



Project Last Mile

Improving availability and uptake of family planning products among pastoralist communities in Kenya: Geospatial Data collection & Mapping

PROJECT LAST MILE

REQUEST FOR PROPOSALS

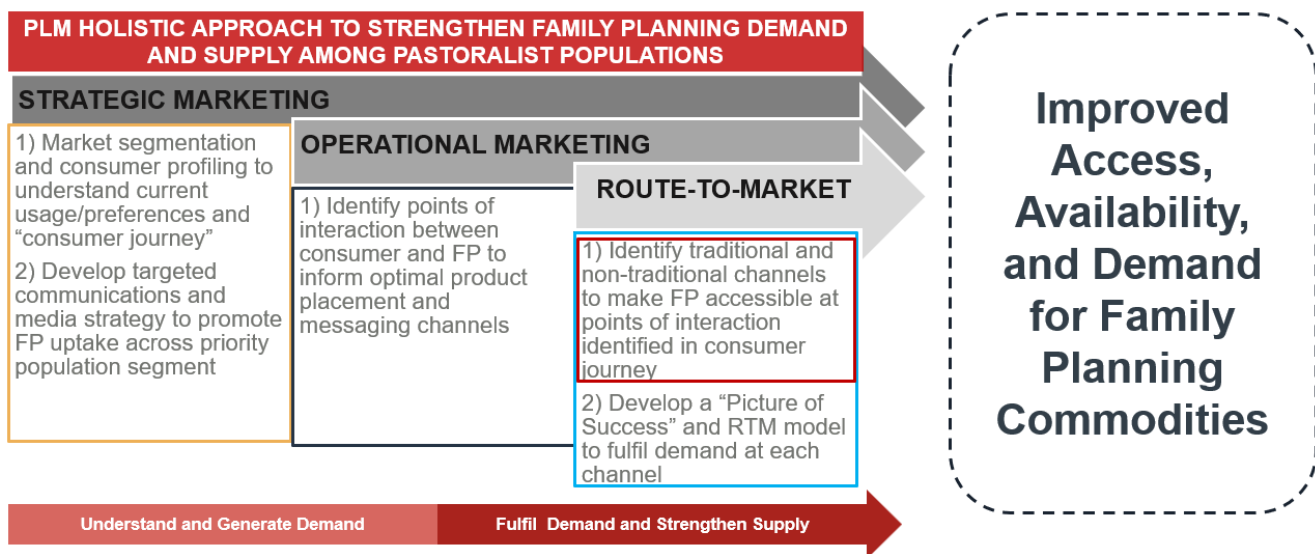
REQUEST FOR PROPOSALS

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. Project Last Mile brings private sector technical expertise to support government departments, partners and health enterprises with the effective implementation of donor funded projects related to distribution or demand creation challenges.

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, disrupting access to reproductive health services, such as family planning, and reducing progress in improving access for those with an unmet need for family planning. This added to the existing and notable barriers to uptake in the communities in focus for this project, namely the pastoralists in Kenya’s northern counties of Turkana and Wajir.

PLM’s **overarching objective** in this instance is: To design and deliver a targeted insights-based strategy to increase awareness, uptake, and access to family planning commodities at touchpoints tailored to the needs of pastoralist communities in Turkana County and Wajir county. Leveraging PLM’s route-to-market and strategic marketing capabilities, we are aiming to develop an aligned strategy to improve both supply and demand for the optimal Family Planning commodities to serve the needs of the specific pastoralist communities in Northern Kenya.



The focus of the request for technical assistance contained in this document refers specifically to the need for **targeted geospatial mapping data as an input for route to market strategy development** to enable an increase in awareness, uptake and access to family planning products and services in the counties of Turkana and Wajir.

We are seeking proposals from qualified organisations to conduct a comprehensive assessment and mapping of community health facilities, water points, and pastoralist routes within our targeted regions of Turkana and Wajir counties. The objective is to ensure a thorough understanding of the current landscape, identify knowledge gaps, and propose actionable strategies for improving health service delivery to pastoralist communities.

KNOWLEDGE GAPS

Preliminary desk research has been undertaken to gain a current view on the targeted landscape and communities as shown below. A detailed data set is shared for available geo coded health facilities.

Health Infrastructure	Turkana	Wajir
Availability of health facilities	Turkana - 294 health facilities (2022) MOH 207 i.e. 70.4% Private 44 ie 15% Faith based 34 ie 11.6% NGO 9 ie 3.1% Have 295 geocoded Health facilities	Wajir - 188 health facilities (2022) MOH 140 i.e. 24.5% Private 44 ie 15% Faith based 2 ie 1.1% Have 39 geocoded Health facilities

The reader is directed to the Situation Analysis and data sets shared which provides a summary of findings and observations thus far.

The gaps in insight that have been prioritized for enquiry apply to distribution system and other relevant features of the environment:

OBJECTIVES OF THE ASSIGNMENT.

- Check existing geo mapping of health facilities and update information as needed.
- Complete gaps in geo mapping of health facilities (in particular significant gaps are noted in Wajir).
- Identify and locate water points, health facilities, and pastures to understand reach of households and pastoral routes.
- Understand where the pastoralist routes in context of the nearest health facilities are, whether these routes get mobile health services, and if not, how can they be best served.
- Understand what the potential risks within the distribution / supply chain are and what can be done to mitigate these risks.

REQUIREMENTS

The selected partner will be responsible for the following deliverables:

1. Data Proofing and Geospatial mapping:
 - a. Review and validate existing data on community health facilities.
 - b. Identify any missing health facilities or geocode inaccuracies of the same.
 - c. Map all identified health facilities, ensuring their locations are accurately plotted.
2. Identification and Location Mapping:
 - a. Identify and map water points and pasture areas within the region.
 - b. Analyze the accessibility of these resources in relation to households and pastoral routes.
 - c. Map these points in the context of the nearest households and major pastoralist routes.
3. Pastoralist Route Analysis:
 - a. Identify and map the primary pastoralist routes within the region.
 - b. Assess the proximity of these routes to the nearest health facilities.
 - c. Evaluate whether mobile health services are currently accessible along these routes.
 - d. Propose solutions for extending health services to underserved routes.
4. Risk Analysis in Distribution and Supply Chain
 - a. Identify potential opportunities or risks within the distribution and supply chain of family planning products and services related to health service delivery in the target regions.
 - b. Provide recommendations on how to mitigate these risks to ensure consistent and reliable service delivery.

DELIVERABLES

PLM is seeking a geospatial mapping partner to design, implement, manage and report on this requirement.

Anticipated deliverables are:

- Geo mapping strategy and project plan.
- Data collection and management and skilled analysis: primary data collection, geospatial data acquisition, data integration (primary and geospatial data) and data management to ensure data integrity.
- Reporting and documentation: To the PLM project owner provide regular ongoing reports on project progress, Geospatial outputs (maps, data sets etc.), final analytical report inclusive of detailed findings, executive summary and recommendations. The comprehensive report should detail the following:
 - Proof-checked and corrected data on community health facilities.
 - Geospatial mapped locations of all identified health facilities, water points, and pastoralist routes.
 - Analysis of the current service reach and gaps in health service delivery to pastoral communities.
 - Identified risks within the supply chain and recommendations for mitigation.

- Interactive mapping showing geospatial analysis: map creation, spatial analysis, interactive mapping tools and data visualization to present data in an accessible and insightful manner. The interactive mapping should show
 - Locations of health facilities, water points, and pasture areas.
 - Pastoral routes in relation to the nearest health facilities and service reach.
- Mapping project management – coordination & communication, resource, timeline and risk management.
- Presentations - Allowance should be made for a preliminary presentation to the PLM working team in the form of a dry run, followed by a presentation to the extended PLM team and selected stakeholders and partner organizations.
- Post mapping project support: Smooth data and tools handover, training on how to use the geospatial tools and interpret maps and finding and provide follow-up support for any queries or further information needed.
- Raw data, as applicable
 - Quantitative – final maps, clean dataset and data tables.
- Take quality control measures to ensure the accuracy and reliability of the geospatial mapping outputs.

ORGANIZATION QUALIFICATIONS

- Have relevant technical expertise and proficiency and be able to provide evidence of such.
- Show understanding of the Kenyan environment, preferably rural communities.
- Be able to localize data collection sufficiently within the specified counties and the pastoral communities.
- Secure local permissions were necessary to enable the execution of this project.
- Comment on safety and security of data collection experience.

PROPOSAL REQUIREMENTS

Prospective partners are requested to provide a proposal **not exceeding 12 pages** with clear recommendation inclusive of:

1. **Proposed approach and rationale:** Proposal should describe how the partner would approach each of the required elements under “REQUIREMENTS” and “DELIVERABLES”.
2. **Capabilities and experience of your organization**, including:
 - a. Technical expertise related to the the required elements under “REQUIREMENTS” and “DELIVERABLES”.
 - b. Knowledge and experience related to the the required elements under “REQUIREMENTS” and “DELIVERABLES”, including in-market experience in Kenya and other relevant African countries.
 - c. Quality control systems and processes.
 - d. Examples of similar projects completed, including references.
 - e. Relevant items under “VENDOR QUALIFICATIONS”

3. **Key team members' capabilities and experience:** Please include short biographies for all key team members, including day-to-day managers, lead geospatial mapping technical experts, ground-team/data collection managers and field staff.
4. **Timeline:** Ability to deliver within the required timeline (please show key milestones and deliverables).
5. **Budget:** Provide detailed budget, itemized pricing for items described in "PARTNER REQUIREMENTS". Please include all costs associated with completing the project as well as all taxes in pricing, as applicable.

Proposals will be scored by the PLM team based on these criteria:

Core Capabilities & Expertise
Relevant technical and functional competency apparent as part of the organisations offering
Expertise of team members
Related Experience
Prior history of work completed
Experience in and understanding of the health sector
Project Design and Approach
Your approach to execute and deliver project on time and cost effectively.
Project completion considerations and recommendations
Analysis and Reporting
Skills apparent in analysis and insight
Reporting format, style and extent
Post mapping project support to use the geospatial tools and interpret maps
Cost
Reasonable solution within budget parameters/ provides value for the investment

PROPOSAL AND PROJECT KICK-OFF TIMELINE

	Date '24	Action required by:	
		PLM	Prospective Partner Agency
RFP shared/ Briefing completed	6 th Sept		
Questions from agency, if applicable	10 th Sept		
Questions on RFP addressed, if applicable	11 th Sept		
Proposal submitted/ Presentation optional	20th Sept		
Feedback & sign off	27 th Sept		
Contracting, as applicable			
A. Design finalisation and field prep	By 11 th Oct		
B. Field briefing and training	w/c 14 th Oct		
C. Fieldwork	-end Oct		
D. Analysis and report preparation	-mid Nov		
E. Report and presentation/ preliminary	w/c 18 Nov	<i>Working team</i>	
D. Report and presentation/ final	w/c 25 Nov	<i>Full team and all relevant stakeholders</i>	

BUDGET

Please submit a proposed budget and narrative with breakdowns. Include taxes as line items

CONTACT

Please direct all communications (including questions and proposals) to Christian Ongecu at Christianongecu@projectlastmile.com, Jacqui Greeff at Jacqui@projectlastmile.com, and Meghann Jones at meghann.jones@projectlastmile.com