

# Request for Proposals (RFP): Agency to Support Behavior Change Programming for WASH and Menstrual Health in Malawi

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**Issuance Date:** January 6, 2026

**Response Due Date:** February 1, 2026

**Engagement Period:** March 1, 2026 – December 1, 2026

## Purpose

This Request for Proposals (RFP) invites organizations, agencies, or consultants with expertise in human-centered design, graphic design, and localization to express their interest in supporting the adaptation and contextualization of water, sanitation, hygiene (WASH), and menstrual health (MH) behavior change programming for implementation in Malawi. The commencement of activities is subject to funding availability and to the completion of prerequisite consultations and approvals with local government entities.

## Background

At Splash we are dedicated to providing clean water solutions at scale. In addition to delivering clean water, we offer customized hygiene education services and foster crucial relationships to address sanitation challenges. By leveraging existing technology and supply chains utilized by major food and hotel chains, our ambitious goal is to achieve 100% coverage for our platform, reaching every orphanage in China, every public school in Addis Ababa, Ethiopia, and every child-serving institution in Kolkata, India, among others.

Over the next five years, Splash aim to reach millions of children through a multi-country expansion effort in East Africa, South Asia, and the Middle East. We believe this next phase work will prove that city-wide investment in safe water, sanitation, menstrual health and hygiene in schools is feasible, cost-effective, sustainable, and scalable, and can be accomplished across diverse economic, political, social, and hydrological settings; and in ways that leverage the talents, expertise, and strengths of local partners so they are the champions of this story.

The defining features of our unique approach are:

- Citywide - Using the city as the unit of scale (in contrast to most WASH organizations that focus on rural areas), Splash works with diverse partners to improve the delivery of WASH services to schools while creating systemic change in how WASH is managed, maintained, and financed by governments.
- 100% local partners – Splash's expansion will be implemented by local communities, enhancing the potential for scale, local ownership, and community engagement.
- Designed for replication - We bring together local agencies from finance, water, education, and health to shine a spotlight on school WASH and create a consistent, holistic approach that can be replicated. Demonstrating community buy-in and amplifying their stories will help inspire other cities to follow.
- Clear exit – We design our work to have clear end dates with sustainability at the forefront, allowing our partners to carry on the work independent of Splash for the long term.

## Objectives

- Adapt and contextualize existing WASH and MH behavior change materials for Malawi.
- Synchronize programmatic materials with those of selected local implementing partners.
- Refine graphic design and illustrations for cultural and linguistic appropriateness.
- Translate materials into relevant local languages.
- Align materials with government frameworks and partner needs.
- Package updated materials for field testing and implementation.

## Scope of Engagement

Interested parties may be asked to:

- Review existing WASH and MH materials provided by our organization and local partners.
- Conduct desk reviews and brief consultations with stakeholders (government, local partners, beneficiaries) to inform adaptation.
- Standardize visual design with organizationally neutral branding.
- Ensure representative design inclusive of diverse local cultures and students with disabilities.
- Translate and contextualize content to local dialects.
- Synthesize and streamline program components for feasibility and sustainability.
- Design program delivery formats (training of trainers, class-by-class programming, events, media).
- Develop criteria for teacher selection and training approaches.

## Phases and Expected Outputs

- Orientation: Review of existing materials and implementation models.
- Formative Landscaping: Desk review, stakeholder workshops, recommendations for program refinement.
- Prototyping: Adaptation and testing of materials, prototype evaluation.
- Finalization: Submission of finalized materials in relevant languages.

## Desired Qualifications

- 5+ years' experience in behavior change or health communication material development.
- Strong background in graphic design and visual communication.
- Proven experience with language localization and cultural adaptation.
- Familiarity with WASH and/or menstrual health preferred.
- Fluent in English and relevant local languages (or access to qualified translation support).
- Experience working in Malawi or Southern Africa preferred.
- Willingness to engage with stakeholders in Malawi.

## Submission Instructions

Please submit an electronic copy of your proposal (Word or PDF) including:

- Organization/consultant profile and relevant experience.
- Bios of team members.
- Examples of previous work relevant to behavior change material adaptation.
- General approach and availability.

Interested parties are invited to submit a written **proposal** outlining their approach, relevant experience, and any other information requested in this brief. Proposals should be submitted electronically by the stated deadline.

Following an initial review, **shortlisted applicants will be invited to present a pitch** to the selection committee. The pitch will take place **virtually via Microsoft Teams** and will provide an opportunity to expand on the proposal, demonstrate the proposed approach, and respond to questions.

Further details regarding pitch format, timing, and presentation length will be shared with shortlisted candidates.

Contact:

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