INVITATION TO TENDER

Title: Consultancy Services for the Research and Development of a Youth Mental Health Campaign Plan (Mixed-Method Study)
Client: Mentally Aware Nigeria Initiative (MANI)
Contract Type: Consultancy (firm or individual with a small team)
Duration: Up to 6–7 months within a 12-month programme
Location: Nigeria (national scope; travel to multiple states)

1. Background
MANI is commissioning a national study on the state of youth mental health in Nigeria. The study should provide a clear picture of young people's well-being, what helps or harms it, and how easily they can get support. Results will inform policy discussions (depending on findings), although we hope to use relevant findings to inform a national campaign on the integration of mental health into Nigeria's education system; policy-level, institutional, and budgetary integration, not merely public awareness.

2. Purpose
Select a consultant/consultancy to design, conduct, analyse, and report a mixed-methods study that produces:
- A national report that is policy-focused and advocacy-ready, documents suitable for publication
- A journal manuscript draft.
- Short evidence briefs for decision-makers; and
- Clean datasets and documentation for MANI.

3. What we want the study to achieve
- Provide reliable national findings on youth mental health to guide evidence-based policy development and advocacy for youth mental health, including but not limited to the integration of mental health into Nigeria's education system.
- Describe key influences (home, school, community, work, online/offline).
- Capture youth and stakeholder voices on needs and solutions.
- Produce clear, usable outputs for policy and practice and behavioural change communication.

4. Scope of work
A. Inception and protocol:
- Prepare an Inception Report that sets out: what questions you will answer, how you will do the study, how you will keep participants safe, how you will manage data, and your timeline.
- Submit the study for ethics approval in Nigeria before fieldwork.
- Agree on the final plan with MANI.

B. Tools and piloting
- Draft the survey and discussion guides (for focus groups/interviews).
- Translate where needed and test the tools with a small group to check that questions are clear and respectful.
- Train the field team on interviewing young people safely, ethically and culturally fit.

C. Sampling and fieldwork (Quantitative)
- Propose a nationally balanced sample that covers Nigeria's major regions and both urban and rural areas.
- Include young people across key age bands (for example, 10–14, 15–19, 20–24) and both boys/men and girls/women.
- Recommend a realistic sample size that allows you to report national findings and compare important groups (justify your choice in simple terms).
- Use secure digital data collection and basic quality checks (e.g., supervisor reviews, spot checks) to ensure accuracy.

D. Qualitative component
- Run focus group discussions with different groups of young people (by age, gender, and location), and interviews with adults who know the system (e.g., caregivers, teachers, counsellors, health providers, community leaders, and relevant officials).
- Do enough groups and interviews to hear consistent themes across settings (propose your numbers and adjust if needed).
- Follow trauma-informed and safeguarding practices at all times.

E. Data handling and analysis
- Keep all data confidential, de-identified, and securely stored.
- Analyse the survey to produce clear national estimates and simple comparisons (e.g., by age band, gender, region).
- Analyse the discussions/interviews to identify common themes and quotes that explain the numbers.
- Provide MANI with the final datasets, a short guide to the data, and any code or notes needed to understand how the results were produced.

F. Reporting and communication
- National Report (publishable quality) describing methods, findings, and what they mean for services and policy.
- 2–3 Evidence Briefs (2–4 pages each) that summarise key findings for decision-makers in clear language with visuals.
- Journal manuscript draft (target journal to be agreed with MANI).
- Slide decks and plain-language summaries for young audiences.
- Present findings at two stakeholder events (e.g., Abuja and Lagos).

5. Deliverables and milestones (indicative)
A. Inception Report and Ethics Submission _____ Month 1
B. Tested tools and training pack _____ Month 2
C. Fieldwork progress memo _____ Month 3
D. Clean datasets and preliminary results _____ Month 4
E. Draft National Report + evidence Briefs + journal draft _____ Month 5
F. Presentations at two events _____ Month 6
G. Final National Report + data package (datasets, codebooks) _____ Month 6/7
(Bidders can propose an adjusted timeline if ethics or field logistics require it.)

6. Ethics, safeguarding and inclusion
- Obtain ethics approval before data collection.
- Use age-appropriate consent/assent and protect privacy.
- Have a simple response plan for distress, self-harm risk, or disclosure of abuse (with referral contacts).
- Make the study inclusive (reach out-of-school youth, young women, youth with disabilities, and rural communities).

7. Management and ways of working
- The consultant reports to MANI's Research Lead.
- A small advisory group (academia, youth, ethics) will review key milestones.
- Brief check-ins weekly during tools/fieldwork; bi-weekly otherwise.

8. Who should apply (Qualifications) We encourage people with mental health lived experience.
Lead consultant/team must show:
- Experience running large studies with young people in Nigeria or similar settings.
- Experience in social marketing, youth advocacy, and digital engagement
- Strong survey and qualitative experience.
- Published work or high-quality technical reports on related topics.
- Practical knowledge of ethics and safeguarding with minors/youth.
- Clear, plain-language writing and presentation skills.

9. What to submit (Proposal contents)
A. Technical note (max 10–12 pages): your approach in plain language, proposed sample and sites, draft tools outline, ethics and safeguarding plan, timeline.
B. Team CVs (highlight similar projects and publications).
C. Past performance (2–3 examples with links).
D. Budget with notes (people time, travel, fieldwork, transcription/translation, data management, events, overheads).
E. Timeline with milestones.
F. A copy of their valid Tax Identification Number (TIN).
G. Applications should be sent by the 31st of October 2025, 11:59 pm WAT
Send to: info@mentallyaware.org | Deadline: 31st of October 2025, 11:59 PM WAT

10. How we'll assess proposals (Selection criteria)
- Sound, feasible approach and understanding (30%)
- Relevant experience with youth studies in Nigeria/LMICs (25%)
- Quality of writing and past outputs (15%)
- Ethical and safeguarding strength (10%)
- Data handling and sharing plan (10%)
- Cost and value for money (10%)