



REQUEST FOR PROPOSAL

Research activities to support *Sesame Workshop International, South Africa* (August 2022)

About Sesame Workshop

Sesame Workshop is the nonprofit media and educational organization behind *Sesame Street*, the pioneering television show that has been reaching and teaching children since 1969. Today, Sesame Workshop is an innovative force for change, with a mission to help kids everywhere grow smarter, stronger, and kinder. We are present in more than 150 countries, serving children through a wide range of media, formal education, and philanthropically funded social impact programs, each grounded in rigorous research and tailored to the needs and cultures of the communities we serve. For more information, please visit sesameworkshop.org.

Background

Sesame Workshop launched outreach activities in the Eastern Cape province in 2011 and have been building upon the activities ever since across South Africa. Sesame Workshop and the LEGO Foundation first began working together to showcase the power of play in 2015. Sesame Workshop's partnership with the LEGO Foundation combines the LEGO Foundation's commitment to and expertise in learning through play with Sesame's proven content development model and media expertise. Through two initiatives, Play Well and Be Happy in South Africa's Eastern Cape, and Play Every Day in South Africa, Mexico, and India, Sesame Workshop and the LEGO Foundation are providing children and their caregivers with the tools they need to transform everyday moments into playful learning experiences—helping to set children on the right path for life.

Play to Learn is a five-year, multi-media initiative that aims to increase capacity for LTPⁱ among educational leaders and teachers in ECD centres, caregivers of ECD-age children, and social workers serving ECD-age children. Specifically, it aims to increase the capacity of these key stakeholders in young children's lives to integrate learning through play (LTP) into everyday lives in the home, classroom, and community centres. The initiative is funded by the LEGO Foundation and implemented in collaboration with numerous in-country implementing partners in selected districts across Gauteng, Eastern Cape, and Free State. The South Africa Multimedia Initiative's community outreach arm merges the two initiatives that Sesame Workshop has collaborated on with the LEGO Foundation to date, Play Well & Be Happy and Play Every Day. Play to Learn aims to reinforce the power of learning through play for young children in the classroom and at home through four prongs of programming: 1) caregiver workshops with playful learning messages and activities, 2) educators' training on integrating playful learning into education services, 3) social workers' training on integrating play into their existing centre-based and home-based services, and 4) play promoters training on promoting LTP within the education system.

Unilever HBCC

The Hygiene and Behaviour Change Coalition (HBCC)

In response to the Covid-19 pandemic, Unilever and the UK government established a public-private partnership which has now reached over 1.2 billion people with hygiene awareness messages, products, infrastructure and education.

Back in 1894, Unilever helped to improve hygiene with Lifebuoy soap during the cholera epidemic that was sweeping across Victorian England. 126 years later, Unilever is helping to stem the spread of the global Covid-19 pandemic with hygiene interventions. Through the Hygiene and Behaviour Change Coalition (HBCC) created by Unilever and the UK government, Lifebuoy and Domestos, alongside other Unilever hygiene brands, have helped to reach over 1.2 billion people with hygiene behaviour programmes and awareness campaigns.

“Our business has a century-long history of promoting hygiene through our brands, but this unprecedented crisis called for an unprecedented response,” says Rebecca Marmot, Chief Sustainability Officer, Unilever.

Deadline for Submissions:

August 15th, 2022

Research Overview

The purpose of this RFP is to solicit proposals from Research organizations in South Africa to conduct a series of focus groups with Caregivers from both Rural and Urban contexts in Gauteng South Africa. The Research aim is to Understand the current attitudes of caregivers 18+ in South Africa towards hygiene practices (handwashing, wearing masks, and social distancing) and messaging in media.

1. Primary Research Questions:

- What are the perceived barriers for hygiene practices amongst caregivers in rural and urban communities?
- How can hygiene messages be developed to improve hygiene practices in urban and rural communities?

2. Secondary Research Objectives

- Where have they received hygiene messages from? (Do they trust them?)
- How have they interpreted these messages and motivated themselves for hygiene practice? (If not, then how would they feel motivated?) - What are caregivers' perceptions of these messages? Did they find them useful or not useful?
- Did caregivers change any of their hygiene practices because of messages they saw? If so, what specific behaviours?
- Why do they feel it's easy or difficult to adopt certain good hygiene practices? (What are the socio-economic barriers).

- ⇒ Types of hygiene messages received
- ⇒ Motivation of hygiene messages
- ⇒ Examining hygiene practices at home and communities
- ⇒ Exploring the structural barriers to behaviour change

3. Proposed Research Design

Qualitative Research design - Focus Group Discussions.

4. Sample Size

Caregivers 18 + Gauteng

- ⇒ 6 Focus groups (5-6 participants)
- ⇒ 2 focus group per language:
- ⇒ Sesotho, Isizulu and English

5. Target population:

- Urban and Rural settings
- Male and females 18+,
- Caregivers with children aged 3-8

Responsibilities

The primary responsibilities of the research firm include the following:

- Create the Focus Group discussion guide, with input from SWSA
- Develop and implement a plan for scheduling of the Focus Group participants, including creation of invitations and all related participant communication
- Review, adapt, and translate instruments into necessary languages (instruments will be provided)
- Ensure that Focus Group sessions will be planned to accommodate participants' schedule and be of manageable sizes that allow for input from all participants
- Hire interviewers with necessary skills including working with vulnerable populations and young children
- Lead training of interviewers
- Develop a data collection work plan
- Develop a risk management plan for data collection including considerations for changes in accessibility and COVID-19
- Oversee data collection
- Process data and conduct data quality control checks
- Analyze data to address key research goals
- Provide a comprehensive report on findings.
- Conduct a presentation reporting on the results and information learned and recommendations for potential message development

Deliverables

All deliverables will be overseen by and coordinated with Sesame Workshop South Africa:

- Final English and local language instruments
- Data collection work plan
- Summary of key findings
- Risk management plan
- Raw data in an accessible database or spreadsheet format for future internal use.
- Coded data in English
- Analytical report in English on the findings for the study (up to two drafts per study) including an overview of methodology
- Coordination with Sesame Workshop. Throughout this work, the contractor will participate in – and as needed, lead or facilitate – calls and meetings with Sesame Workshop as needed.
- Provide SWSA with a summary on each phase of Focus Groups to allow for revisions to discussion guide questions and themes as needed.
- Analyze and present data.
- Summarize project and key outcomes in a final report.

Research Logistics

It is critical that the study is completed in a timely manner and that the local research team can deliver a high-quality report within a tight timeline.

- Protocols will consist primarily of Focus group discussions. Interview sessions should be 90 minutes.
- Focus Group discussions can be conducted in secure location (community-based center etc.).
- Proposals should outline appropriate measures to prevent exposure to COVID-19 including safety protocols for participants, interviewers, and supervisors for any face-to-face research.
- Due to changing accessibility, the research firm is requested to provide accessibility assessments and replacement options during data collection.

Timeline:

Field work should be conducted and completed in September with results and recommendations made to SWSA by the 30th of September 2022.

The project must be completed no later than September 30th, 2022.

Budget: Proposals should include a comprehensive budget (inclusive of all travel and related expenses)

Submission:

Proposals should be delivered electronically to Fathima Rawat (fathima.rawat@sesame.org), Manager Research and Outreach by 4:00 pm, 30th September 2022.

Attachments:

- Contractor Information Form

Terms of Proposal Submission:

The selected service provider will enter into a professional services agreement with Sesame Workshop in accordance with the requirements, terms, and conditions of this RFP, amongst other terms. By submitting a Proposal, Service provider is acknowledging and agreeing to the following terms and conditions:

Proposal Submission Information

This RFP is not an offer to contract. Sesame Workshop is under no obligation to Service Provider until a written contract is entered into by Sesame Workshop and Service Provider. Sesame Workshop is not obligated to consider or accept any Proposal from a Service Provider even if all requirements stated in the RFP are satisfied by Service Provider. No agreement to pay any compensation shall be implied from Sesame Workshop's consideration of the Proposal or from the failure of Sesame workshop to respond after receiving the Proposal.

Service Provider will retain a copy of its Proposal and Service Provider hereby releases Sesame Workshop from any liability for loss of, or damage to the copy of the Proposal that is submitted to Sesame Workshop.

Original Content in Proposal

Service Provider represents that the content of the Proposal is original with the Service Provider (other than any included materials which are based on or associated with any Sesame Workshop intellectual property) and that no person or entity other than the Service Provider has collaborated in creating the Proposal or has any ownership rights in the Proposal. Service Provider agrees not to sub-contract out any work in connection with its Proposal unless otherwise agreed to, in advance and in writing, by Sesame Workshop.

Confidentiality

Information provided by Sesame Workshop to Service Provider in connection with the RFP process, including the RFP documents, is confidential to Sesame Workshop. Service Provider will not disclose such confidential information to any third party without Sesame Workshop's prior written consent, will use such confidential information solely to respond to the RFP, and will take all reasonable measures to maintain the confidentiality of the confidential information.

Valid Offer Period

The budget and all other terms and conditions stated in your Proposal must remain valid for 90 days from the date of delivery of the Proposal to Sesame Workshop.

Right of Rejection

Sesame Workshop reserves the right to accept or reject any or all responses to this RFP and to enter into discussions and/or negotiations with one or more Service Provider at the same time. Additionally, Sesame Workshop reserves the right to amend or withdraw this RFP in whole or in part, at any time prior to entering a contract with a Service Provider. Expenses incurred in the preparation of Proposals in response to this RFP are the Service Provider sole responsibility.

Work-Made-For-Hire

Any contract to be entered into between Sesame Workshop and a Service Provider will be for work provided solely as work-made-for-hire, with ownership and all rights belonging to Sesame Workshop.
