

# Impact Evaluation and Cost Effectiveness Analysis of A Primary Health Care Strengthening Program (PN-PRIMA)

## REQUEST FOR PROPOSAL

### Introduction

Center for Indonesia's Strategic Development Initiatives (CISDI) is conducting a project called PN-PRIMA, that aims to: 1) gain a better understanding of how community and social media activation can establish trust and improve health outcomes and 2) build the capacity of Puskesmas staff and integrated health post (Posyandu) cadres in planning and delivering health services for life cycle services.

We are seeking proposals from qualified research institutions, organisations, consortiums, or joint organisations to conduct a comprehensive project evaluation and cost-effectiveness analysis for the PN PRIMA program. This study aims to assess the overall impact of the project and to compare different interventions to determine the most cost-effective strategies for achieving our objectives. The findings from this evaluation will guide future decision-making, optimize resource allocation, and enhance the effectiveness of our programs.

### About the PN-PRIMA Program

PN PRIMA is a program to strengthen primary health services by activating community and social media as well as improving the capacity Puskesmas staff and Posyandu cadres' in planning and delivering health services for life cycle services for immunization, maternal care, nutrition and hypertension and diabetes.

This program is organized by CISDI in 2024-2025 to support the improvement of health outcomes in the community at the program location. PN PRIMA involves health workers from Puskesmas and district health offices to ensure that the interventions carried out support existing health programs and ensure the sustainability of the program.

The PN PRIMA 2024-2025 program is implemented in 38 Posyandu spread across 12 Puskesmas areas in Depok City and Bekasi Regency, West Java. The intervention will be carried out for approximately 12 months. In line with the concept of the Life Cycle Posyandu from the Ministry of Health's Primary Health Care Service Integration (ILP) Program, the PN PRIMA Model consists of strengthening regular Posyandu services every month and activating Posyandu home visits by cadres (limited to PTM for productive ages and the elderly). The full details of the program are as follows:

Table 1. Description of the PN-PRIMA project

Details	Immunisation	Maternal care, Nutrition, Hypertension and Diabetes
<b>Objectives</b>	<p>Investigating various aspects of social media dan digital tools utilisation for health interventions, particularly regarding vaccine uptake.</p> <p>Developing training materials, tools, and strategies to build local capacity to improve routine immunization (RI) coverage rates with applicability to a wider set of middle-income countries</p>	<p>Piloting an innovation model for strengthening cadre services, namely improving cadre competency in a quality and optimal manner based on institutions (Posyandu) focusing on health issues: Non-Communicable Diseases, Nutrition, and Immunization in their respective work areas.</p>

<b>Intervention Activities</b>	<b>Puskesmas, Health Care Workers</b>	<ol style="list-style-type: none"> <li>1. Capacity building for the social media person in charge at Puskesmas</li> <li>2. Capacity building for Puskesmas staff for microplanning and budgeting activity</li> <li>3. Output-based monthly incentive provision</li> </ol>	<ol style="list-style-type: none"> <li>1. Training of trainers and supervisor</li> <li>2. Output-based monthly incentive provision</li> </ol>
	<b>Posyandu, Health Cadres, PKK Cadres</b>	<ol style="list-style-type: none"> <li>1. Ongoing training;</li> <li>2. Supportive supervision;</li> <li>3. Performance-based monthly incentive provision;</li> <li>4. Supply enhancement (education material, posters, etc)</li> <li>5. Capacity building for PKK cadres for improving behavioural change and communications and community mobilisation</li> </ol>	<ol style="list-style-type: none"> <li>1. Continuous professional development system;</li> <li>2. Supportive supervision;</li> <li>3. Performance-based monthly incentive provision;</li> <li>4. PN-PRIMA and ASIK applications monitoring and reporting;</li> <li>5. Supply enhancement (Glucose strip test tool, UAC tool, education material, posters, etc)</li> </ol>
	<b>Caregivers and community</b>	<ol style="list-style-type: none"> <li>1. Health campaign through ads, key opinion leaders, etc.</li> <li>2. Social media campaign</li> <li>3. Multi-Channel Decision-tool support (hotline, microsite, support group)</li> </ol>	Not applicable.
<b>Long-term Outcome</b>	Increase of children aged 0-23 months who receive basic vaccination.	<ol style="list-style-type: none"> <li>1. Increase of children aged 0-23 months who receive basic vaccination.</li> <li>2. Increase coverage of complete ANC for pregnant mothers.</li> <li>3. Increase the number of under-five children with an improvement of nutrition status.</li> <li>4. Increase the number of NCD care coverage for over fifteen years old.</li> </ol>	

## Objectives

The principal objectives of this work are:

1. Conduct an impact evaluation of the PN-PRIMA program to assess the observed changes and outcomes of the program;
2. Conduct a longitudinal data collection and analysis on the intended population of the PN-PRIMA program to understand the changes in program output, uptake, and outcomes of the program to feed into the evaluation process;
3. Conduct a cost-effectiveness analysis of the PN-PRIMA program to determine the outcomes and cost of the program intervention.

## Methods

The methodology employed involves impact evaluation and cost-effectiveness analysis through the collection of primary data from service users using both quantitative and qualitative approaches, as well as the gathering of secondary data (including but not limited to program scope and policy documents, both qualitative and quantitative).

## Deliverables

The main deliverables expected from the candidate organization/institution/consortium include:

- Research permits and ethical clearance for all agreed-upon research locations
- Research protocol for the following
  - Intervention evaluation, including longitudinal data collection and analysis plan
  - Cost-effectiveness analysis
- Data collection instruments
- All data collected during the program evaluation process
- Interim report of the study
- Full report of the study
- Presentation of the evaluation results to the public and relevant stakeholders through dissemination (if required)

## Timeline

Activities	Date	2025															
		9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
<b>Preparation and Selection</b>																	
Deadline for statement of interest	17 Sep 2024	X															
Pre-bidding meeting with all interested candidates	18 Sep 2024	X															
Deadline for submission of proposals	23 Sep 2024	X															
Proposal selection process	Late Sep	X															
Announcement of selection results	Mid Oct 2024		X														
<b>Work and Report</b>																	
Kick-off	Late Oct 2024		X														
Data collection process	Nov 2024–Aug 2025			X	X	X	X	X	X	X	X	X	X				
Data processing, analysis, and report writing	Nov 2024–Aug 2025			X	X	X	X	X	X	X	X	X	X				
Interim report submission	May 2025 Sep 2025									X				X			
Report discussion and review with CISDI	Sep–Oct 2025													X	X		
Reports and other documents completion and submission	Oct–Nov 2025														X	X	

## Submission Process

Interested candidates should send their statement of interest via email to [rnd@cisdi.org](mailto:rnd@cisdi.org) (cc: [admfinance@cisdi.org](mailto:admfinance@cisdi.org)) with the email subject [Institution Name]\_RFP\_Statement of Interest\_Impact Evaluation no later than September 17, 2024. A virtual pre-bidding meeting for interested candidates will be held on September 18, 2024 to provide detailed program explanations and address any questions candidates may have. Questions can be directed to [rnd@cisdi.org](mailto:rnd@cisdi.org).

## **Proposal Submission**

The submitted proposals must include the approach, methodology, team composition, and costs required to conduct the work. The research methodology may employ quantitative and/or qualitative approaches. The proposals must also detail the methods used to achieve the research objectives. The proposal and all supplementary documents must be submitted no later than September 23, 2024, via email with the subject [Institution Name]\_RFP\_Impact Evaluation Proposal.

Proposals must include:

- Background, situational analysis, and research objectives
- Respondent selection methods and data collection mechanisms
- Analysis methods
- Research timeline
- Information on the organization/institution and research team members
- Organization's research portfolio
- Budget narrative
- Budget proposal

## **Required Legal Documents**

The following legal documents must be submitted once the organisation/institutions are selected to commence the work:

- ID Card (Head of Institution)
- Institutional Taxpayer Identification Number (NPWP)
- Institution Portfolio
- Institution's Bank Account Number
- Articles of Association and Amendments
- Certificate of Domicile
- Business License (SIUP)
- Company Registration Certificate (TDP)
- Business Identification Number (NIB, can replace SIUP and TDP)

## **Proposal Assessment**

The proposals submitted by all candidates must encompass all objectives outlined in point 2. The candidate will be disqualified if a submitted proposal does not cover all the stated objectives. The evaluation of proposals will consider the following indicators:

- Alignment with the objectives and scope of the RFP
- Technical capability and previous experience in executing similar projects
- Methods and approach
- Timeline and cost