



Project  
Last Mile



# Supporting health enterprises to improve the availability of family planning products: data collection, analysis, and reporting

**PROJECT LAST MILE**

**REQUEST FOR PROPOSALS**

Administered by Global Environment & Technology Foundation

# REQUEST FOR PROPOSALS

The [Global Environment & Technology Foundation](#) (GETF) is a non-profit organization based in the United States with more than 30 years of experience building and administering public-private partnerships for social impact at scale. [Project Last Mile](#) (PLM) is a public-private partnership administered by GETF, that leverages the supply chain and marketing expertise of The Coca-Cola Company and its network to improve medicine distribution and uptake of health services across Africa.

## PROGRAM BACKGROUND AND OBJECTIVES

Access to family planning resources is central to safeguarding the health of families, and in particular women and girls. The COVID-19 pandemic placed a significant strain on health systems, threatening access to reproductive health services, such as family planning, and preventing progress in improving access for those with an unmet need for family planning.

Social enterprises play a critical role in bridging the gap between communities and health services, including the delivery of family planning solutions. However, they often lack operational and marketing expertise to scale their reach to larger populations. Recognizing this, PLM partnered with USAID's Global Health Office of Population and Reproductive Health Commodities (PRH) to strengthen the organizational effectiveness of social enterprises delivering family planning products to consumers.

To date, four social enterprises have been matched with a PLM Subject Matter Expert (SME) to receive Technical Assistance (TA), coaching, and mentoring. PLM developed best-fit route-to-market solutions with each enterprise and provided hands-on in-country support from experienced Coca-Cola System experts to guide the integration of the solutions into current operating models.

In Phase 1 (2021-2022) PLM delivered TA to two social enterprises: Total Family Health Organization (TFHO) in Ghana and Healthy Entrepreneurs (HE) in Uganda. In Phase 2 (2024), PLM is delivering TA to two additional social enterprises: Maisha Meds in Kenya and Parkers' Mobile Clinics in Nigeria.

The PLM family planning program goals are:

<b>PLM family planning TA program goals</b>
<b>Lives reached:</b> Increase availability of family planning commodities to the last mile

<b>Health systems strengthened:</b> Develop enterprise capacities to increase effectiveness and efficiency of family planning commodities distribution
<b>Sustainability and scale:</b> Embed private sector innovation within the enterprises, enabling them to sustain and scale improvements in family planning commodities distribution

Aligned with the PLM family planning program goals, the specific goals for each enterprise are:

<b>Program goal</b>	<b>Phase 1 Objectives: Healthy Entrepreneurs</b>	<b>Phase 1 Objectives: Total Family Health Organization</b>	<b>Phase 2 Objectives: Maisha Meds</b>	<b>Phase 2 Objectives: Parkers' Mobile Clinics</b>
<b>Lives reached</b>	Increase availability of family planning commodities to the last mile			
<b>Health systems strengthened</b>	Increase in supervisor and frontline staff capacity for last mile delivery and sales	Increase in supervisor and frontline staff capacity for last mile delivery and sales	Prevent OOS, optimize inventory deployment to pharmacies, improve pharmacy quality oversight	Optimize distribution system through improved distribution logistics and staff engagement with customers
<b>Sustainability and scale</b>	Embedding new approaches, realizing efficiencies and increasing sales, enables Healthy Entrepreneurs to expand to new territories	Embedding new approaches, realizing efficiencies and increasing sales, enables Total Family Health Organization to expand to new territories	Embedding new approaches, realizing efficiencies and increasing sales, enables Maisha Meds to expand to new territories	Developing the business case to secure funding for next phase of expansion

## EVALUATION APPROACH

GETF is evaluating whether the PLM TA met the above objectives and improved availability of and access to family planning commodities down to the last mile. With the overall objective of understanding of how the PLM TA has performed vis-à-vis the program and enterprise-level objectives (outlined above), GETF also seeks to answer the following evaluation questions:

### Relevance

- Does the PLM TA respond to a systemic need for private sector/social enterprise robustness in the supply of family planning commodities?

### Coherence

- Does the PLM TA respond to the needs of the enterprise?
- Does the PLM TA address something unique within the enterprise that no one else is working on? Does it add value and avoid duplication of effort?

### **Effectiveness**

- Has the PLM TA contributed to the optimization of the enterprise supply chain?
- Has the PLM TA made the enterprise more efficient?

### **Efficiency**

- Was the PLM TA efficient in its delivery?
- Was the PLM admin and operations efficient in its delivery?

### **Impact**

- Has the PLM TA increased the availability of family planning commodities in the market?

### **Sustainability**

- Has the PLM TA increased enterprise capacity to independently deliver optimized approaches in the future?
- Has the PLM TA enabled the enterprise to attract needed funding?
- Has the PLM TA enabled the enterprise to meet their objectives to scale?

## **PARTNER REQUIREMENTS**

GETF is seeking a data collection, analysis, and reporting partner to support this evaluation effort from July 2024 through December 2025. Ideally the partner will have local experience and data collection capabilities in Kenya and Nigeria.

In Phase 1, GETF conducted extensive data collection and envisages very limited additional data collection with Phase 1 enterprises for this evaluation. The focus of the data collection will be the Phase 2 enterprises.

Evaluation planning is in progress for the Phase 2 enterprises where TA is ongoing.

Evaluation plans will be shared with the partner. The partner will collaborate with PLM on the data collection approach, develop data collection tools, collect quantitative and/or qualitative data, and analyze the data.

The partner will work collaboratively with the PLM team to develop evaluation reports for the program overall and the Phase 1 and Phase 2 enterprises.



### **(1) Phase 1 enterprise data collection:**

- For the Phase 1 enterprises, the research partner will conduct 2\*90-minute in-depth interviews with the leaders of each enterprise (a total of 4 in-depth interviews) to gather current data on how the PLM TA continues to impact the enterprise. GETF envisages that these interviews can be conducted remotely.

### **(2) Phase 2 enterprise data collection:**

- For the Phase 2 enterprises, one in Kenya and one in Nigeria, a longitudinal study will be needed to understand response to the PLM TA over time. The study will likely include quantitative and/or qualitative components. If feasible, data will be collected at the end of the TA (September 2024) and 12-months post-project (September 2025).
- Data collection will focus on the following audiences at each timepoint:
  - Enterprise leaders/managers
    - ✓ Per enterprise = 4\*90-minute in-depth interviews
  - Enterprise employees
    - ✓ Per enterprise = 10\*60-minute in-depth interviews
  - Enterprise network/partners (e.g., pharmacy/retail partners)
    - ✓ Per enterprise = 10\*45-minute in-depth interviews
    - ✓ Per enterprise = short text or paper-based survey, n=50
  - Enterprise end customers (e.g., pharmacy/retail customers of family planning products)
    - ✓ Per enterprise = 10\*20-30-minute in-depth interviews
    - ✓ Per enterprise = short text or paper-based survey, n=500
  - Stakeholders (e.g., Ministry of Health and public health system actors)
    - ✓ Per enterprise/country = 5\*30-45-minute in-depth interviews
  - It is anticipated that PLM will provide contact information for all participants (and introductions for all participants except for enterprise end customers).

### **Program monitoring data:**

PLM will work with the Phase 2 enterprises to collect business data, such as inventory and distribution data, that speaks to the program objectives. This data will be collected at three timepoints: immediately post-TA (September 2024), 6-months post-TA (March 2025), and following the conclusion of data collection and analysis (November/December 2025). It is anticipated that the partner will integrate this data into the evaluation reports (see (5) below).

### (3) Facilitated learning discussions with the PLM team:

The research partner will facilitate a learning discussion with the PLM TA team for each enterprise at two time-points: immediately post-TA (September 2024) and following the conclusion of data collection and analysis (November/December 2025).

### (4) Evaluation reporting

The research partner will lead the development of the evaluation reports in collaboration with PLM's Global MEL Lead, PLM's Delivery Manager, and the PLM TA team.

The required reports are:

Report	End 2024	Mid-2025	End-2025
Phase 1 enterprises: <ul style="list-style-type: none"><li>• 15-page Word report for each enterprise</li><li>• 10 slide summary PPT for each enterprise</li></ul>	Yes	No	No
Phase 2 enterprises: <ul style="list-style-type: none"><li>• 15-page Word report for each enterprise</li><li>• 10 slide summary PPT for each enterprise</li></ul>	Yes	Yes	Yes
Program evaluation reports: <ul style="list-style-type: none"><li>• 30-page report in Word covering the key findings from the evaluation</li><li>• 30-slide report in PPT covering the key findings from the evaluation</li></ul>	Yes	Yes	Yes

GETF/PLM will provide templates for the reports, which will be consistent across timepoints.

## DELIVERABLES

In addition to the reports described above, GETF anticipates that the partner will be responsible for the following deliverables:

- Data collection plans
- Data collection tools
- Recruitment of participants
- Data collection

- Raw data
  - Qualitative – transcripts or detailed notes
  - Quantitative – final, clean dataset and data tables

GETF/PLM will work collaboratively with the partner to develop the data collection plans and tools, and to identify and recruit participants to the studies. The partner will be responsible for translation of the research tools into local languages as needed. All deliverables/outputs should be provided to the GETF team in English.

## PROPOSAL AND PROJECT KICK-OFF TIMELINE

RFP released	May 22 <sup>nd</sup> 2024
Deadline for agency questions	May 31 <sup>st</sup> 2024
PLM to share responses to agency questions (with all participants)	June 7 <sup>th</sup> 2024 (latest)
<b>Deadline for proposals</b>	<b>June 14<sup>th</sup> 2024</b>
Final decision/award	June 26 <sup>th</sup> 2024
Project kick-off	July 8 <sup>th</sup> 2024

## PROPOSAL REQUIREMENTS

Please submit a short, clear, concise proposal not exceeding 15 pages detailing:

1. **Proposed approach and rationale:** proposals should describe how the partner would approach each of the required elements under “PARTNER REQUIREMENTS” and “DELIVERABLES”.
2. **Capabilities and experience of your organization, including:**
  - a. Technical expertise related to the required elements under “PARTNER REQUIREMENTS” and “DELIVERABLES”.
  - b. Knowledge and experience related to the required elements under “PARTNER REQUIREMENTS” and “DELIVERABLES”, including in-market experience in Kenya Nigeria and other sub-Saharan African countries.
3. **Key team members’ capabilities and experience:** please include short biographies for all key team members, including day-to-day managers, lead quantitative and qualitative technical experts, and qualitative moderators.
4. **Timeline:** ability to deliver within the required timeline.
5. **Pricing:** please provide detailed, itemized pricing for items described in “PARTNER

REQUIREMENTS”. It is likely that during and following partner selection there will be changes to the preliminary approach outlined in this RFP based on the rollout of the TA and feasibility of the various approaches. Itemized pricing will help GETF to (1) accurately compare vendor proposals and (2) develop/finalize the scope based on available budget. Please include all taxes in pricing as applicable.

Proposals will be scored by the PLM team based on the above criteria.

## **CONTACT**

Please direct all communications (including questions and proposals) to Meghann Jones at [meghann.jones@projectlastmile.com](mailto:meghann.jones@projectlastmile.com) and Kiersten Dehaven at [Kiersten@projectlastmile.com](mailto:Kiersten@projectlastmile.com).