

Republic of the Philippines  
Department of Health  
NATIONAL NUTRITION COUNCIL

HIRING OF CONSULTANCY GROUP FOR THE CONDUCT OF SUMMATIVE EVALUATION OF  
THE TRAINING ON PROMOTE GOOD NUTRITION PROGRAM

TERMS OF REFERENCE

**A. Background**

The NNC was given oversight function to lead and coordinate the implementation of the Promote Good Nutrition (PGN) component of the Accelerated Hunger-Mitigation Program or AHMP starting in 2007 under the Arroyo Administration. PGN aimed to improve the nutrition knowledge, attitudes and practices of families to increase demand for adequate, nutritious, and safe food. Specifically, PGN aimed to:

1. Increase the number of 0-6 months old infants that are exclusively breastfed;
2. Increase the number of children 6-24 months appropriately given complementary foods;
3. Decrease the number of preschool children with below normal low weight for age; and
4. Increase consumption of vegetables and eggs.

The PGN was implemented in the AHMP priority areas by phase. AHMP areas were categorized into three groups of provinces, by priority.

1. Priority One areas are the 10 most food-poor areas determined using the subsistence incidence (2003 Family Income and Expenditure Survey) results.

Region	Province
CAR	Mountain Province
5	Camarines Norte and Masbate
9	Zamboanga del Norte and Zamboanga Sibugay
10	Lanao del Norte
12	Sarangani
NCR	All 16 cities and 1 municipality
CARAGA	Agusan del Sur and Surigao del Norte
ARMM	Maguindanao

2. Priority Two or 20 poorest provinces based on poverty incidence (2003).

Region	Province
CAR	Abra, Kalinga
4B	Marinduque, Palawan, Occidental Mindoro, Oriental Mindoro and Romblon
5	Camarines Sur
6	Antique and Samar
7	Negros Oriental
8	Biliran
10	Bukidnon and Misamis Occidental
11	Davao Oriental
12	Sultan Kudarat
CARAGA	Surigao del Sur
ARMM	Lanao del Sur, Sulu and Tawi-Tawi

3. Priority Three areas are 24 provinces with existing hunger-mitigation projects.

Region	Province
1	La Union
CAR	Ifugao, Apayao
4A	Quezon
5	Albay, Catanduanes, Sorsogon
6	Aklan, Capiz, Iloilo, Negros Occidental
7	Bohol
8	Eastern Samar, Northern Samar, Leyte, Southern Leyte
9	Zamboanga del Sur
10	Camiguin
11	Davao del Norte, Davao del Sur
12	Cotabato, South Cotabato
CARAGA	Agusan del Norte
ARMM	Basilan

The Aquino administration did not pursue AHMP any longer but NNC continued implementation by expanding the PGN trainings on Infant and Young Child Feeding (IYCF) and Lactation Management to cover 25 non-AHMP provinces from 2011-2014.

Region	Province
1	Ilocos Norte, Ilocos Sur, Pangasinan
2	Batanes, Cagayan, Isabela, Nueva Vizcaya, Quirino
CAR	Benguet
3	Aurora, Bataan, Bulacan, Nueva Ecija, Pampanga, Tarlac Zambales
4A	Batangas, Cavite, Laguna, Rizal
6	Guimaras
7	Cebu, Siquijor
10	Misamis Oriental
11	Compostela Valley

The PGN focused on two key messages: 1) for primary targets (mothers and caregivers) to practice proper infant and young child feeding or IYCF, and 2) for the general population to put into practice the Nutritional Guidelines for Filipinos (NGF). As such, one of the major components of the PGN is the community-based promotion of IYCF and NGF that includes: 1) conduct of trainings for regional, provincial, municipal/city and barangay implementers on IYCF and *Pabasa sa Nutrisyon (PSN)*; and 2) lactation management for hospital implementers. This is complemented by mass media campaign using various channels to support the conduct of inter-personal communication at the community level.

In 2012, the training on IYCF and PSN was later renamed to Training on PGN to integrate the different priority nutrition messages to be promoted using various modules. The sessions included an overview of the Philippine Plan of Action for Nutrition 2011-2016, NGF, *Pabasa sa Nutrisyon*, Infant and Young Child Feeding Counseling Course, and promotion of vegetables and eggs. The trainings were expected to facilitate the conduct of nutrition counseling among pregnant women and mothers of 0-23 months old children and nutrition education classes to promote good nutrition among families. It also includes the organization of community-based breastfeeding support groups to help mothers address problems related to breastfeeding as shown in the Framework below.

Figure 1. Framework for promoting good nutrition

Input	Output	Outcome
<ol style="list-style-type: none"> <li>1. LGU orientation/ advocacy meetings</li> <li>2. Trainings on local promotion of good nutrition: <ul style="list-style-type: none"> <li>• Infant and young child feeding</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>1. Cities/municipalities and barangays with pledge of support to nutrition</li> <li>2. Cities/municipalities and barangays with ordinance or resolution on promotion of good nutrition</li> </ol>	<ol style="list-style-type: none"> <li>1. Increased number of 0-6 months old infants that are exclusively breastfed</li> <li>2. Increased number of children 6 months to 24 months given</li> </ol>

Input	Output	Outcome
<ul style="list-style-type: none"> <li>• <i>Pabasa sa Nutrisyon</i></li> <li>• Promotion of vegetables and eggs</li> <li>• Promotion of the Nutritional Guidelines for Filipinos (NGF)</li> </ul> 3. Provision of IEC materials (LGUs and schools) 4. Multi-media campaign 5. Program management	3. Skilled implementers in promoting nutrition 4. Organized IYCF support groups providing counseling to pregnant women and mothers with 0-2 years old children 5. Families attended nutrition education classes 6. Families with home food production activities	appropriate complementary foods 3. Decreased number of preschool children with below normal low weight for age 4. Increased consumption of vegetables and eggs

PGN trainers from the national and regional level conducted monitoring visits to assess progress of post-training activities including observation of IYCF counselling by peer counsellor during home visits. The visits also determined problems encountered and provided remedial actions. Monitoring tools were also developed to facilitate monitoring activities such as interview with the implementers, observation of actual IYCF counseling and report consolidation.

From 2007 to 2016, a total of 5,274 batches of PGN trainings were conducted for city/municipal and barangay implementers from 80 provinces and NCR. As a locally-funded project of the NNC, PGN trainings started with an approved budget of Php32.3 million in 2007. Eventually, in 2012, it became part of the regular program of NNC with a budget of Php238.2 million.

Considering the resources that have been poured in the conduct of PGN training, it is therefore vital and proper to evaluate the program. However, given the magnitude and scope of work necessary to conduct the program evaluation and the limited technical personnel to carry it out, NNC shall hire a consultancy group to evaluate the PGN trainings.

The group must have the following essential qualifications:

1. Relevant technical knowledge, skills and extensive experience in conducting program evaluation and with experience and expertise in both qualitative and quantitative evaluation techniques;
2. Have a good track record (no complaints on file) of completed and ongoing similar projects with a cost of at least 50% of the project at hand for the last 3 years;
3. Have qualified staff and facilities to carry out the project; and
4. Willing to post a performance security.

## B. Objective

To hire the services of a consultancy group to conduct a summative evaluation of the PGN training including factors that facilitated and hindered program implementation and attainment of outcomes within the specified time frame. Specifically, the evaluation seeks to:

1. Determine extent to which expected outputs and outcomes were achieved including unintended effects (positive and negative) and aspects for sustainability;
2. Document program successes and the crucial factors that facilitated these;
3. Describe the process of implementation focusing on the participation and complementation of various stakeholders at different levels;
4. Analyze the efficiency of the program inputs against achievement of desired outcomes;
5. Describe the scenario for areas which did not receive the training from NNC;
6. Evaluate the PGN program design in terms of relevance and its objectives relative to overall impact contribution to determine AHMP context of LGUs;
7. Assess need for continuation of PGN trainings by relevant agencies; and
8. Identify important lessons and make recommendations for implementation of future activities.

**C. Expected Outputs**

1. Inception report detailing the methodology for evaluation, sample tools, plan of work and budget
2. At least three (3) draft reports in soft and hard copies
3. PowerPoint presentation on the evaluation
4. Final report in both soft and hard copies (25 copies)

**D. Methodology**

1. The consultant shall submit an inception report of the evaluation to describe the plan of work and methodology to include the background, review of literature, objectives, methodology, limitation/s of study, evaluation tools, implementation scheme with timetable, budget estimates and the evaluation team.
2. The evaluation should be able to answer these questions:
  - a. To what extent has the program been able to achieve the expected outcomes and unintended effects of PGN and AMHP? What are the contributions of the inputs of NNC in achieving the outcomes?
  - b. What factors were crucial to the achievement (or failure) of the outcomes at national, regional and local levels?
  - c. To what extent were the program costs and benefits (outcomes) reasonable or proportionate? Were inputs used efficiently to achieve desired results?
  - d. What partners were involved in the coordination of the program and what factors facilitated or hindered program coordination?
3. The NNC shall review and comment on the draft report. There shall be a maximum of three (3) substantive drafts. The NNC shall approve the final report.
4. The consultant shall implement and manage the activities indicated in the approved evaluation design.

5. The consultant shall submit and present the results of the evaluation to the NNC Secretariat and NNC Technical Committee.

**E. Duration**

The project shall be implemented in 7 months to commence on the date of issuance of Notice to Proceed by the NNC.

**F. Scope of Work of the Consultant**

1. Submit a proposed inception report as stated in item C.1 for review and approval of NNC.
2. Conduct primary and secondary data collection as per approved protocol.
3. Conduct interviews with a sample of stakeholders to gather data using, but not limited to, survey questionnaire, key informant interview guide and focus group discussion. The areas and sample stakeholders shall be identified together with NNC.
4. Set up and manage data collection and data analysis of results of the evaluation.
5. Submit to NNC the following:
  - a) Copies of all the tools developed and the instructions for use
  - b) Data sets including original data form, and including e-copy
  - c) Transcripts of group discussions and interviews
  - d) Final Report, in hard and soft copy, which shall include qualitative and quantitative information on the activities, results, lessons learned and recommendations
  - e) Audited financial report
6. Coordinate closely with NNC through submission and presentation of progress report.

**G. Roles and Responsibilities of NNC**

1. Review and approve the inception report and other outputs of the consultancy group. The final report shall be evaluated based on its compliance to the Terms of Reference and the completeness of the report including comprehensive summary, and assessment of the intervention based on the framework. Its conclusions and recommendations should be based on findings in the report, are realistic and indicate to whom the recommendations are addressed to, evaluation methods should be properly documented, secondary data review should be comprehensive and presentation should be clear.
2. Assign a focal staff to coordinate the requirements of the contractor.
3. Coordinate closely the implementation of the project with the contractor to ensure timeliness and quality of outputs.
4. Provide documents and records related to the project and make available its personnel for interviews.
5. Coordinate with the NNC regional offices, sample areas and other stakeholders for the activities related to data collection and validation, as needed.
6. Process the payment of the contractor upon submission, review and approval of required outputs.
7. Conduct an assessment of the consultancy.

## H. Timetable of Activities

The consultant shall be guided by the timeline below:

Activity	Month						
	1	2	3	4	5	6	7
1. Coordination meetings with NNC	x		x		x		x
2. Submission and finalization of Inception Report	x						
3. Development of evaluation protocol	x	x					
4. Data collection/Review of Literature		x	x	x			
5. Results/Data analysis				x	x		
6. Presentation to NNC Secretariat and TechCom; revision and finalization of evaluation results					x	x	
7. Preparation and submission of final deliverables							x

## I. Project Cost and Terms of Payment

The total project cost is Php1,000,000.00, inclusive of all taxes, charged against the A.III.d funds of NNC, subject to usual government accounting and auditing rules and regulations. The breakdown of the estimated cost is as follows:

Item of Expenditure	Amount (in Php)
1. Professional fees	500,000
2. Logistics (supplies, traveling expenses, vehicle rental, communication, etc.)	350,000
3. Token for study participants	20,000
4. Contingency	30,000
5. Administrative cost	100,000
<b>TOTAL</b>	<b>1,000,000</b>

The consultant shall be paid through domestic letter of credit (LC), upon presentation of certificate of acceptance from NNC which shall be based upon submission of required deliverables for each tranche of payment as follows:

Terms	Amount (Php)
<b>First Payment (15%)</b> – upon submission of billing statement and approved Inception Report within 2 weeks from issuance of Notice to Proceed	150,000
<b>Second Payment (40%)</b> – upon submission of billing statement and approved evaluation protocol for data collection	400,000
<b>Third Payment (30%)</b> – upon submission of billing statement and first draft of the report	300,000

Terms	Amount (Php)
<b>Fourth and final Payment (15%)</b> – upon submission of billing statement, final report, audited financial report; submission of evaluation tools, data sets, transcripts of interviews and FGDs and other deliverables within one month from approval/ acceptance of final report	150,000
<b>TOTAL</b>	1,000,000


**J. Ownership**

All soft and hard copies of documents, reports, tools and materials developed and submitted by the consultant shall be the property of the NNC. The consultant will not have any rights to copy, retain, reproduce, or use the documents, reports, tools and materials without written approval of the NNC. The report shall be confidential unless otherwise stated by the NNC.


**K. Penalty**

Failure on the part of the consultant to comply with the requirements shall be cause for imposition of penalty of 1/10 of 1% of the total project cost for each day of delay that will be deducted from the final payment or the contract's termination as provided by existing government accounting and auditing rules and regulations.


Prepared by:

  
**JOMARIE L. TONGOL**  
 Nutrition Officer III, NIED


Reviewed by:

  
**JOVITA B. RAVAL**  
 Nutrition Officer V, NIED

Recommending Approval:

  
**AZUCENA M. DAYANGHIRANG, MD, MCH, CESE**  
 Deputy Executive Director III

Approved:

  
**ASSISTANT SECRETARY OF HEALTH MARIA-BERNARDITA T. FLORES, CESO II**  
 Executive Director IV

Republic of the Philippines  
Department of Health  
NATIONAL NUTRITION COUNCIL  
2332 Chino Roces Avenue Extension, Taguig City  
Tel./Fax No. 816-4239

Checklist of Eligibility Requirements

**Class "A" Documents**

**Legal Documents**

- Department of Trade and Industry (DTI) business name registration or SEC Registration Certificate, or CDA for cooperatives or any proof of such registration.
- Valid and current Mayor's permit/municipal license issued by the city or municipality where the principal place of business of the prospective bidder is located.
- Tax Clearance

**Technical Documents**

- Statement of the prospective bidder of all its on-going government and private contracts including contracts awarded but not yet started if any, whether similar in nature and complexity to the contract to be bid within the relevant period as provided in PBD.
- Statement of all completed government and private contracts for the last three (3) years (July 2014 – July 2017) a single or three accumulated similar/related contracts whose value is at least 50% of the Approved Budget for the Contract.

Statement of on-going and completed contract should be submitted in separate sheet and categorized whether government or private, if none, indicate "None."

- At least 3 certifications of satisfactory performance from three (3) previous clients.
- Statement of the consultant specifying his/her nationality and confirming that those who will actually perform the service are registered professionals authorized by the appropriate regulatory body to practice those professions and allied professions.
- Curriculum Vitae of personnel to be assigned to the project.

**Financial Documents**

- Consultant's audited financial statements, stamped "received" by the BIR or its duly accredited and authorized institutions, for the preceding calendar year which should not be earlier than two years from the date of submission, showing among others the total assets and liabilities.
- Computation of Net Financial Contracting Capacity (NFCC)

### Class "B" Documents

- Valid joint venture agreement (JVA), in case a joint venture is already in existence. In the absence of a JVA, duly notarized statements from all the potential joint venture partners stating that they will enter into and abide by the provisions of JVA in the instance that the bid is successful shall be included in the bid. Failure to enter into a joint venture in the event of a contract award shall be ground for the forfeiture of the bid security.

#### NOTE:

The bidder shall submit four (4) sets of each eligibility documents, technical and financial proposal. 1 original and 3 sets of duplicate copy. Each set of documents must be securely fastened in a legal size folder enclosed in a sealed and a properly labeled envelope.