Quality Checklist for Responding to Solicitations

This checklist provides guidance for applying Think | BIG (Behavior Integration Guidance) strategic thinking to responses to solicitations. Using it can help ensure your response – proposal, concept paper, or other – is behaviorally-focused. The aspects you cover and the level of detail will vary, depending on the type of response. We strongly recommend you use the Focus and Analyze portion of Think | BIG (or a similar process) to prioritize behaviors and analyze their pathways to change before responding to solicitations.

CREATING OR RESPONDING TO A SOLICITATION

For each section of the response, answer each question and check the box when the task is complete. For any incomplete tasks, revise your response or justify why the task was not included.

ENSURE THIS SOLICITATION RESPONSE		CHECK IF COMPLETE
OUTCOMES / PURPOSE		
1.	Clearly corresponds to an identified health or development goal	
2.	Clearly articulates priority behaviors and/or behavior bundles (sets of behaviors) required to achieve the goal	
3.	Clearly identifies behavioral outcome indicators for which you will be held accountable	
BACKGROUND		
4.	Specifies the audience or segment that should be considered the primary actor(s) for each behavior. Audiences can be segmented by geography, demographics, or another characteristic.	
5.	Lists steps needed to practice the priority behavior(s)	
6.	Presents known critical factors that prevent or support the practice of the priority behavior(s) and clearly articulate which ones your response intends to address.	
7.	Presents likely supporting actors and actions that assist in the practice of the priority behavior(s)	
TECHNICAL STRATEGY		
8.	Segments priority actors based on demographic or other segmentation methods	
9.	Provides additional context or describes research that will be carried out to fill knowledge gaps regarding factors inhibiting or supporting priority behaviors, especially for segmented audiences	
10.	Provides additional context or describes research that will be carried out to identify knowledge gaps regarding supporting actors necessary to facilitate practice of the behavior	
11.	Details interventions or strategies that directly link to supporting actors (if applicable), factors, and ultimately to priority behaviors (i.e., strategies that are based on logical pathways, as described in #s 4 –7.)	
12.	Covers interventions to cover all factors included in the solicitation for all behaviors (see note on #6)	
13.	Presents meaningful coordination approaches to share accountability for behavioral outcomes among different partners, if necessary	
14.	Includes frequency with which output and outcome indicators will be collected and reported back	
15.	Proposes a clear PMP/AMELP with indicators to appropriately measure the logical pathways to changing the priority behaviors	