

# USAID Advancing Nutrition

## Scope of Work: Consultant to Develop a Breastfeeding Counseling Mentorship Program for Kenya

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### A. Background

USAID Advancing Nutrition is the United States Agency for International Development (USAID)'s flagship nutrition project, led by JSI Research & Training Institute, Inc. (JSI), and a diverse group of experienced partners. Launched in September 2018, USAID Advancing Nutrition implements and provides technical support to nutrition interventions across sectors and disciplines for USAID and its partners. The project's multi-sectoral approach draws together global nutrition experience to design, implement and evaluate programs that address the root causes of malnutrition. Committed to using a systems approach, USAID Advancing Nutrition (USAID AN) strives to sustain positive outcomes by building local capacity, supporting behavior change and strengthening the enabling environment to save lives, improve health, build resilience, increase economic productivity and advance development.

Breastfeeding is globally accepted as an essential action for achieving optimal nutrition and development outcomes in children as well as health outcomes later in life. As in many low- and middle-income countries (LMICs), exclusive breastfeeding and early initiation of breastfeeding rates in Kenya are far lower than needed for the health of women and children. Significant efforts have been made in Kenya to ensure that women have access to breastfeeding information, education, and counseling. However, there is a need for evidence of effective, scalable approaches to strengthen skilled breastfeeding counseling by health care providers throughout the system. To help address this challenge USAID Advancing Nutrition is collaborating with the Kenya Ministry of Health, USAID Kenya and East Africa, USAID Bureau of Global Health, and key country stakeholders to design and test a mentorship program to strengthen capacity to provide breastfeeding counseling in Kenya.

This work includes three separate but related work streams:

- Work stream 1: Intervention design process, involving the MOH, the maternal, infant, and young child nutrition (MIYCN) technical working group (TWG), and other stakeholders;
- Work stream 2: Develop the breastfeeding counseling capacity strengthening intervention;
- Work stream 3: Develop a protocol to test the intervention using implementation research methods.

Work stream 1 focused on USAID Advancing Nutrition-supported workshop that was organized by the Division of Nutrition and Dietetics of the Ministry of Health Kenya through the Baby-Friendly Hospital Initiative (BFHI) Task Force of the MIYCN TWG, which was held from 1-3rd November 2021. The goal of the workshop was to design a capacity strengthening intervention to build the skills of health workers providing breastfeeding counseling. The three-day intervention design workshop brought together 18 stakeholders from organizations at all levels of implementation: national, county departments of health, implementing partners, civil society organizations, and health facilities.

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From this workshop, stakeholders agreed to focus the capacity strengthening intervention on a facility-based mentorship program aimed at strengthening the competencies specifically covered in the BFHI Training Course for Maternity Staff (WHO and UNICEF, 2020).

While we are still finalizing the specific objectives of the structured facility-based mentorship program, the goal is to provide mothers with the skilled breastfeeding counseling at three priority contact points to successfully achieve early initiation and exclusive breastfeeding.

We expect that the specific objectives will include:

- Reinforce and strengthen counseling competencies covered in the BFHI Training Course for specific cadres
- Support counselors to apply skills learned in the BFHI Training Course during counseling sessions with clients
- Improve the quality of counseling delivered

This consultancy will support work stream 2, the development of the materials for the facility-based mentorship program. This mentorship program will be designed with a focus on facility-based mentors at a County Referral Hospital and support from national-level experts to build skills among selected cadres of health workers. As the intervention development gets started, we will be working to identify the specific cadres who are well-positioned to deliver breastfeeding counseling across specific contact points in the health facility (e.g. antenatal care, during and immediately after birth, and in the neonatal period). The mentorship program will include building competencies in lactation management and skilled breastfeeding counseling, as well as mentorship.

## B. Objectives

This consultant will support the development of the mentorship program, focused on strengthening the competencies covered in the BFHI Training Course for Maternity Staff, as well as mentorship best practices. The consultant will collaborate closely with the USAID Advancing Nutrition team, an international consultant, and another local consultant to develop the components of the mentorship program. Additionally, the consultant will elicit strategic inputs from key stakeholders in Kenya, including a technical advisory group, the BFHI Task Force, and others, to ensure the mentorship program is feasible and sustainable in the context of Kenya.

## C. Activities

This consultant will work closely with the Activity Lead (Director of Nutrition and Health Systems team), the Director of Capacity Strengthening, a Senior Technical Advisor, an international consultant with expertise in lactation management and skilled breastfeeding counseling, and another local consultant responsible for coordination and collaboration of stakeholders in Kenya, to develop the components of the mentorship program. The consultant will support the tasks outlined below.

- I. Collaborate with USAID Advancing Nutrition team, an international consultant, another local consultant, and technical advisors in Kenya in the development of a first draft of the components of the mentorship program. While the specific components of the mentorship program will evolve we expect that the program package will include the following:
    - a. **Guidance for facility-based breastfeeding counseling mentorship:** This will provide a guide for how to set up and deliver the facility-based mentorship program, including identifying a health facility and county, selecting master trainers, delivering trainings, assessing competencies, and structuring the delivery of the mentorship approach
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within the health facility (identifying mentees, schedule of mentorship visits, linkages with other mentorship or QI systems, etc.).

- b. **Mentorship program training package:** A module on mentorship that can be added to the BFHI Training Course for training mentors, including any tools or job aids needed during the delivery of the module.
  - c. **Tools for mentorship:** These may include, measurement tools to track mentee progress, including observation checklists and other mentoring aids; and breastfeeding session observation checklist and/or other tools from the BFHI Training Course that can be used by mentees while delivering breastfeeding counseling.
2. Coordinate feedback from the USAID Advancing Nutrition activity team, technical stakeholders in Kenya, and USAID and develop a second draft of the mentorship package, with this feedback included, that can be presented to key stakeholders in Kenya, such as the BFHI Task Force, as well as USAID.
  3. Support revisions to the final draft mentorship package as it is reviewed by USAID Advancing Nutrition, USAID, and others, to finalize the materials of the package.

#### D. Deliverables and Schedule

**The Contractor is responsible for the timely submission of the following deliverables, as part of the SOW:**

<b>Del. No.</b>	<b>Deliverable Name</b>	<b>Deliverable Description</b>	<b>Due Date</b>
1	First draft of the mentorship package materials.	First draft documents of the mentorship package materials, which may include guidance for facility-based breastfeeding counseling mentorship, mentorship program training package, and tools for mentorship. Details of the mentorship package will be decided and designed in collaboration with the USAID Advancing Nutrition team and others. The USAID Advancing Nutrition team and others will contribute to and collaborate in the development of the agreed upon components of the package.	March 15, 2022
2	Second draft of the mentorship package materials.	Second draft of the documents of the mentorship package materials, which may include guidance for facility-based breastfeeding counseling mentorship, mentorship program training package, and tools for mentorship. Details of the mentorship package will be decided and designed in collaboration with the USAID Advancing Nutrition team and others. The USAID Advancing Nutrition team and others will contribute to and collaborate in the development of the agreed upon components of the package.	May 9, 2022
3	Revisions to the final draft mentorship package	Written feedback with revisions to the final draft mentorship package as the final draft is	September 15, 2022

		of the package is refined by USAID Advancing Nutrition activity team.	
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The total Level of Effort is approximately equivalent to 23 days.

#### **E. Consultant Qualifications**

1. Master's degree or higher in instructional design, public health, nutrition, or a relevant field.
  2. 15-20 years of work experience in public health and nutrition, particularly with a focus on the design of capacity strengthening programs especially those focused on mentoring.
  3. Strong technical experience in breastfeeding and breastfeeding counseling.
  4. Experience in designing and/or implementing relevant preservice or in-service breastfeeding counseling training (lactation management) for health professionals and/or peri-professional such as peer counselors or community health workers.
  5. Knowledge and deep understanding of national policies, strategies, guidelines, protocols, and experiences related to breastfeeding and breastfeeding counseling in Kenya.
  6. Professional connections with multiple levels of government - national and county, academic institutions, research institutions, professional associations, technical working groups, UN and donor agencies, etc.
  7. Experience in designing and implementing relevant field research and/or implementation research would be additional value.
  8. Ability to communicate effectively (strong oral and written communication skills); ability to engage with key stakeholders; and ability to plan and exercise COVID-19 precautions.
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