

# **Request for Proposals for South Africa Primary Data Collection for the Tobacco Control Data Initiative**



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## Introduction

### Project Overview

The Tobacco Control Data Initiative (TCDI), implemented by Development Gateway in partnership with the University of Cape Town and funded by a grant from the Bill & Melinda Gates Foundation, is a project that aims to supply Sub-Saharan African (SSA) governments with improved access to country-specific data that will inform better tobacco control policy design and implementation. This project aims to design and develop national online websites with data related to tobacco control that meet the needs of government stakeholders, in partnership with national and regional institutions. The dashboard will be informed by data from primary sources (either primary data collected during our project or existing primary data made publicly available) as well as secondary sources (such as papers published in peer-reviewed journals). The purpose of this RFP is to identify a data collection firm to collect primary data in South Africa.

### Company Background

Development Gateway (DG) is an international nonprofit organization that creates innovative information management and data visualization technology, implements data-focused programs, and conducts research and evaluation to further sustainable development. DG supports public and private sector actors in collecting, analyzing and using data in the health sector for policymakers and development agencies to make more effective decisions and to improve service delivery. Our partners in this work include The Bill and Melinda Gates Foundation, UNICEF, USAID, and MCC. DG is headquartered in Washington, DC, and is exempt under Section 501(c)(3) of the Internal Revenue Code. A more complete overview of DG can be viewed at <http://www.developmentgateway.org>.

For the TCDI project, Development Gateway is partnering with the University of Cape Town's Research Unit on the Economics of Excisable Products (REEP), an accredited research unit with the School of Economics. REEP focuses on supporting public health through rigorous research in tobacco, alcohol and sweetened beverages.

The DG team are a creative and dynamic group of people based around the globe. DG values hard work, innovative thinking, a commitment to teamwork, and a good sense of humor.

## Scope of Work

The objective of this consultancy is to conduct data collection on a number of indicators related to the use of e-cigarettes and heated tobacco products (referred to as “novel products” in the language of this proposal) as well as traditional cigarettes in South Africa. In this section, we discuss the anticipated work to be included in the consultancy. Please note that this section discusses expectations around the work itself – and not information requested for the proposal.

## Research Questions

- The primary research question is, “Are novel products more likely to be used as an on-ramp or off-ramp to cigarette smoking?”
- The secondary research questions are, “What are the characteristics of novel product users in our survey (age, gender, use of other risky substances, factors that led to initiation, perception of addiction level, etc.)?” Other variables of interest include the extent to which users are addicted, self-reported health concerns, and behavioral characteristics of novel product users.

## Requirements/characteristics of the Sample for the Data Collection Process

The TCDI team has calculated an estimated sample size for consideration by the firms applying for this consultancy. However, larger sample sizes and modified methodologies are encouraged inasmuch as they help to answer the research questions identified above.

The estimated prevalence of novel products is 2–3% in South Africa. The sample of users of novel products should consist of at least 1200 respondents (who complete the full survey) to ensure sufficient statistical power to answer the research questions.

- Respondents must be over 18 years of age.
- In line with other countries, we assume that novel product users are generally younger, urban, with higher socio-economic status. Therefore it may be necessary to stratify to achieve higher proportions of younger, urban and higher-socio-economic status individuals in the sample to ensure we obtain at least 1200 respondents (larger sample sizes will be given priority in proposal evaluation).
- A range of age ranges, allowing for stratification in the sample, will also be required.

Upon a firm being selected for data collection, the firm must prepare, in collaboration with the TCDI team, a study protocol detailing the sampling and stratification strategy, surveyor recruitment and training plans, details on the uploading and testing of the questionnaire on relevant survey software, procedures on pilot and full data collection, data management, data privacy and security, data cleaning and the calculation of data weights. The protocol should also include a work plan and schedule, appropriate sampling techniques, and expected sample size. The protocol will be finalized and validated in consultation with DG. The survey instrument(s) must be field tested during the pilot and may require

some revisions as needed. Procedures may include the following: live call centers, SMS/WhatsApp/mobile phone data collection, and/or online surveys.

The following requirements specify mandatory requirements as well as capabilities that are nice to have, but not mandatory.

### **Requirements for all Data Collection Efforts within the Consultancy**

- Develop and implement a sampling strategy that includes a detailed explanation of how you will source phone numbers
- Translate and back translate survey, as needed (up to four languages anticipated)
- Field test / pilot test survey instrument
- Provide logistical and administrative support to survey teams during field work; this will include any transportation, communication allowance, etc., as necessary.
- Ensure data collection is of high quality through verification and validation procedures during and post data collection. The company must document and consistently carry out data quality checks during fieldwork and when entering and transferring data.
- Provide necessary security and emergency services to data collection teams.
- Quality control and data cleaning – ensure data collection is of high quality, including verification and validation procedures during and post data collection
- Data analysis of collected data
- Develop weights for the data that could include design weights, non-response weights and post-stratification weights

## Timeline

### Proposal Timeline

- Request for proposal issued: Friday, February 19, 2021
- Submission of completed proposal due by 11:59 PM (Eastern Standard Time, GMT - 5) on Friday, March 12, 2021
- Review of proposals will take place March 15 - March 19, 2021

### Notification and Contract Dates

- The successful firm will be notified at the end of March 2021
- Contract negotiations will take place following notification, and continue as needed

### Schedule for Contract

- Contract will be finalized by mid-late April, 2021

Work is estimated to be initiated May/June 2021 and continue as needed with an estimated completion date of July/August 2021.

## Proposal Submission Instructions

The TCDI team invites data collection companies (or consortiums) to submit a proposal that develops a data collection methodology in accordance with the instructions below. The successful company/consortium will have the capacity 1) to precisely target users by demographic status / phone numbers to meet with criteria noted below, 2) to conduct/implement the survey, and 3) to analyze the results of the survey. Firms should make use of existing technologies and any relevant datasets where applicable. The final methodology may be adjusted based on conversation between DG and the vendor, however we expect that the vendor will propose their own approach. The successful firm will also have the required qualifications:

- Demonstrated experience leading large-scale, targeted data collection efforts in Africa, with experience in South Africa preferred
- Prior experience in collecting and protecting sensitive data
- Extensive experience in collecting, uploading, cleaning, and compiling phone/tablet-based data for data analysis
- Experience translating and back-translating surveys (up to four languages anticipated)
- Knowledge of geo-spatial/GIS analysis techniques for assessment areas, including real-time mapping of assessor movements (for on-the-ground data collection)
- Capacity to provide financial incentives (likely through phones) to respondents
- Demonstrated capacity to deliver in the agreed-upon timeframe
- Access to phone numbers in South Africa and demographic data of those individuals to stratify, for example, by race, gender, age

Instructions for submitting the proposal are included below. Information about your company's required lead time, if you receive this assignment, should also be included. All proposals should be submitted in English.

The following material is to be received by close of business Friday, March 12th, 2021 for your proposal to be considered:

1. Technical Approach, not to exceed 10 pages in length
2. Technical Qualifications (Attachment I); not to exceed 5 pages in length
3. Budget (Attachment II)
4. Sample Field Reports or Executive Summaries (Attachment III); not to exceed 6pages in length

Please email your proposal to Deanne Samuels at [dsamuels@developmentgateway.org](mailto:dsamuels@developmentgateway.org) and Megan Little at [megan@firdaleconsulting.com](mailto:megan@firdaleconsulting.com), with the subject line “RFP for TCDI South Africa Data Collection”. Questions may also be sent to Deanne and Megan at any time prior to the proposal deadline.

## Technical Approach

Your technical approach should respond in detail to the scope of work in line with the instructions below:

- Capacity statement describing the organization’s structure and experience, with examples of past similar projects.
- Plans for how you would manage logistics to hire, train assessors, make field visits, collect data, and create procedures for instant upload of data. Include a summary of procedures in case of adverse events that may occur as a result of data collection on the ground, and contingency plans.
- Information about your data verification and validation procedures, during data collection as well as post data collection, and during the data cleaning process.
- A summary of your data confidentiality/security procedures
- A detailed description of the sampling frame you propose to use, including:
  - A detailed account that clearly describes the criteria or process by which individuals are included in the sample frame. This narrative account should describe the representativeness of the frame and consider who is excluded from or under-represented in the frame.
  - Estimated total response rate. Please note that we anticipate a minimum of 1200 responses being needed, but preference will be given to proposals that demonstrate a reasonable likelihood of reaching a larger sample size.
- A full list of variables (e.g. age, gender, socio-economic status, etc.) available in the sampling frame that will allow appropriate stratification of the selected sample:
  - Stratification will be important for a) ensuring sufficient sample sizes for groups of interest and b) increasing the probability of finding novel product users by over-sampling groups with higher expected prevalence of use. The more extensive and detailed the set of available variables for individuals in the sample frame, the greater the scope for stratification. Please provide a full list of such variables for your proposed sample frame . The list should indicate the quality of each variable in terms of completeness, accuracy, recentness and any known issues.



- The level of each variable should also be indicated (e.g. individual versus enumerator area).
- Information on response rates:
  - Estimates of response rates in general and for specific groups of interest (young adults, and male vs female).
  - Strategies for improving response rates.
  - Proposed adjustments for non-response.
- Description of your post-stratification approach to reduce coverage bias.
  - This description should include an assessment of the variables referred to in the stratification section above in terms of their usefulness in post-stratification.
- Screening procedure:
  - To address the low prevalence of novel product use together with low response rates for telephone surveys, some form of screening will be essential to ensure we get sufficient responses. The screening method must not introduce bias while still allowing one to make adjustments for, or at least say something about, the representivity of the sample.
  - Provide a detailed proposal for screening that gives due consideration to bias and the representivity of the sample.

## **Technical Qualifications (Attachment I)**

- Provide an affirmative statement that the firm is independent to DG.
- Provide an affirmative statement that the firm has never received money from the tobacco industry.
- State the size of the firm, the size of the firm's technical staff, the location of the office from which the work on this project will be performed
- The names and qualifications/contributions of the individuals to be employed on this project and the anticipated level of effort of key personnel -- required.
- Provide a list of references for cited work relevant to this proposal including the names and telephone numbers of these clients who may be contacted for references.
- A copy of your corporate business registration and evidence of any necessary insurance for key personnel as well as the company's plan to provide insurance coverage for individuals who will be hired for data collection

The company that is hired will be responsible for all necessary insurance for all staff contracted to work on this assignment – evidence should be noted in the contract. The contract will require agreement to indemnify DG against any and all medical and ancillary costs that DG may incur on your behalf in any form.

### **Budget (Attachment II)**

In this attachment, please include a budget for the activities proposed in the technical approach. This should include a summary of expenses for personnel and any travel costs. Identify all pricing information broken down by activity in USD. Anticipated budget for this consultancy is approximately US\$90,000 but can be evaluated given proposal complexity and/or thoroughness.

### **Sample Field Reports or Executive Summaries**

In the attachment, provide up to two sample field reports, or executive summaries, etc. of previous surveys conducted (as allowed by previous contractual agreements). Do not submit more than 6 pages for this section.

## **Evaluation Process**

During the evaluation process, DG reserves the right to request additional information and/or clarification or to allow corrections of errors or omissions. A firm may be disqualified from further consideration upon failure to respond in a timely fashion to DG with the requested information. At the discretion of DG, firms submitting proposals may be requested to make oral presentations as part of the evaluation process.

### **Evaluation**

Proposals will be evaluated by the members of the TCDI Project. The final decision for selection of the successful firm(s) will be made by end of March, 2021 and all applicants will be notified of their status.

### **Firm Selection**

The award will be made to a responsible company whose offer strictly adheres to the instructions within this RFP, meets or exceeds the minimum required specifications of the project, and whose offer is judged to be technically acceptable.

Firms that have previously been hired by or received funds from the tobacco industry are ineligible for selection.

DG reserves the right to negotiate the exact terms of the contract. Both parties agree to negotiate in good faith to reach a mutual agreement. It is anticipated that a contract will be executed between both parties by mid-late April, 2021.

DG is an equal opportunity employer and expects those we work with to prioritize equity in recruiting -- as much as possible -- women/other marginalized groups.

### **Right to Reject Proposals**

DG reserves the right to refuse any or all proposals and to provide to each participating firm their award status only, without further explanation of evaluation.

### **Confidentiality**

Given the sensitive nature of the data and information to be shared with the successful applicant, care should be taken to protect such information. This information submitted to DG and its partner, REEP, should not be communicated by DG/REEP to any other party.

### **Intellectual Property/Licensing**

Upon completion of the project, the raw datasets that are generated will become the property of Development Gateway, with the provision that the datasets be made available to the public for

unrestricted access and reuse. This approach is consistent with the Open Access Policy of the Bill and Melinda Gates Foundation.

## **Price, Terms and Conditions**

By submitting its proposal, the firm certifies that:

1. The prices in its proposal have been arrived at independently, without consultation, communications, or agreement for the purpose of restricting competition as to any matter relating to such prices with any other firm submitting a proposal or with any competitor;
2. Unless otherwise required by law, the prices quoted in the proposal have not been knowingly disclosed prior to the due date for proposals, directly or indirectly, to any other firm or to any competitor unless that other firm is part of a consortium; and
3. No attempt has been made or will be made to induce any other person or firm to submit a proposal or to take or refrain from any action for the purpose of restricting competition.

Please note that DG will not be responsible for expenses incurred in preparing the proposal. Such costs should not be included in the proposal. If it should become necessary for DG to request the contractor to render any additional services to either supplement the services requested in this RFP or to perform additional work as a result of the specific recommendations included in any report issued on this engagement, the additional work shall be performed only if set forth in an addendum to the contract between DG and the firm. If the firm identifies additional services or costs needed to complete the contract, the firm cannot charge for such additional work without first obtaining approval from DG in writing.

The final price of the services and payment schedule will be agreed upon prior to contract execution. The anticipated payment schedule will be structured as follows:

- 10% at contract signing
- 20% upon delivery of Deliverable 1: Implementation plan detailing procedures – sampling and stratification strategy, implementation procedures and security/confidentiality protocols, plans for data quality, proposed verification/validation procedures, timeline, upload schedule
- 20% upon delivery of Deliverable 2: Procedures manual for call center surveys (or if survey is to utilize a different approach, a detailed procedures manual for this approach)
- 30% upon delivery of Deliverable 3: Complete/cleaned dataset that must be in a widely accepted format, e.g., Excel, that can be imported for data analysis. Original dataset will also need to be submitted. Code used in cleaning the data also required (e.g. Stata or R code)
- 20% upon delivery of Deliverable 4: End-of-project report with post-stratification approach, response rates, end of project report detailing procedures, challenges and resolution of issues

# Making international development data easier to gather, use, and understand.



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