

**TERMS OF REFERENCE
EXPRESSION OF INTEREST (EOI)
EmpowerHer Project**

Activity Title and Reference	Engagement of a Creative Agency for the Design and Development of Human-Centered Hygiene Behaviour Change Intervention Packages under the EmpowerHer Project in Bauchi State
Background	<p>WaterAid Nigeria, with funding support from Global Affairs Canada through the <i>EmpowerHer: Enhancing Women and Girls' Sexual and Reproductive Health and Water, Sanitation and Hygiene in Nigeria Project</i>, is implementing an integrated SRHR-WASH-MHH programme across Bauchi State.</p> <p>The project seeks to improve the health, dignity, agency, and wellbeing of women and girls through strengthened access to inclusive and sustainable Water, Sanitation, Hygiene (WASH), Menstrual Health and Hygiene (MHH), and Sexual and Reproductive Health (SRH) services across communities, schools, and healthcare facilities.</p> <p>As part of the project implementation process, WaterAid Nigeria conducted a comprehensive Hygiene Behaviour Change (HBC) Formative Research across communities, schools, and healthcare facilities in Misau, Katagum, and Tafawa Balewa LGAs of Bauchi State. The research explored behavioural determinants, emotional drivers, social norms, motivations, barriers, and enabling factors influencing hygiene practices.</p> <p>Findings from the research revealed that hygiene behaviours are shaped not only by infrastructure availability, but also by emotional, cultural, gendered, and social influences including dignity, nurture, aspiration, shame, pride, safety, and belonging.</p> <p>To translate these insights into transformative and scalable interventions, WaterAid Nigeria seeks to engage a qualified and innovative Creative Agency/Firm to lead the design and development of engaging, emotionally resonant, and contextually appropriate Hygiene Behaviour Change intervention packages.</p> <p>The assignment will apply Behaviour-Centred Design (BCD) principles and human-centered creative approaches to develop intervention packages tailored for:</p> <ul style="list-style-type: none"> • Communities

	<ul style="list-style-type: none"> • Schools • Healthcare Facilities • Public Places <p>This ToR therefore outlines the creative process needed to convert research insights into human-centered, emotionally resonant, behaviorally informed HBC packages. The creative team will support WaterAid Nigeria to design transformative, inclusive tools, materials and activities that can be delivered at scale, helping ensure that improved hygiene becomes not just a practice, but shared community values and norms that elevate wellbeing, dignity, and agency across project locations and Bauchi State.</p>
Justification/Scope of Work	<p>The EmpowerHer Project recognizes that sustainable hygiene behaviour change requires more than the provision of infrastructure and services. Findings from the project’s formative research and gender analysis reveal that hygiene practices across communities, schools, healthcare facilities, and public spaces in Bauchi State are significantly influenced by social norms, emotional drivers, gender dynamics, cultural expectations, behavioural cues, and environmental conditions.</p> <p>The research highlighted that women, girls, men, boys, teachers, caregivers, healthcare workers, and adolescents are motivated by factors such as dignity, nurture, pride, safety, aspiration, and social belonging. However, these motivations do not consistently translate into sustained hygiene behaviours without engaging, contextually appropriate, and emotionally resonant interventions.</p> <p>To address this gap, WaterAid Nigeria seeks to engage a multidisciplinary Creative Agency/Firm to translate behavioural insights into compelling Hygiene Behaviour Change (HBC) intervention packages that are practical, engaging, inclusive, and scalable.</p> <p>The assignment will support the development of integrated HBC interventions across:</p> <ul style="list-style-type: none"> • 1,036 communities and public spaces • 69 schools • 58 healthcare facilities <p>The interventions are expected to strengthen hygiene practices, menstrual health and hygiene, dignity, wellbeing, and positive social</p>

norms through creative and behaviourally informed approaches aligned with the EmpowerHer project objectives.

Scope of Work

The selected Creative Agency/Firm will lead an 8-week creative development process in collaboration with WaterAid Nigeria, technical experts, government stakeholders, and relevant partners. The agency will be responsible for conceptualizing, designing, prototyping, refining, and finalizing comprehensive Hygiene Behaviour Change (HBC) intervention packages for:

1. Communities and public spaces
2. Schools
3. Healthcare facilities

The scope of work includes, but is not limited to, the following:

1. Participation in Creative Co-Design Workshop

The agency will participate in a multi-day co-creation workshop to:

- Review formative research findings and creative briefs
- Understand behavioural determinants and target audiences
- Contribute to campaign concepts and intervention strategies
- Develop initial creative directions and behavioural themes
- Align interventions with Behaviour-Centred Design (BCD) principles

2. Development of HBC Intervention Packages

The agency will develop three tailored HBC intervention packages for community, school, and healthcare facility settings.

The packages should:

- Reflect gender-transformative and disability-inclusive principles
- Promote positive hygiene and social norms
- Be culturally appropriate and youth-responsive

- Be adaptable for both interpersonal and multimedia communication channels
- Support long-term sustainability and community ownership

Each package should include:

- Structured hygiene sessions
- Facilitation guidance
- Behaviour change activities
- Behavioural nudges and reinforcement tools
- Visual and participatory materials
- Emotional engagement concepts

3. Design of Creative and Behaviour Change Assets

The agency will design engaging and culturally resonant creative materials and concepts, including:

- Storytelling concepts and scripts
- Interactive games and role-play activities
- Jingles and multimedia concepts
- Visual illustrations and flipcharts
- Wall painting concepts
- Emotional demonstration activities
- Recognition and reward concepts
- Digital and social media assets
- Behavioural nudges and cue materials

4. Development of Implementation Guides

The agency will develop user-friendly implementation manuals and facilitation guides for each intervention setting.

The guides should provide:

- Session-by-session facilitation guidance
- Instructions for activities and tools

	<ul style="list-style-type: none"> • Delivery sequencing • Guidance on use of behavioural cues and materials • Monitoring and reflection prompts • Inclusive facilitation guidance
	<p>5. Prototyping, Pre-testing, and Refinement</p> <p>The agency will:</p> <ul style="list-style-type: none"> • Develop prototype intervention materials • Conduct pre-testing with target users • Refine materials based on stakeholder and community feedback • Produce final production-ready assets and editable source files • Ensure materials are adaptable for Hausa, English, and local contexts
	<p>6. Finalization and Submission</p> <p>At the end of the assignment, the agency will submit:</p> <ul style="list-style-type: none"> • Finalized HBC intervention packages • Implementation manuals and facilitation guides • Multimedia and creative assets • Prototype and production-ready files • Editable source/design files • A brief refinement and feedback report
<p>Objectives</p>	<p>The specific objectives are to:</p> <ol style="list-style-type: none"> 1. Translate formative research findings into compelling creative concepts and practical HBC interventions. 2. Develop innovative hygiene behaviour change packages for communities, schools, and healthcare facilities. 3. Produce engaging session plans, visuals, nudges, storytelling tools, games, and multimedia concepts that promote sustained hygiene behaviours.

	<ol style="list-style-type: none"> 4. Design implementation guides for frontline facilitators, teachers, hygiene promoters, and healthcare workers. 5. Develop harmonized creative assets aligned with EmpowerHer's SRHR-WASH-MHH goals. 6. Prototype and pre-test intervention materials with target users and refine based on feedback.
<p>Expected Results/Outcomes</p>	<p>By the end of the 8-week creative development process, the selected Creative Agency/Firm is expected to deliver the following outcomes and outputs:</p> <p>1. Co-created Behaviour Change Creative Direction</p> <ul style="list-style-type: none"> • Successful participation in a multi-day creative co-design workshop with WaterAid Nigeria and key stakeholders. • Alignment of creative direction, intervention logic, behavioural insights, and campaign concepts with EmpowerHer objectives and Behaviour-Centred Design (BCD) principles. <p>2. Refined and Contextualized HBC Creative Concepts</p> <ul style="list-style-type: none"> • Development of compelling and behaviourally informed creative concepts that translate formative research and gender analysis findings into practical Hygiene Behaviour Change (HBC) interventions. • Integration of hygiene, menstrual health and hygiene (MHH), and sexual and reproductive health and rights (SRHR) themes into the intervention packages. <p>3. Three Comprehensive Prototype HBC Packages</p> <p>Development of prototype HBC intervention packages for:</p> <ul style="list-style-type: none"> • Communities and public places • Schools • Healthcare facilities <p>Each package should include:</p> <ul style="list-style-type: none"> • Session plans and facilitation guides • Behaviour change activities and participatory tools • Emotional activation concepts • Visual communication materials

	<ul style="list-style-type: none"> • Nudges and behavioural reinforcement tools • Multimedia and engagement concepts <p>4. Context-Specific Behavioural Assets and Multimedia Materials</p> <ul style="list-style-type: none"> • Development of culturally appropriate behavioural nudges, cues, and creative assets tailored for households, schools, public places, and healthcare facilities. • Design of multimedia communication concepts and assets suitable for interpersonal, digital, social media, and mass media engagement. <p>5. User-Friendly Implementation Guides</p> <ul style="list-style-type: none"> • Production of three structured implementation guides/manuals to support teachers, hygiene promoters, frontline workers, and facilitators in delivering quality HBC sessions consistently and effectively. <p>6. Pre-testing and Refinement Documentation</p> <ul style="list-style-type: none"> • Documentation of findings, feedback, and lessons from pre-testing activities conducted with target audiences. • Refinement of intervention materials and creative assets based on stakeholder and user feedback. <p>7. Final Production-Ready HBC Packages and Creative Assets</p> <p>Submission of:</p> <ul style="list-style-type: none"> • Finalized HBC intervention packages • Editable manuals and facilitation materials • Illustrations, scripts, nudges, and visual tools • Multimedia/storyboard concepts • Production-ready and editable source files • Rights transfer of all creative materials to WaterAid Nigeria 						
	Deliverable/output	<table border="1"> <thead> <tr> <th>Deliverable</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>Inception Report</td> <td>Understanding of assignment, methodology, workplan, creative process</td> </tr> <tr> <td>Creative Brief Interpretation</td> <td>Translation of formative research insights into creative direction</td> </tr> </tbody> </table>	Deliverable	Description	Inception Report	Understanding of assignment, methodology, workplan, creative process	Creative Brief Interpretation
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	Three HBC Packages	Community/ Public Places, School, and HCF packages
	Session Plans & Facilitator Guides	Detailed implementation guides
	Creative Concepts	Campaign identity, themes, emotional hooks, messaging
	Behavioural Nudges & Cues	Context-specific prompts and reinforcement tools
	Visual & Multimedia Concepts	Storyboards, illustrations, jingles, drama concepts
	Prototype Materials	Pre-testing versions of tools/materials
	Pre-testing Report	Findings and revisions from target audience testing
	Final Refined Packages	Final manuals, tools, assets, and guides
	Editable Design Files	All original/source files transferred to WaterAid
Methodology	<p>The assignment will adopt a participatory, human-centered, and behaviourally informed creative process that translates formative research insights into practical, engaging, and culturally appropriate Hygiene Behaviour Change (HBC) intervention packages. The selected Creative Agency/Firm is expected to apply Behaviour-Centred Design (BCD) principles and other relevant Social and Behaviour Change (SBC) approaches throughout the assignment to ensure that interventions are emotionally engaging, gender-responsive, inclusive, and contextually appropriate. The methodology should emphasize collaboration, iterative learning, and co-creation with key stakeholders, target users, and technical experts. The assignment is expected to be implemented through the following broad phases:</p> <p>1. Review and Immersion Phase</p> <p>The selected agency will review:</p> <ul style="list-style-type: none"> • Formative research findings • Gender analysis insights • Existing project materials • Creative briefs and behavioural priorities <p>This phase is expected to support the agency's understanding of:</p> <ul style="list-style-type: none"> • Target audiences • Behavioural determinants • Emotional drivers and social norms 	

- Cultural and contextual realities
- Project objectives and implementation environments

2. Creative Co-Design and Concept Development

The agency will participate in a collaborative creative workshop with WaterAid Nigeria, government stakeholders, technical experts, and relevant partners.

The workshop will support:

- Exploration of behavioural insights and audience motivations
- Development of creative directions and campaign themes
- Identification of emotional hooks, cues, and intervention concepts
- Co-creation of contextually appropriate behaviour change approaches
- Alignment of intervention concepts with Behaviour-Centred Design principles

3. Intervention Design and Package Development

Building on workshop outcomes and stakeholder inputs, the agency will develop comprehensive HBC intervention packages for communities, schools, and healthcare facilities.

The development process should ensure that interventions:

- Are practical and user-friendly
- Reflect gender-transformative and disability-inclusive principles
- Incorporate emotional and motivational triggers
- Are culturally appropriate and adaptable
- Promote sustained hygiene behaviours and positive social norms

The agency is expected to use a mix of interpersonal, visual, participatory, and multimedia approaches in the design process.

4. Prototyping and Pre-testing

Prototype materials and concepts will be pre-tested with representative target groups across the project locations.

The pre-testing process should:

- Assess comprehension, relevance, attractiveness, acceptability, and feasibility
- Gather feedback from women, girls, boys, men, teachers, healthcare workers, caregivers, adolescents, and persons with disabilities where appropriate
- Identify opportunities for refinement and contextual adaptation

5. Refinement and Finalization

Based on feedback from WaterAid Nigeria, stakeholders, and target users, the agency will refine and finalize all intervention packages, tools, and creative assets.

Final outputs should be:

- Production-ready
- User-friendly
- Scalable and adaptable
- Suitable for implementation across multiple settings and communication platforms

All editable source files and creative assets will be submitted to WaterAid Nigeria upon completion of the assignment.

Collaboration and Quality Assurance

The assignment will be implemented in close collaboration with:

- WaterAid Nigeria
- Relevant government stakeholders
- Technical experts
- Community representatives
- Other implementing partners where necessary

Regular review and feedback sessions will be conducted throughout the assignment to ensure quality assurance, technical alignment, safeguarding compliance, and consistency with EmpowerHer project objectives.

This version improves the methodology section because it:

- Explains the process instead of repeating deliverables
- Sounds more strategic and donor-level
- Clarifies expectations without micromanaging the agency
- Leaves room for agency creativity and innovation
- Reads like a professional procurement document
- Aligns strongly with SBC/BCD language donors expect

One more recommendation:

For an EOI, avoid making the methodology too rigid. You want strong agencies to bring innovation and creative thinking. If the methodology becomes too prescriptive, agencies may simply “comply” instead of proposing excellent ideas.

remember its for a creative agency/firm. those it suit it?

Yes — the methodology I drafted largely suits a creative agency/firm, but you are right to question it because it still leans slightly “development-consultant” in tone rather than fully “creative agency” language.

For a true creative agency EOI, the methodology should sound:

- More creative-process oriented
- More innovation-driven
- More audience-centered
- Less academic/research-heavy

- More about ideation, storytelling, concept development, prototyping, testing, and creative production

Right now, phrases like:

- “review formative research”
- “behavioural determinants”
- “technical alignment”
- “implementation environments”

still sound a bit consultancy-heavy.

A strong creative agency should feel:
 “We are hiring you to transform insights into compelling creative experiences and behaviour change campaigns.”

—not:
 “We are hiring a researcher.”

So yes, I would refine it further for a creative industry audience.
 Here is the stronger, more creative-agency-suited version:

Methodology

The assignment will adopt a collaborative, human-centered, and insight-driven creative process aimed at transforming formative research findings into compelling, emotionally engaging, and culturally resonant Hygiene Behaviour Change (HBC) intervention packages.

WaterAid Nigeria expects the selected Creative Agency/Firm to bring innovative thinking, strong storytelling approaches, audience-centered design, and behaviourally informed creative solutions that can inspire and sustain positive hygiene practices across communities, schools, healthcare facilities, and public spaces.

The agency is expected to apply participatory and iterative creative approaches that combine behavioural insights, visual communication, emotional engagement, multimedia concepts, and practical community-based activation strategies.

The assignment is expected to be implemented through the following broad phases:

1. Insight Immersion and Creative Orientation

The selected agency will participate in onboarding and immersion sessions with WaterAid Nigeria and relevant stakeholders to:

- Understand the EmpowerHer project vision and behavioural priorities
- Review formative research insights, gender analysis findings, and audience profiles
- Explore key behavioural barriers, motivations, emotions, and social norms influencing hygiene practices
- Understand the cultural and contextual realities within Bauchi State

This phase is intended to help the agency identify creative opportunities, emotional triggers, audience motivations, and storytelling directions that can shape the overall intervention approach.

2. Creative Co-Design and Concept Development

The agency will participate in a multi-day creative co-design workshop alongside WaterAid Nigeria, government stakeholders, technical teams, and selected partners.

Using collaborative ideation techniques, the agency will:

- Develop creative concepts, campaign directions, and audience engagement ideas
- Explore storytelling approaches, emotional hooks, visual identities, and behaviour change themes
- Generate innovative intervention ideas suitable for schools, healthcare facilities, communities, and public spaces
- Develop preliminary concepts for session activities, nudges, multimedia content, and audience engagement tools

The process should encourage creativity, innovation, participation, and contextual relevance.

3. Creative Development and Package Design

Following the workshop, the agency will translate agreed concepts into comprehensive HBC intervention packages and creative assets.

The development process should combine:

- Behaviourally informed messaging
- Emotional storytelling
- Participatory engagement techniques
- Inclusive visual communication
- Interactive learning approaches
- Multimedia and digital engagement concepts

The agency is expected to design materials that are:

- Practical and easy to use
- Visually engaging and memorable
- Gender-transformative and disability-inclusive
- Adaptable across different audiences and settings
- Suitable for both interpersonal and multimedia communication platforms

4. Prototyping and Audience Testing

Draft concepts, tools, and creative assets will be prototyped and tested with representative target audiences.

The testing process should assess:

- Audience engagement and emotional resonance
- Clarity and comprehension
- Cultural appropriateness

	<ul style="list-style-type: none"> • Practicality and usability • Appeal and memorability <p>Feedback gathered from target users and stakeholders should inform refinement of the intervention packages and creative assets.</p>
	<p>5. Refinement, Final Production, and Delivery</p> <p>Based on feedback and review processes, the agency will refine and finalize all intervention materials and creative outputs.</p> <p>Final outputs should be:</p> <ul style="list-style-type: none"> • Production-ready • Contextually appropriate • Visually compelling • Easy to adapt and scale • Suitable for implementation through government and community-based systems <p>All final assets, editable design files, and source materials developed under the assignment will be submitted to WaterAid Nigeria.</p>
	<p>Collaboration and Review Process</p> <p>The assignment will involve ongoing collaboration between the selected agency, WaterAid Nigeria, government stakeholders, technical experts, and relevant partners.</p> <p>Regular review and feedback sessions will be conducted throughout the assignment to ensure:</p> <ul style="list-style-type: none"> • Creative quality • Technical accuracy • Alignment with project objectives • Cultural appropriateness • Inclusion and safeguarding considerations • Design principles
<p>Participants (<i>Insert Organization and No of Persons</i>)</p>	<p>Team Composition Requirements</p> <ul style="list-style-type: none"> • The creative team must be multidisciplinary and comprise diverse skill sets to ensure quality, innovation, and cultural relevance. At a minimum, the team should include: • Artist / illustrator • Scriptwriter or session planner • Creative director / conceptual designer • Branding and visual designer • Behaviour change specialist (preferably with behaviour change expertise) • Social marketing and branding expert • Teacher or education facilitator • Health worker with IPC/WASH or SRH experience • Community representative • Government representative (as required for contextual review)

	<ul style="list-style-type: none"> • WANG programme staff focal persons • Media partner / audio-visual specialist (for jingle and video development) • People working with disabilities and or people with disabilities (representative) <p>Additional technical resources may be incorporated as needed to meet project requirements.</p>
<p>GEDSI Consideration</p>	<p>The creative process will apply Gender Equality, Disability, and Social Inclusion (GEDSI) lens throughout. The design of the HBC packages will prioritize gender equality and women empowerment principles:</p> <ul style="list-style-type: none"> • Promote equal rights and opportunities and treatment for all, for example, by ensuring messaging universal design principles and accessibility for persons with disabilities. • Promote women’s agency as part of decision makers and leaders in MHH and WASH • Prevention of violence ensuring safety, dignity for women and girls and do no harm principles • Design packages using an intersectional lens considering the different constraints faced depending on age, disability, marital status, ethnicity, or class. • Redistribution of power and labor aimed to shift care work from women to shared responsibility and shift decision making from male only or women only to joint decision making • Engagement of boys and men as agents of gender norm change to address women’s barriers to SRHR while addressing harmful masculinities
<p>Safeguarding</p>	<p>All activities under this ToR will adhere to WaterAid’s Safeguarding Policy to ensure that no participant, staff, or community member is exposed to harm. The consultant and team members must complete safeguarding briefings prior to fieldwork and ensure community interactions uphold dignity, consent, and confidentiality principles.</p>
<p>Duration/Timeline</p>	<p>60 Days</p> <p>The complete creative process will run for 8 weeks with creative team members engaged intensively during workshop, design, and review periods.</p>