives of the Improved Access to Safe Drinking Water in Liberia Activity.
2. Conduct inception meeting with stakeholder to identify gaps and finalize tools
3. Train the Improved Access to safe Drinking Water enumerators to support the data collection exercise.
4. Work with communities and CSOs to field test, optimize, and institutionalize approaches and tools.
5. Conduct of Formative Research (data collection, entry and analysis) in partnerships with local community groups and consultation with CSOs.
6. Compile, present findings and validate report.
7. Finalise Formative Research Report.

5.0 Key Outputs/Deliverables

1. Design/adopt Formative Research tools
2. Data set/collection
3. Formative Research report (analysed report)
4. Presentation of results to the Improved Access to safe Drinking Water Team (WaterAid & Windrock) in Liberia and during creative workshop)

6.0 Timeframe

The entire process of designing, conducting the research, submitting the final report and co-creation workshops for development SBC materials and campaign strategy will last 8 weeks from the date of signing the contract.

7.0 Proposed budget breakdown

The consulting firm or individual consultant will provide an estimated, realistic and itemized budget in order to produce the expected outputs.

8.0 Methodology and sampling

This is a mix method study involving qualitative and quantitative approaches. The study will be conducted in Montserado (Todee district ,Careysburg District and St. Paul River District) and Margibi counties (Firestone District, Gibi District, Kakata District and Mambah-Kaba District).

8.1 Sample size and sampling:

A multistage sampling approached will be adopted comprising purposeful (KII, FGDs, etc) and simple random sampling techniques (in the selection of study communities , household survey, etc) at the various levels of the study. A representative sample size

should be estimated at 95% CI. The purposive sampling approach will be considered at first level to include different variables (such as geography/settlements, service provision, social-cultural diversity, ethnicity, etc) and once those criteria are defined and met, the simple random sampling methodology will be used to select the specific schools, healthcare facilities and communities/HHs.

9.0 Stakeholder involvement

The key stakeholders are men and women of reproductive age (i.e 15 – 49 years); their spouses; key influencers of norms and practices (Religious and traditional leaders, community leaders, chiefs, clan heads, local government authorities, Healthcare workers, NGOs, CSOs, Media etc) among men and women with children less than five years; community members. These also include traditional and opinion leaders in the communities; non-governmental organizations implementing similar and related interventions; service providers at the district and chiefdom levels, health and community development teams etc.

10. Skills and competencies of the consultant or consulting firm

- Postgraduate qualifications in social sciences research; public health (health promotion) social or Behaviour change communication and use of qualitative research methods at least 10 years of relevant experience including serving as team leader.
- Basic training and senior level experience in conducting formative research using qualitative methods.
- Demonstrated experience of conducting similar assessment or work including program formative assessment to inform social/hygiene behaviour change interventions including hygiene in communities and healthcare facilities in the last five years.
- Demonstration of experience as lead person/s of using qualitative research methods.
- Lead person to have experience in design of social behaviour change communication interventions in the area of hygiene, sanitation and health related interventions.
- Excellent communication and good report writing skills, especially ability to write very well in English.
- Excellent knowledge of issues in water and generally in WASH (focusing on safe water use and other hygiene behaviour change) as well as social and environmental health behaviour change programming in Liberia.
- Timely delivery of expected outputs from assessment.

- Knowledge and experience of using statistical packages for analysis of data.

11. Application process and submission

Interested candidates (individual consultants or firms) are required to submit the following documentation:

- Technical and financial proposals with specific focus addressing the purpose and objectives of the assignment, methodology to be used, key selection criteria and draft data collection tools and interview guides.
- Initial work plan based on methodology outlined.
- Company or individual profile or CV including a minimum of 3 references.
- Detailed budget breakdown.

The deadline for submission of both technical and financial proposals is **28th April 2023**. **Proposals should be submitted to recruitmentwli@wateraid.org** The subject line of your email should read **“Application – Formative Research”**

Please note: *Applications will be reviewed on rolling bases till deadline date.*