



USAID
FROM THE AMERICAN PEOPLE



REQUEST FOR APPLICATIONS

RFA SOLICITATION NUMBER: RFA-VAC-2025-001

Title:

Participatory Communication and Dissemination of the Guatemalan Youth Survey Results Among Indigenous Communities

DATE OF ISSUE: October 16, 2024

UPDATED: November 14, 2024

RFA OPEN DATE AND TIME FOR APPLICATIONS:

Applications will be accepted beginning on October 17, 2024

RFA EXPIRATION DATE AND TIME:

~~November 8, 2024 5:00 PM EDT (3:00 PM Guatemala)~~

November 28, 2024 5:00 PM EDT (3:00 PM Guatemala)

Applications must be emailed to: heard@urc-chs.com

Deadline for Questions: **October 24, 2024, 5:00 PM EDT (3:00 PM Guatemala)**

Questions by email ONLY to: heard@urc-chs.com

Contact Person: Damien Chevaillier dchevaillier@urc-chs.com HEARD Project Administrator

Health Evaluation and Applied Research Development (HEARD) is funded by the United States Agency for International Development (USAID) under Cooperative Agreement number AID-OAA-A-17-00002. The project team includes prime recipient, University Research Co., LLC (URC) and sub-recipient organizations.

Issuance of this RFA does not constitute an award commitment, nor does it commit the University Research Co., USAID, or any other entity to pay for costs incurred in the preparation and submission of a response. Any submission that does not fully comply with requirements of the RFA may be rejected. Furthermore, funding of a selected proposal will be contingent on both the availability of funds and execution of a contractual agreement.

TABLE OF CONTENTS

1.	Acronyms	1
2.	Purpose of the RFA	2
3.	Successful Applicants	2
4.	Background	3
5.	Time Frame	4
6.	Total Estimated Amount	4
7.	Instructions for the Responses	4
	7.1. Eligibility	4
	7.2. General Instructions	4
	7.3. Instructions for the Statement of Organizational Capabilities and Technical Expertise	5
	7.4. Format Requirements for Statement of Organizational Capabilities and Technical Expertise	5
8.	Review and Selection Process	6
	8.1. Review of the Statement of Organizational Capabilities and Technical Expertise	6
	8.2. Review Criteria for the Statement of Organizational Capabilities and Technical Expertise	6
	8.3. Notification Process	7
	Annex A: Health, Evaluation and Applied Research (HEARD) Project	8

1. ACRONYMS

ADS	Automated Directives System
CV	Curriculum Vitae
DUNS	Dun and Bradstreet Universal Numbering System
HEARD	Health Evaluation and Applied Research Development Project
NGO	Non-governmental Organization
NICRA	Negotiated Indirect Cost Rate Agreement
RFA	Request for Applications
URC	University Research Co., LLC
USAID	United States Agency for International Development
USG	United States Government
VACS	Violence Against Children and Youth Surveys

2. PURPOSE OF THE RFA

The United States Agency for International Development's (USAID) Health Evaluation and Applied Research Development (HEARD) Project is seeking a Guatemala-based local partner organization to lead participatory activities targeting indigenous communities focused communication and dissemination of results the Guatemalan National Youth Survey led by the Ministry of Public Health and Social Assistance with support from the International Organization on Migration (IOM), the Universidad del Valle de Guatemala, the Centers for Disease Control and Prevention (CDC) and USAID. See summary information from Together for Girls on the Guatemalan Youth Survey [HERE](#) and the final report results [HERE](#). The partner organization(s) should be based in Guatemala with operational presence in Guatemala. The partner organization will be required to carry out one or more of the following tasks:

Objective 1: Develop an effective communication strategy and content that presents the results of the Guatemalan Youth Survey for the purposes of engaging and communicating results within largely indigenous communities.

Objective 2: Organize and facilitate regional dissemination events in Guatemala to engage indigenous communities in understanding and acting upon the results of the Guatemalan Youth Survey.

3. SUCCESSFUL APPLICANTS

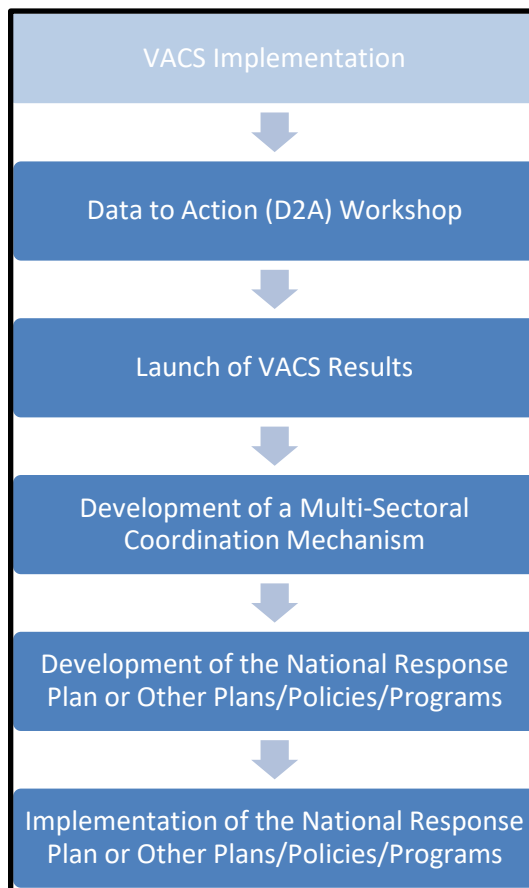
Successful applicants are expected to have the technical and organizational capacities required to conduct the tasks outlined in this RFA, including:

1. **Strategic communication capacity** for developing an effective strategic communication and dissemination plan to meet (mutually agreed upon) objectives, activities and products. This requires the ability to distill Guatemala Youth Survey information into key messages, themes and stories that can be delivered through various channels to reach the target audiences (indigenous communities) and others.
2. **Content development expertise** such as the ability to create dissemination products, which may include graphic design, multimedia production, and data visualization for appealing infographics, videos, animations, and clear visual representations of data (for example, charts, graphs, maps).
3. **A history of successfully working with indigenous communities** with experience related to validating, communicating, disseminating information using participatory and culturally appropriate methodologies.
4. **Facilitation and event management expertise** to host inclusive and participatory dissemination and communication workshops or events in largely indigenous communities. Including event planning and logistical capacity required to host events, including venue selection, transportation, technical setups, and managing audiovisual equipment.
5. **Strong financial management, administrative and coordination capacity**, including robust budgeting and financial management systems, and the ability to successfully manage donor funds.

4. BACKGROUND

Violence Against Children and Youth Surveys (VACS) are nationally-representative, household surveys of 13 to 24-year-olds, which generate data on the prevalence and incidence of physical, sexual, and emotional violence among children, adolescents, and young people, as well as on risk and protective factors, consequences of violence, and access to services. VACS are implemented by national governments with the United States Center for Disease Control and Prevention (CDC) typically serving as the primary technical partner, operating within a broader partner constellation that includes USAID, the Together for Girls partnership and others. In the case of Guatemala, a different survey instrument was used to collect data related to violence from youth in 2019; the name of this survey is called the Guatemalan Youth Survey.

The post-survey phase, illustratively depicted in the darker blue boxes in the figure to the right, often involves a similar set of national and international partners to support policy and program action in response to survey data to address and ultimately end violence against children. Note: not all countries carry out each of the steps indicated in the figure, but these steps are typical in many countries following data collection. These post-survey efforts generally aim to broaden understanding of results across multi-sectoral child protection stakeholders and to develop data-informed and evidence-based policies and programs that respond to survey findings as part of a national strategy to end VAC.¹



In Guatemala, specifically, a Data-To-Action workshop was held during August 30 to September 1, 2022. The workshop, held in the Hilton Garden Hotel in Guatemala City, was facilitated by the CDC and hosted by the International Organization for Migration (IOM). The workshop purpose was to present initial results from the Guatemalan Youth Survey and engage key stakeholders in action planning prioritization using the seven major strategies of the [INSPIRE framework](#). Participants from key Guatemalan government institutions and civil society organizations participated.

USAID's Health Evaluation and Applied Research Development (HEARD) Project activities accelerate the use of data/evidence to inform policy and practice. The HEARD Project is implemented by University Research Co. LLC (URC) and organizations within the [Implementation Science Collaborative](#) (ISC). As it has done in other countries such as Colombia, Namibia, Kenya, and Honduras, USAID's Inclusive Development Hub is investing funds in the HEARD Project for direct country support in Guatemala to inform learning and action related to their national child and youth survey.

¹ More information on the post-VACS phase of data-informed policy and program efforts can be found in the HEARD-conducted landscape analysis of country experiences and lessons following VACS, here: <https://iscollab.org/global-learning/>; and in the CDC and Together for Girls-developed guide on the VACS Process, here: <https://www.togetherforgirls.org/wp-content/uploads/2021/03/VACS-Process-Paper-2021.pdf>.

5. TIME FRAME

Activities are to start as soon as December 2024 and are projected to continue for approximately six months.

6. TOTAL ESTIMATED AMOUNT

It is expected that we will issue 1-2 awards, up to total funding up to approximately \$100,000 USD.

7. INSTRUCTIONS FOR THE RESPONSES

7.1. ELIGIBILITY

To be eligible for the award under this RFA, applicants must meet the requirements stated below.

1. Be a Guatemalan-based non-governmental organization (NGO), for-profit, not-for-profit organization, or private voluntary organization, inclusive of universities. In the case of for-profit organizations, no fee or profit will be allowed.
 - a. A small consortium may be proposed that include a non-regionally based partner as long as the prime applicant is a Guatemalan-based organization.
 - b. Foreign governments and foreign government-owned parastatal organizations are not eligible to apply for funding under this program.
2. Applicants must possess the basic capability to effectively communicate in English, ensuring smooth and efficient collaboration with HEARD project staff throughout the project duration.
3. The Recipient must demonstrate the necessary experience, organizational, accounting, and operational controls and technical skills in order to achieve the objectives of this activity and comply with the terms and conditions of the award (see Section 3 above for technical capacity details).

Responses from organizations that do not meet the eligibility criteria listed above will not be reviewed and evaluated.

7.2. GENERAL INSTRUCTIONS

Key Information

- Due date for questions about RFA: **October 24, 2024**
- Due date for applications: ~~November 8, 2024~~ **November 28, 2024**
- Number of award(s) expected: 1-2

- Maximum page length of response: 5 pages maximum (not including Cover Page, Annexes; see specific format requirements in section 8.4.)
- Language for response: English or Spanish; English is preferred, if possible, but applicants will not be penalized for submitting in Spanish
- Responses must be submitted by email to heard@urc-chs.com. Email submissions must include the RFA number and applicant's name in the subject line heading. In addition, for a response sent by multiple emails, the subject line must also indicate whether the email relates to the technical or cost response.

7.3. INSTRUCTIONS FOR THE STATEMENT OF ORGANIZATIONAL CAPABILITIES AND TECHNICAL EXPERTISE

The response must be specific, complete, and presented concisely, demonstrating the applicant's **Statement of Organizational Capabilities and Technical Expertise** with respect to achieving the activities described in the RFA. Applicants can propose to conduct just one or both of the tasks as described. The applicant's response, or Statement of Organizational Capabilities and Technical Expertise, must include the following areas:

- Section 1. **Background:** Demonstrate the applicant's understanding of the Guatemalan Youth Survey findings, Guatemalan post-survey response to date, and the key actors and stakeholders involved (or needed) in the objectives to be achieved (**1 page**).
- Section 2. **Technical Capacity:** Demonstrate experience and abilities related to the objectives, pertaining to communication strategy, content production and dissemination, facilitation and knowledge exchange activities among indigenous communities (1 page).
- Section 3. **Technical Approach:** A description of how the objectives would be achieved. This includes illustrative examples of activities, products and process that would be performed (1 page).
- Section 4. **Financial and Administrative Management Capacity** to coordinate and implement the above-mentioned activities (**1 page**).
- Section 5. **Proposed personnel** summarizing individuals' specific role, and relevant experience based on the activities proposed (**1 page**).

7.4. FORMAT REQUIREMENTS FOR STATEMENT OF ORGANIZATIONAL CAPABILITIES AND TECHNICAL EXPERTISE

- a. The response should be:
 - Written in English or Spanish
 - Limited to five (5) pages not including cover page and annexes
 - Typed in a Microsoft Word compatible program, single-spaced with a 12-point font and one-inch margins
 - Saved and submitted as one document in pdf or Word format, with all sections and appendices put together
 - The response must be in searchable and editable Word or PDF format as appropriate.
 - Labeled with page numbers, the RFA number (RFA-VAC-2025-001) and the name of the applicant organization on every page

- b. The response should have a **Cover Page** (not included in the page limit) with the following information:
- Program/Project title
 - RFA reference number
 - Date of submission
 - Name of organization applying to the RFA
 - Contact person, telephone number, fax number, address, and name(s) and title(s) of person(s), who prepared the response, and corresponding signatures.
- c. **Curricula Vitae (CVs)** of proposed Lead and other relevant team members, as applicable, will be included in Annex.

All responses received by the deadline will be reviewed for responsiveness to the specifications and may be determined to be nonresponsive if they do not follow the instructions in the RFA. Section 9 addresses the technical evaluation procedures and criteria for the responses. Applicants are advised to read the instructions carefully.

8. REVIEW AND SELECTION PROCESS

8.1. REVIEW OF THE STATEMENT OF ORGANIZATIONAL CAPABILITIES AND TECHNICAL EXPERTISE

A Technical Review Committee will evaluate the applicants' Organizational Capacity and Technical Expertise Statement taking into account the eligibility criteria (Section 8.1) and the technical review criteria (Section 9.2) found in this RFA.

8.2. REVIEW CRITERIA FOR THE STATEMENT OF ORGANIZATIONAL CAPABILITIES AND TECHNICAL EXPERTISE

Responses will be reviewed and evaluated against the following criteria:

1. Demonstrated understanding of the Guatemalan Youth Survey and post-survey efforts to date, including the partner landscape;
2. Demonstrated experience and institutional technical capacity related to carrying out activities related to both objectives. Clear experience with information/knowledge strategy development, communication product development and dissemination; and demonstrated experience with inclusive approaches implemented among marginalized indigenous communities in Guatemala will be prioritized. Experience working in the area of child or youth development strongly preferred;
3. Proposed technical approach is feasible, within time and budget, and will achieve the two objectives.
4. Proposed Project Lead and, if applicable, and relevant team members that possess demonstrated knowledge and expertise in the activities proposed, in particular as related to data translation, communication, and experience working on the issue of child protection and/or prevention of violence against children; and

5. Demonstrated financial, administrative and management capacity elaborated in Section 3 above.

8.3. NOTIFICATION PROCESS

URC will review and select responses submitted in accordance with the guidelines and criteria set forth in this RFA. Short-listed applicants will be contacted to answer further questions and if invited to Phase II and requested to submit a full application to undertake the work referenced in this RFA.

URC reserves the right to disregard any responses that do not meet the guidelines. URC is not obligated to issue a financial instrument or award as a result of this RFA.

If URC's review of the applicant's response will result in a decision to request a full application, URC will provide specific requirements and instructions for the full application.

ANNEX A: HEALTH, EVALUATION AND APPLIED RESEARCH (HEARD) PROJECT

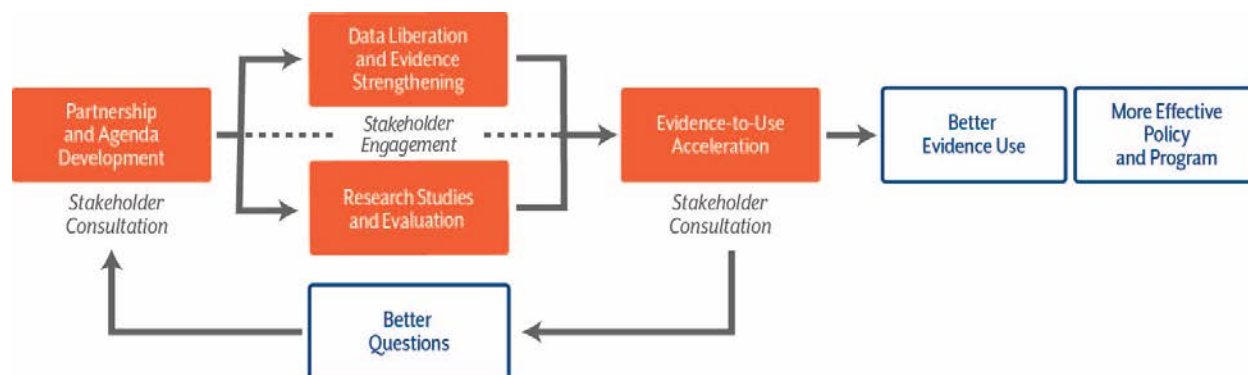
The purpose of USAID’s HEARD Project is to undertake research and evaluation efforts to accelerate progress towards achieving USAID’s global health and inclusive development goals. The HEARD Project’s partnership lays the foundation for the establishment of the Implementation Science Collaborative (ISC). The ISC is comprised of organizations that work to advance global health goals as implementation support organizations, regional health bodies, policy advocacy groups, civil society-based evidence advocates, research organizations, and academic institutions. This strategic mix of partners will help to inform which research questions are prioritized in different contexts, to generate and analyze evidence, and to better package and move evidence through channels which render it more accessible to inform policy and practice.

The partnership seeks to:

- Effectively respond to evaluation and research-to-use global health priorities: developing the study designs and issue-specific partnerships required to navigate a complex effort along a strategic research-to-use pathway;
- Actively engage national, regional, and global-level stakeholders for the development of those priorities: engaging and supporting a growing community of interested implementers, policy makers, and investigators in shaping and promoting a more relevant research-to-use agenda and capacity; and by
- Strengthening and connecting the institutional applied research capacities required to sustain a vigorous implementation science agenda in support of global health goals, emerging threats and new opportunities.

The approach is illustrated in Figure 1, below. Emphasizing effective stakeholder engagement and knowledge management throughout, the four main strategies of the HEARD Project are: (1) partnership and agenda development; (2) data liberation and evidence strengthening; (3) research and evaluation study design and implementation; and (4) the acceleration of evidence-to-use processes.

Figure 1. Key strategies for accelerating research-to-use



More information can be found on the Implementation Science Collaborative website at <https://iscollab.org>.