

Inception Report

SBC Assignment for FANSER
Project of GIZ Zambia

Prepared by: Petr Schmied, SBC consultant

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ABOUT

This report was prepared as a part of a social and behaviour change (SBC) assignment for GIZ's FANSER project. It describes the main methodological aspects of the assignment. The report was developed by SBC consultant Petr Schmied (petschmied07@gmail.com; [LinkedIn](#)).

ABBREVIATIONS

BMZ	The Federal Ministry for Economic Cooperation and Development
CRS	Catholic Relief Service
DBC	Designing for Behaviour Change
FANSER	Food and Nutrition Security, Enhanced Resilience
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
IC	international consultant
MMCA	Make Me a Change Agent
NC	national consultant(s)
p.p.	percentage points
SILC	Savings and Internal Lending Communities
SBC	social and behaviour change
ToT	training of trainers

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1. BACKGROUND

GIZ in collaboration with its national partners - Catholic Relief Services (CRS) and relevant authorities – implements the **Food and Nutrition Security, Enhanced Resilience (FANSER) project** in Zambia. As the map¹ shows, it operates in three districts of the Eastern Province (Petauke, Katete and Sinda) and three districts of Luapula Province (Kawambwa, Mwansabombwe, Mwense). It is funded by the German Ministry of Economic Cooperation and Development (BMZ). Its overall objective is to improve the food and nutrition security situation of women of reproductive age, particularly pregnant and lactating women, and children under the age of two years. To achieve the objective, **the project focuses on:**

- improving knowledge levels of women on nutrition and changing attitudes positively
- improving knowledge levels of women on hygiene and changing attitudes positively
- increasing the availability of nutrient-rich foods through nutrition-sensitive agriculture
- developing improved strategies for households to manage their productive resources
- strengthening nutrition governance at District, Provincial and National Level



The achievement of many of these goals depends (amongst others) on the project's ability to motivate and enable the target group members to follow the recommended nutrition, hygiene and agronomic practices. GIZ's Follow Up Survey II conducted in 2020 showed a gap between the target group members' knowledge and practice of the promoted practices. Therefore, in 2021, GIZ decided to commission **an SBC assignment consisting of:**

- qualitative and quantitative SBC research identifying the key barriers and enablers to practicing the promoted practices
- development of an SBC strategy based on the SBC research findings
- preparation and delivery of a training of trainers (ToT) focusing on strengthening the SBC skills of camp officers in the agricultural sector

The assignment aims to contribute to an increased adoption of the promoted practices, resulting in an **improved nutritional status of the targeted population**. The assignment will be undertaken by an international consultant (IC) in collaboration with national consultants (NC) and enumerators.

This document explains the main methodological aspects of the assignments, proposes a detailed work plan and the division of responsibilities between the IC, NC and GIZ. Since this document serves as the main methodological guidance for the assignment, GIZ (and later also the NC) are kindly requested to **review it carefully and provide their feedback**, so that there is a shared understanding and agreement on how the entire assignment will be implemented.

2. PROPOSED METHODOLOGY

This chapter presents the main methodological features of the proposed assignment. It is divided into four main parts of the assignment: qualitative research, quantitative survey, development of an SBC strategy and preparation and delivery of ToT on SBC skills.

2.1 Qualitative Research

The objective of the qualitative research is to identify the various factors that either enable or prevent people from adopting the promoted behaviours. The research will use the following methodology:

2.1.1 Definition of the Targeted Behaviours and Audiences

At the beginning of the assignment, GIZ and IC have conducted a kick-off workshop where they discussed, among other, which behaviours should be included in the research. Using the guidance provided in [GIZ's SBC Guide](#), the behaviours were selected based on the following criteria:

- **Impact**, considering: 1) the extent to which the behaviour can contribute to improved nutrition; and 2) the extent to which people already practice the behaviour (i.e. the room for improvement)
- **Feasibility**, considering: 1) how easy / difficult the behaviour is for people to practice; and 2) how likely it is that FANSEER can promote this behaviour effectively, considering the resources and mandate it has
- **Contribution to the project indicators**, considering how likely it is that the behaviour would contribute to achieving one of more of the project's indicators

For each selected behaviour, the workshop participants also defined the people who are supposed to practice it. As a result of this process, **the following behaviours were prioritised for the research:**

Prioritised Behaviours		Province	
		Luapula	Eastern
1	children aged 6-23 months consume any type of pulses at least every second day	X	
2	children aged 6-23 months consume an egg at least every second day	X	
3	children aged 6-23 months consume solid, semi-solid or soft foods at least the minimum number of times ¹	X	
4	women of reproductive age consume any type of pulses at least every second day	X	X
5	women of reproductive age consume an egg at least every second day	X	
6	women of reproductive age consume vitamin A rich fruit or vegetable at least every second day	X	X
7	male and female members of the targeted households grow orange fleshed sweet potatoes (OFSP) for homestead consumption		X

¹ The minimum meal frequency recommended by WHO/UNICEF is:

- two feedings of solid, semi-solid or soft foods for breastfed infants aged 6–8 months;
- three feedings of solid, semi-solid or soft foods for breastfed children aged 9–23 months; and
- four feedings of solid, semi-solid or soft foods or milk feeds for non-breastfed children aged 6–23 months whereby at least one of the four feeds must be a solid, semi-solid or soft food (i.e. non-fluid food)

8	male and female members of the targeted households dry sweet potatoes (any type) for consumption	X	X
9	male and female members of the targeted households use plastic containers to store cowpeas, beans and vegetables		X
10	targeted couples decide jointly on how to use money from the savings their household makes / loans they take	X	X
11	female beneficiaries attend at least two thirds of conducted nutrition / WASH modules	X	X
12	male and female members of the targeted households treat their drinking water by using chlorine	X	
13	male and female members of the targeted households treat their drinking water by boiling it for one minute at a boiling temperature ²	X	
14	adult household members use handwashing facilities with water and soap available		X
15	additionally, the research will investigate why only a few people report washing hands before preparing foods, before feeding a child, after handling garbage, after handling raw food and after handling animals	X	X

2.1.2 Proposed Respondents and Data Collection Methods

To identify the barriers and enablers that people experience, it is proposed to take advantage of the following qualitative research methods:

- **Key Informant Interviews and Group Interviews** with stakeholders who are likely to have useful insights into why people (do not) practice the promoted behaviours, including:
 - group interviews with the **target group members**: mothers and fathers of children aged 6-23 months (further referred to only as 'mothers' or 'fathers')
 - group or individual interviews with **agronomic stakeholders**: Camp Extension Officers, Lead Farmers, Senior Agricultural Officers, GIZ agronomic staff, staff of partner organizations
 - group or individual interviews with **nutrition stakeholders**: District Nutrition Officer, staff of partner organizations, Nutrition Volunteers and Health Promoters
 - group and individual interviews with **WASH stakeholders**: Sanitation Promoters, Nutrition Volunteers, staff of partner organizations
 - group interviews with **gender and SILC stakeholders**: SILC Field Agents, staff of partner organizations, community-based Gender Champions, Nutrition Volunteers
- **Observations** of the researched behaviours (where feasible), where the key information is recorded using short videos (approx. 20 sec), photos and observation forms
- **Seasonal Calendar**: will be used to understand any seasonal changes in the availability and accessibility of the resources required for practicing the behaviours

When designing the data collection tools, the IC will take advantage of the various findings generated by the SBC research conducted by GIZ and its partners in the previous years. This will ensure that none of the previously identified, important determinants are omitted.

² The recommendation of water boiling at a boiling temperature for one minute is provided by US EPA, see [at this link](#). A number of other agencies and research papers provide the same or similar recommendation.

2.1.3 Sampling Methodology

In the case of the qualitative data collection, the IC and NC will strive to achieve the required data saturation point, a situation where data collection from an additional number of respondents does not provide any significantly new findings. At the minimum, the following stakeholders will be involved in the targeted districts:

Stakeholders	Petauke	Katete	Sinda	Kawam.	Mwans.	Mwense
2 groups of 6-8 mothers	x	x	x	x	x	x
1 group of 6-8 fathers	x	x	x	x	x	x
1 group of 4-6 Nutrition Volunteers	x	x		x		x
1 group of 4-6 Camp Ext. Officers + a Senior Agriculture Officer	x			x		
1 group of 4-6 Lead Farmers	x			x		
1 group of 4-6 Health and Sanitation Promoters	x			x		
1 District Nutrition Officer	x			x		
1 group consisting of 2 SILC Agents, 1 CRS Gender Animator and 3-4 community-based Gender Champions	x			x		
up to 8 interviews with staff of GIZ, CRS, Caritas and Action Africa Help	The interviews will take place on-line or in the organizations' offices (some by the NC, others by IC).					

The proposed involvement is based on two considerations: First, considering the available time and resources, it is not possible (and even not necessary) to interview all the stakeholders in all six districts. Second, project activities in Sinda and Mwansabombwe started only recently and some stakeholders, such as Nutrition Volunteers or Lead Farmers, were not selected yet.

Based on the table below, in total **16 individual or group interviews will be conducted in each province**. Additionally, up to 8 interviews will be conducted with the staff of GIZ and its partner organizations. Therefore, the qualitative study should involve up to **40 interviews in total**.

As the table above shows, the qualitative research will be conducted in all **6 districts** targeted by the project. The NC will be responsible for ensuring that whenever possible, **the respondents are coming from diverse socio-economic and geographical contexts** (e.g. considering their location, main livelihoods activities, agro-ecological characteristics, etc.). The selection of the exact villages will be conducted by the NC in consultation with GIZ and IC.

Where relevant and possible, the respondents will be selected randomly; otherwise, the research will use purposive sampling (the details will be proposed by the NC, once s/he is contracted). The NC will be responsible for ensuring that the interviewed people are not significantly different from the project's target population (e.g. being better-off or more progressive).

2.1.3 Qualitative Data Collection

The research team will be divided in two teams, **one team per province. Each team** will consist of two interviewers (working individually – not together) **and two transcribers**. The NC will be one of the interviewers; at the same time, s/he will coordinate the work of the other interviewers and transcribers. The data collection will be conducted using the tools developed by the IC in consultation with GIZ and the NC. The meaning of all the questions will be discussed extensively with the NC to prevent any misunderstandings. The NC will then train the interviewers in the required data collection, using the guidance provided by IC.

The NC will ensure that:

- the interviews and observations are conducted at suitable times when the respondents are not busy with important tasks, such as cooking, income generating activities or providing health services;
- all respondents are informed about the purpose of the interviews, the option to opt-out, the data usage (incl. confidentiality), and are asked for their agreement to participate in the interview;
- all the interviews are conducted in privacy, enabling the respondents to feel more at ease when responding to more sensitive questions.

All interviews will be conducted **in Nyanja** (in Eastern province) **and in Bemba language** (in Luapula province). They will be **audio-recorded** using a smartphone and subsequently transcribed and translated to English **by staff contracted by the NC. If required by GIZ's rules, the participants will be asked for consent to confirm their agreement with audio-recording**. The transcripts will be regularly reviewed by GIZ and the IC and feedback will be provided to the NC who should then pass it to the remaining interviewers (this is important especially in the initial stage of the research).

The NC will request GIZ to specify its data protection requirements. The NC will then be responsible that all relevant data protection rules are followed.

The matrix included at the following page provides a **brief overview of the key behaviours and respondents**. The matrix will be used as a basis for developing the data collection tools.

Qualitative SBC Research Matrix

Studied Behaviours		Respondents												
		mothers	fathers	Camp Ext. Of.	Lead Farmers	Senior Agri. Of.	Nutrition Volunt.	GIZ/NGO staff	Sanit. Prom.	Nutrition Distr. Of.	Health Prom.	SILC Field Ag.	Gender Anim.	Gender Champ.
1	consumption of pulses by children	X	X	X	X	X	X	X		X	X			
2	consumption of eggs by children	X	X	X	X	X	X	X		X	X			
3	minimum meal frequency	X					X	X		X	X			
4	consumption of pulses by women	X		X	X	X	X	X		X	X	X	X	X
5	consumption of eggs by women	X		X	X	X	X	X		X	X	X	X	X
6	consumption of Vit. A rich fruits / veg by women	X	X	X	X	X	X	X		X	X			
7	production of OFSP	X	X	X	X	X	X	X			X			
8	drying sweet potatoes	X	X	X	X	X	X	X			X			
9	use of plastic containers	X	X	X	X	X		X						
10	join decision making on the use of savings / loans	X	X				X	X				X	X	X
11	participation in Care Group meetings	X	X				X	X			X			
12	water treatment using chlorine	X	X				X	X	X		X			
13	water treatment using boiling	X	X				X	X	X		X			
14	use of handwashing facilities with water / soap	X	X				X	X	X		X			
15	hand washing hands on the 'weakest' occasions	X	X				X	X	X		X			

2.1.4 Qualitative Data Analysis and Reporting

The qualitative data (recorded in transcripts and provided forms) will be coded according to its content and meaning. It will then be analysed by studied behaviour and by any sub-themes emerging from the transcripts.

Based on the findings, the IC will propose what data should be collected during the quantitative survey. The qualitative findings alongside with the suggested content of the quantitative survey will then be **sent to GIZ and its partners for feedback**. This will ensure that the key stakeholders are familiar with the findings, have an opportunity to add any missing information and can influence the design of the quantitative survey. Once the SBC strategy is written, the qualitative data will be included in the 'Key Enablers and Barriers' section of the document (see chapter 2.3.2).

2.1.5 Staffing Requirements

The IC proposes the following **composition of the research team**:

staff	approx. # of days	comments
2 national consultants (NC)	12 ³	It is proposed to have 1 NC per each province. The desired qualifications of each NC will be specified in the ToR for her/his work.
2 interviewers	6 ³	The interviewers must have the following qualification: 1) fluent in the language(s) spoken by the research participants; 2) has extensive experience in conducting qualitative interviews in a non-leading manner; 3) has at least a basic understanding of the research topics; 4) has a smartphone capable of recoding interviews
4 transcribers	6 ⁴	2 transcribers for Luapula + 2 for Eastern province. Required qualification: 1) fluent in the local languages and English; 2) experienced in translating to English; 3) capable of typing fast; and 4) having their own, functional laptop
2 GIZ staff	as needed	1 GIZ staff in each province acting as the main contact point for NC.
2 drivers		1 driver + vehicle in each province.
intermediaries		Any type of community-level stakeholders assisting with organizing meetings with the research participants (to be specified by the NC).

³ The estimate is based on the following calculation: The NC and an accompanying interviewer will need to conduct 18 interviews in each province (incl. interviews with the staff of implementing partners). During an average day, one person can manage 2-3 interviews, resulting in less than 8 working days per province. This divided by two people (the NC and an interviewer) equals to 4 working days per person. Each person will also need 2 day to become familiar with the project and the questionnaires, resulting in 6 working days. Additionally, each NC (not the accompanying interviewer) will need:

- 3 working days to discuss and translate the questionnaires;
- 2 days to plan respondent selection and logistics; and
- 1 day to instruct and supervise the transcribers, resulting in 12 working days for the NC

⁴ The estimate is based on the following calculation: Approx. 36 recordings will need to be transcribed and translated (as interviews conducted by IC will be audio-recorded only). One transcriber can manage to transcribe and translate, approximately, 1.5 recordings per day. This means that 36 recordings can be transcribed in approx. 24 days. This divided by 4 transcribers equals to 6 working days per transcriber.

2.2 Quantitative Survey

While the qualitative research will identify what barriers and enablers people experience, it will not show the extent to which people experience them. For example, it will not provide a reliable evidence of whether a given barrier is experienced by most of the target group members or only a few. Therefore, it might be difficult to decide on which determinants are worth the project's attention and resources. That is why quantitative survey aims to **assess the proportion of the target group members who experience the barriers / enablers that were identified by the qualitative research**. Such data will enable GIZ and its partners to focus on the most prevent determinants, increasing further the efficiency and effectiveness of their work. The quantitative survey will also collect **data on several general variables that commonly influence the adoption of the promoted practices**, such as household wealth, participation in the project activities, time availability, etc. This will allow GIZ to understand the correlation between the adoption of the promoted behaviours and these variables.

2.2.1 Data Collection Method

The quantitative survey will use **structured individual interviews** conducted with mothers of children aged under two, using electronic questionnaires designed in the KoBoToolbox software (the most commonly used, free data collection software). The data will be collected using **smartphones or tablets provided by GIZ**. The survey questions and answer options will be designed by the IC in collaboration with the NC and consultation with GIZ and its partners. The NC will then be responsible for programming the questionnaire in KoBo, ensuring its translation to the local languages and pre-testing it among the intended respondents, using the guidance provided by IC (see in the Annex).

2.2.2 Sampling Methodology

It is proposed to employ two samples – one for Luapula, another for Eastern province. This is to ensure that GIZ can gain province- as well as district-specific data with an acceptable margin of error. The table below provinces an overview of the proposed sample size. The methodology used is to determine the sample size is described at the following page.

PROPOSED SAMPLE SIZE						
Location	Target Population ⁵	Sample Size	% of Total Sample	Sample Size + 15%	# of Clusters	Margin of Error
Eastern province	77,500	382	100%	439	55	5 p.p.
Petauke	33,500	165	43%	190	24	7.6 p.p.
Katete	23,000	113	30%	130	16	9.2 p.p.
Sinda	21,000	104	27%	120	15	9.6 p.p.
Luapula province	32,500	380	100%	437	55	5 p.p.
Kawambwa	12,500	146	38.5%	168	21	9.1 p.p.
Mwense	14,000	164	43%	189	24	7.6 p.p.
Mwansabombwe	6,000	70	18.5%	81	10	11.7 p.p.

⁵ "Target population" equals to the number of mothers of children under two targeted by the project. The numbers were retrieved from a table sent by FANSER's Monitoring and Evaluation Advisor to the IC on 22nd July 2021.

The survey respondents will be selected using **multi-stage cluster sampling** with probability proportional to size. This approach gives every member of the target population an equal chance of being chosen to participate in the survey, increasing the representativeness and reliability of the generated data.

The sampling process will consist of the following steps:

- 1) **The total sample size** per each province provided above was calculated using the formula below:

$$ss = \frac{Z^2 \times (p) \times (1-p)}{c^2}$$

corrected for finite population:

$$\text{corrected ss} = \frac{ss}{1 + \frac{ss-1}{pop}}$$

Z	Z value	1.96 for a 95% confidence level
p	percentage picking a choice or response	0.5
c	confidence interval (margin of error)	≤ ± 5 percentage points
pop	number of targeted group members	pop = see above

To account for unavailable respondents, the proposed sample size was adjusted for a **non-response rate of 15%**.

- 2) The total sample size will be divided into smaller **clusters**, so that each cluster consists of approximately 8 respondents.⁶
- 3) As the table above shows, each of the six targeted districts will then be allocated the **number of clusters that corresponds to the proportional size of the district** (i.e. the more target group members a district has, the more clusters will be assigned to the district). Each cluster will equal to one community in which the survey will take place.
- 4) In each district, the NC will **select the required number of communities**, using random sampling (i.e. the more target group members a district has, the more villages will be selected in the district).
- 5) In each village, **8 respondents (mothers of children aged 6-23 months)** will be selected randomly to participate in the interview.

This approach will reduce the bias that would happen if each district has the same number of respondents, irrespective of how many target group members it has.

On the other hand, using this approach means that when the data is disaggregated by districts, the data per each district will have a slightly different **margin of error**. While the data for each province will have a very low margin of error (not more than 5 percentage points (p.p.); using 95% confidence level), when the data is disaggregated by district, the margin of error is likely to increase to approx. 7 – 12 p.p. Considering the purpose of the survey, this level is acceptable, as it still allows for identifying any significant differences between the districts.

⁶ According to the data provided by the first follow up survey, the number of children aged 6-23 months varies from 6 to 10 per village. Therefore, 8 respondents per village / cluster is proposed.

2.2.3 Quantitative Data Collection

The data will be collected by **enumerators and supervisors trained by the NC**, following the guidance provided by the IC. They will focus on achieving a situation in which the enumerators and supervisors:

- fully and correctly understand the meaning of each survey question
- know how to correctly ask the survey questions and record answers in a precise and detailed way
- are aware of the common mistakes that occur during similar surveys and know how to prevent them
- are capable of using KoBo questionnaires, including entering data in tablets / smartphones
- know how to fix minor problems related to electronic data collection
- are capable of ensuring gender, age and culturally-sensitive interviewing
- (only for supervisors) are capable of effectively supervising the quality of enumerators' work and providing them with constructive and helpful feedback

During the data collection process, the enumerators will be divided into **four teams, divided into two provinces (i.e. two teams per province)**. Each team will consist of four enumerators and one supervisor fluent in the local language (during the data collection process, the NC will act as one of the supervisors). It is expected that each enumerator will conduct a minimum of 5 interviews per day. It is estimated that the data collection phase will take **10 days (see footnote 4 at the following page)**.

The data will be collected using smartphones / tablets **with pre-tested and finalized KoBo questionnaires (see chapter 2.2.1)**. The NC will ensure that at the end of each day, the data from all smartphones / tablets is synchronized and saved. During the entire data collection process, the IC will provide the NC with (most likely WhatsApp and email-based) **technical guidance and backstopping**. At the same time, the main responsibility for the quality of the collected data as well as selection of respondents and villages will be with the NC, as the IC has limited means on how to manage this remotely.

At the start of the data collection process, every day, the **supervisors** will be responsible to meet with each enumerator and observe at least one of their interviews (i.e. at least four observations per day). The observation will be done using a checklist provided in Annex 2. After each observation, the supervisor will be required to discuss with the enumerator what went well, what challenges the enumerator faced and then provide practical suggestions for improving the identified weaknesses. Once a supervisor conducts two observations of the same enumerator without observing any major mistakes, s/he can stop monitoring the given enumerator (once the supervisors' workload decreases, they will be expected to help with data collection and/or managing the teams).

All respondents will be informed about the purpose of the interview, its expected duration, the option to opt-out at any moment and the data usage (including confidentiality). They will be asked for their **consent to participate** in the interview. The enumerators will be responsible for ensuring that the interviews are conducted in privacy, helping the respondents to feel more at ease. **Prior to commencing the interviews, the village chiefs will be informed about the purpose of the survey and will be asked for a permission to conduct the survey.**

2.2.4 Quantitative Data Analysis and Reporting

The data will be cleaned and analysed (either in Excel, SPSS or other software, depending on an agreement with the NC). The analysis will include descriptive statistics with margin of error being presented for the most important values. During the analysis, the NC and IC will look for important differences between the surveyed geographical areas (either districts or provinces).

The analysed data will be **presented in the following ways**:

- The IC, in collaboration with the NC, will organize a **participatory validation workshop** where the most important quantitative and qualitative data will be presented to the FANSER team for feedback.

This workshop will help with ensuring that the SBC research report is based on data that was validated by the key stakeholders. It is important that the project's implementing partners join the workshop, so that they have the required ownership of the collected data and are open to using it to (re)design its activities (see chapter 2.3.3 below).

- Once the qualitative as well as quantitative data is validated, the IC will write the '**Key Enablers and Barriers**' chapter of the **SBC strategy document**, providing an overview of which determinants people experience and to what extent.
- Additionally, the IC will also provide GIZ an **attractive-looking PowerPoint presentation** showing the key (qualitative and quantitative barriers) which GIZ and its partners can use when presenting the findings externally.

2.2.5 Staffing Requirements

For the quantitative survey, the IC proposes the **following composition of the research team**:

staff	approx. # of days ⁷	comments
2 national consultants (NC)	27 / 26 ⁸	GIZ needs to decide whether it will work with 1 or 2 NC (e.g. one NC per province). The desired qualifications of the NC will be specified in the ToR for her/his work.
16 enumerators	17 ⁹	Required qualification: 1) experience in conducting surveys; 2) fluent in local language(s); 3) proficient in using tablets / smartphones; 4) supervisors must be experienced in supervising survey quality.
2 supervisors	17	
2 GIZ staff	as needed	1 GIZ staff in each province acting as the main contact point for the NC.
4 drivers		2 drivers + cars in Luapula province + the same in Eastern province.
intermediaries		Community-level stakeholders (e.g. Health Promoters / Nutrition Volunteers / Lead Farmers) assisting with organizing meetings with the research participants (to be specified by the NC).

⁷ The numbers of working days are only the best possible estimates and needs to be reviewed by GIZ and adjusted if needed.

⁸ The number of working days is estimated based on the following calculation. It does not include any follow-up work related to reviewing the research report, participating in workshops, etc. This information will be available in the ToR for NC.

familiarization with the project and the assignment	1 day
review, discuss and translate questionnaire	2 days
programme questionnaire in KoBo	2 days / 1 day (for NC who only inserts translated version)
finalize sampling + prepare logistics	3 days
prepare training	2 days
deliver training + ensure pre-testing	5 days
manage and supervise data collection	10 days
any other tasks related to data collection (e.g. transport)	2 days
TOTAL	27 days / 26 days

⁹ 3 days for training; 2 days for pre-testing; 10 days for data collection (assuming an average of 5 interviews per day); 2 days for transport and any other tasks (if required).

2.3 SBC Strategy Development

Once the qualitative as well as quantitative data is validated, the next step will be to develop an SBC strategy. The main focus should be on agreeing on realistic ways of how GIZ and its partners can address the most influential barriers and enablers. The IC proposes that the strategy is developed in the following manner:

2.3.1 Strategy Development Workshop

The IC suggests to organize a workshop where a limited number of GIZ and its partners' staff would agree on how to address the identified barriers, primarily through **amending existing activities and adding a limited number of new activities**. The key lesson learnt generated from similar workshops is that the participants often propose an unrealistically high number of activities and then it is difficult and time-consuming to narrow them down to a more manageable volume. Therefore, it will be important to agree on who and how will facilitate the workshop, so that the **proposed actions are fully realistic**, considering the project's financial and human resources.

2.3.2 Drafting SBC Strategy

Using the research findings and the workshop outputs, the IC will draft the SBC strategy document proposing clear directions on how to tackle the most prevalent and influential enablers and barriers. It is suggested that the **SBC strategy consist of the following chapters**:

- Cover page
- Acknowledgements, Abbreviations, Contents
- Background, Strategy objectives
- Targeted behaviours and audiences
- Key enablers and barriers
- Recommendations on which activities should be changed and added
- Monitoring and evaluation
- Annexes
 - Checklist enabling FANSER management to track to what extent were the recommendations used
 - Designing for Behaviour Change (DBC) frameworks summarizing a behaviour change strategy per each behaviour
 - Additional information on the identified enablers / barriers
 - SBC research methodology

Among the **lessons learnt related to writing SBC strategies** is that:

- 1) While people often want more in-depth information, they are reluctant to read longer documents.
- 2) Implementers often struggle to operationalize SBC strategies; among other because the strategies are usually presented from the perspective of strategies for individual behaviours whereas the staff is used to looking at their work from the perspective of the project activities.

To address these lessons, **the IC proposes that**:

- The chapter on barriers and enablers includes an **overview of the key determinants** only; any additional information is provided in an annex.

- The **DBC frameworks** are included in an annex, enabling readers to see how the identified barriers / enablers to each behaviour will be addressed.
- The most detailed part of the strategy is the chapter Recommendations. It will list the **existing and proposed activities** and for each activity propose how it should be implemented so that it addresses the identified determinants. It will be developed based on the DBC frameworks, as to ensure that the activities address all the key barriers / enablers to the promoted behaviours. For each activity, it will also state which behaviour and barrier / enabler it addresses. This activity-based (instead of behaviour-based) description of what needs to be done will hopefully **make it easier for the team to operationalize the strategy**.

The strategy will be drafted in collaboration with the NC who is expected to have good insights from the data collection process and should be able to provide useful recommendations. The draft of the strategy will be sent to GIZ and its partners for an initial review and feedback.

2.3.3 Validation and Operationalization of the SBC Strategy

The SBC strategy workshop and the drafted SBC strategy document will provide GIZ and its partners with very practical guidance on how they can address the key enablers and barriers. However, the most important task will be **translating this guidance into specific changes on the ground**. GIZ and its partners will need to agree on who exactly will implement the provided recommendations, with what resources, by when, etc. The SBC strategy document should be fully finalized only once these decisions are agreed, as otherwise there is a risk that the document will be saying something else than what was agreed. The IC believes that this phase should be driven by GIZ (as the lead implementing agency) and its partners, not by external consultants. Therefore, it is proposed that GIZ organizes one or more **planning workshops** where:

- GIZ or the IC presents the main recommendations (then steps back and lets GIZ to lead)
- the participants discuss their feasibility, agree on which will be implemented and whether anything important is missing
- the participants will then agree on who will implement which activities, by when, using what resources, etc., creating clear action points

2.3.4 SBC Strategy Finalization

To finalize the SBC strategy, the IC proposes to take the following steps:

- Using the feedback provided on the drafted SBC strategy plus the action points resulting from the planning workshop(s), the IC will prepare a **PowerPoint presentation** showing the key features of the SBC strategy.
- GIZ will organize a **workshop for a broader audience** (e.g. government partners, other GIZ projects, etc.) where it will use the slides to present the agreed strategy, including key action points. The participants will have an opportunity to provide feedback.
- Using the provided feedback, the SBC consultant will **finalize the SBC strategy document**.

2.4 ToT on Frontline Workers' SBC Skills

The last part of the assignment focuses on ensuring that the agricultural intermediaries who promote the agronomic practices recommended by FANSER project are able to do so effectively - in a way that motivates and enables people to make the desired changes. This objective is supposed to be achieved through developing and delivering a training of trainers (ToT) focusing on strengthening the SBC communication and facilitation skills of people who promote the desired agronomic practices. This will be primarily the (Senior) Lead Farmers and the Agriculture Camp Extension Officers (further referred to as the 'agricultural intermediaries'). It is proposed that this part of the assignment consists of the following steps:

2.4.1 Gaps and Strengths Analysis

In order to improve intermediaries' ability to effectively promote agronomic practices, it is important to know what the current strengths and weaknesses are, so that the support focuses on what they need the most. Based on a consultation with GIZ staff, the IC proposes that:

- he develops an electronic questionnaire for assessing intermediaries' strengths and weaknesses
- GIZ staff administers the questionnaire with people who are likely to have useful insights, such as Agriculture Camp Extension Officers, Senior Agriculture Officers, and District Crop Officers
- if Covid-19 situation / rules allow, GIZ staff will conduct observations of intermediaries' skills using a checklist developed by the IC
- the collected data will be analysed by the IC who will then use them when designing the ToT module (see 2.4.3)

As a result of this process, the IC will be able to ensure that the ToT focuses on addressing the key weaknesses in the intermediaries' SBC skills.

2.4.2 Review of Existing Resources

To ensure that the ToT takes advantage of the existing best practices, the IC will conduct a review of available resources on improving the SBC skills of agricultural (and other) intermediaries. Among the most useful resources are likely to be:

- USAID (2020) Make Me a Change Agent
- Schmied, P., developed for ADRA (2020) Training Guide on Effective SBC Skills
- resources that have been used in Zambia until now
- training modules used by the Ministries of Agriculture and development agencies in other countries

2.4.3 ToT Module Development

As the next step, the consultant will develop a **guide on delivering a 3-day training** on strengthening camp officers' SBC skills. The guide will be prepared in an easy-to-read way, using proven principles of **adult learning methods**, such as examples, experience sharing, brainstorming, group work, individual tasks, role plays, questioning and games. It will include step-by-step guidance, allowing the trainers to easily follow the training's content. A set of relevant **training materials** (handouts, exercises, etc.) will be developed alongside the guide.

While the original ToR suggested that PowerPoint slides are developed for the training, this would go against the principles of participatory, adult learning methods. It also is not recommended by the Make Me a Change Agent (MMCA) guide. This is because showing slides is not perceived as an effective way of sharing know-how. Other methods, such as discussions, experience sharing, group work, questioning and exercises, are perceived as more suitable approaches. Instead of using PowerPoints, the approach promoted by MMCA **uses handouts and flipcharts** only (where key points or questions are written). The focus is on learning through experiencing, rather than through reading slides. In the consultant's experience from several countries, the trainees highly appreciate a more **interactive approach to learning** and prefer it over PowerPoint-based trainings. Therefore, the consultant proposes to follow the approach recommended by MMCA. In the training guide, he will explain what needs to be written in the flipcharts, so that the training is relatively easy to deliver. Examples of such an approach are visible in both the [MMCA guide](#) and in the [ADRA guide](#).

When the training guide is drafted, it will be **sent to GIZ for feedback**. Validating the guide by reading and commenting on its content is more suitable than doing a workshop, as the stakeholders can see and comment on all parts of the guide. If there is a need to discuss any of the content in greater detail, an online meeting will be organized. The IC will then address the feedback he receives.

2.4.4 Delivery of ToT

The IC will **conduct two online Trainings of Trainers (ToT)** for people who will be expected to train (Senior) Lead Farmers and Camp Officers. GIZ will be responsible for the selection of trainees. The selection criteria should include:

- proficiency in English
- interest in the topic
- commitment and ability to deliver at least 3 ToT for agricultural intermediaries
- ability to connect on a laptop to a reasonably fast Internet allowing meaningful participation

The trainees are likely to include primarily District Officers, Block Extension Officers and GIZ staff. One training will be organized for people based in Luapula province; another training for people from the Eastern province. It is recommended that only a limited number of English-speaking trainees join each training (about 15 people), so that during the training they can practice extensively what they learnt.

Each training is expected to last three shorter days. Its content will focus on 1) sharing the ToT module's content; and 2) discussing and practicing with the trainees the training methods that were used when sharing the content.

The training will be delivered online, either via MS Teams or another platform approved by GIZ. If the Covid-19 situation allows, the ideal set-up would be that the trainees are present in one or more rooms (in the same building) so that it is easier for them to conduct group discussions, games, demonstrations and other exercises that benefit from face-to-face setting. If this is not possible, online breakout rooms will be used. GIZ will be requested to allocate one person that will support the organization and delivery of the training in country. Once the format of the training is clear (also depending on Covid-19 situation), the IC will provide GIZ with a list of required support.

2.4.5 Delivery of the Training to Intermediaries

It is recommended that the people who completed the ToT start with training agricultural intermediaries within not more than two weeks from completing the ToT. This is to make sure that they still remember the training's content and can replicate it easily. The IC will be available to provide the trainers with any support they might need; however, he will not play any role in the actual training delivery.

2.4.6 Finalization of the ToT Module

Once the trainers deliver the first trainings to agricultural intermediaries, the IC will organize a workshop where the trainers will be asked to provide suggestions on how the training guidance could be improved. Their feedback will be used to finalize the ToT module, making sure that the guidance was thoroughly tested and the best practices were incorporated.

3. WORKPLAN

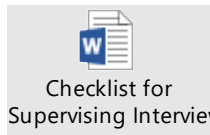
The IC has prepared a detailed workplan providing an overview of all the tasks, including when should they be implemented, who is responsible for the implementation and whether they were completed. The workplan is available [at this link](#). It is available online, so that it can be used to keep tracking progress on the implementation of key tasks and to enable GIZ / CRS to easily record any changes to the original work plan. The original work plan (as of early August 2021) is provided in Annex 6 below.

4. SUGGESTED ANNEXES

The IC proposes that the inception report will include the following annexes. The annexes will be prepared once GIZ approves the proposed methodology.

Annex 1: Questionnaires and Observation Forms

Annex 2: Checklist for Monitoring the Quality of Conducted Interviews



Annex 3: Guidance on Preparing Transcripts

Annex 4: Structure of Enumerators Training (key points to be covered)

Annex 5: Guidance on Pre-testing Questionnaires

Annex 6: Original Work Plan



ⁱ Map was retrieved from <https://ontheworldmap.com/zambia/zambia-districts-map.html>