

SBCC Consultant

Terms of Reference

ORGANIZATIONAL OVERVIEW

The Georgetown University Institute for Reproductive Health (IRH) is dedicated to improving the sexual and reproductive health of women, men and youth through a research-to-practice agenda. Our emphasis is on increasing access to and use of family planning, increasing fertility awareness through life-stage appropriate interventions, expanding access to fertility awareness-based family planning methods in an informed choice context, and developing scalable interventions to transform gender norms and catalyze the diffusion of social norms that support family planning. Cross-cutting themes in the Institute's work include the diffusion of social norms that support sexual and reproductive health, scale-up of innovations, and incorporating gender perspectives in reproductive health. In partnership with a wide range of international and local organizations, IRH conducts research, builds capacity, and provides technical assistance to public and private-sector organizations in lower and middle-income countries and the U.S. The Institute is supported by grants from federal agencies and foundations.

CONSULTANCY BACKGROUND

The Institute for Reproductive Health (IRH) at Georgetown University has received funding from the United States Agency for International Development (USAID) to implement the Fertility Awareness for Community Transformation Project (FACT) project in several countries. FACT is a research, intervention, and technical assistance project focused on answering significant questions related to fertility awareness and fertility awareness-based methods (FAM). In Uganda, FACT is being implemented in partnership with Save the Children International (SCI).

An intervention called EDEAN (Emorikinos Daadang Etogogogitho Alatanakithi Ngidwe), which translates as "Let's Come Together and Strengthen Child Spacing" in the Nga'karamojong language, is being developed in the Karamoja sub-region of Uganda. The goal of the intervention is to develop and test a simple model for diffusing Fertility Awareness (FA) information through community networks among low-literacy audiences that can be replicated at scale if proven effective. EDEAN will be designed and implemented with the parents and caregivers of the Early Childhood Care and Development (ECCD), an SCI program in the Karamoja region. ECCD works with parents of young children to improve caregiving knowledge and practices and improve their children's school readiness. The EDEAN intervention aims to actively encourage individuals to learn FA fundamentals, apply the information to their lives, and spread the knowledge through their social networks. Through this intervention, men and women will develop a greater understanding of their fertility, risk of pregnancy, healthy timing and spacing of pregnancies, and correct information about how family planning methods work. Formative research with community members was conducted to determine local needs and learning preferences. The intervention model was developed based on the findings of this research, with input from local stakeholders. The intervention model, depicted in Figure 1, consists of peer group meetings, forum theatre, songs and radio performances that incorporate Fertility Awareness information. ECCD Center Management Committee members will organize each of these activities and encourage community members to participate.

Emorikinos Daadang Etogogitoth Alatanakithi Ngidwe (EDEAN)

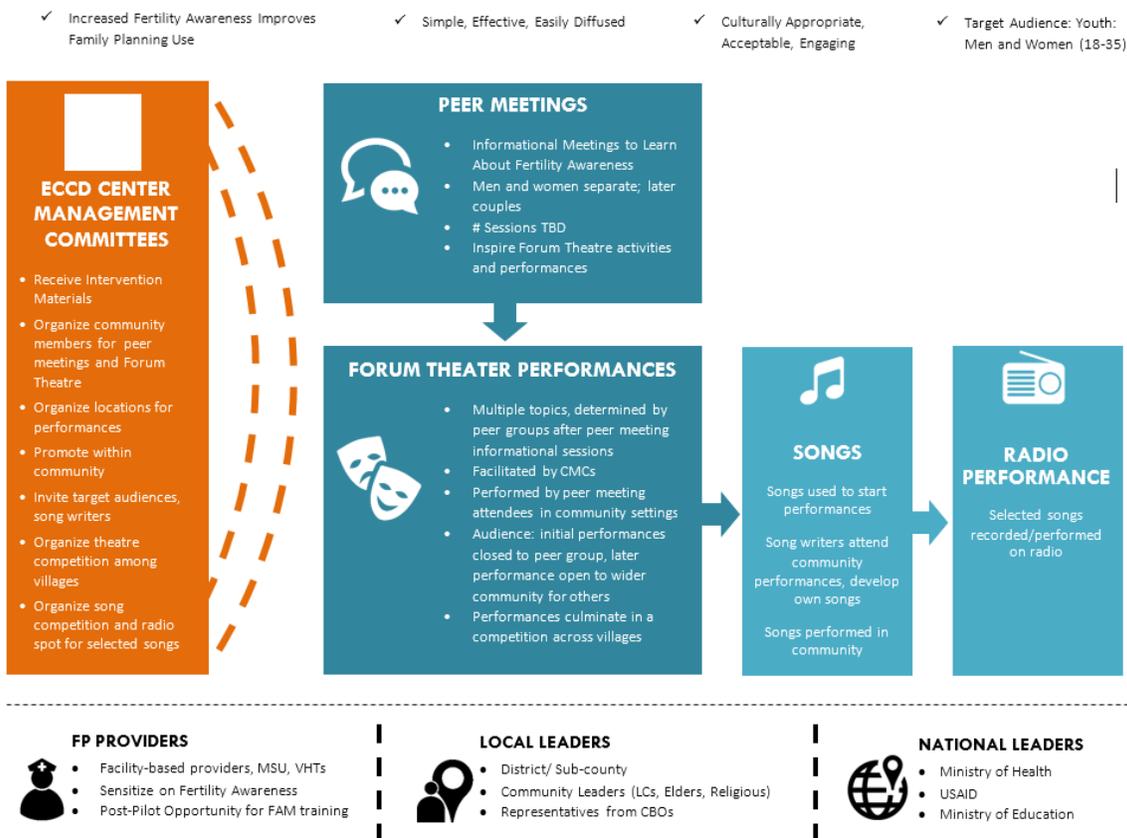


Figure 1: EDEAN Intervention Model

TASK DESCRIPTION

The EDEAN intervention is in the concept design phase. A Social and Behavior Change Communication (SBCC) expert is needed to work closely with IRH and SCI staff in Washington, DC and Uganda to design a strategy, content, educational materials, activity plans, and training resources to form an FA intervention package that is culturally appropriate acceptable to Karamojong communities and understandable to a very low literacy audience. Social and Behavioral Change Communication (SBCC) principles will be incorporated throughout the intervention package to encourage people to apply this information to their lives in a way that helps them achieve their fertility desires and promotes healthy timing and spacing of children. All products for use with community members should be very visual and have limited text so that they can be understood by a low-literacy audience. The products will be developed through an iterative process that will include several rounds of development, field testing, and revision. The consultant will contribute to each of these phases.

The SBCC Consultant will:

- 1) Develop and document an intervention strategy for working through ECCD Center Management Committees to organize peer group meetings and forum theatre performances;
- 2) Develop Activity Plans or Cue Cards on Fertility Awareness topics and incorporating SBCC principles that facilitators will use for a series of peer meetings with groups of men, groups of women, and mixed-sex groups;
- 3) Develop a set of Fertility Awareness Cards (or other product) with messages that complement the content of the activity plans and inspire forum theatre performances based on information related to fertility, human reproduction, and family planning;
- 4) Develop a Training Guide to train low-literacy facilitators who will conduct peer group meetings and facilitate forum theatre performances;
- 5) Develop a Coaching Guide to provide ongoing support to facilitators;
- 6) Coordinate with a Forum Theatre Organization to support the development of a strategy for incorporating FA messages into Forum Theatre performances.

This SBCC Consultant will travel to the Karamoja region of Uganda three times for approximately 10 days per trip. During the first trip, the consultant will meet with key actors including IRH and SCI staff, ECCD Center Management Committee members, and the Forum Theatre Organization to develop an understanding of the intervention strategy. The SBCC Consultant may observe community group meetings and observe drama performances to develop an understanding of cultural norms and existing models for interventions. Following this trip, the consultant will produce first drafts of a Strategy Document, Facilitator's Manual, Fertility Awareness Cards, and Training and Coaching Guides. All products will be reviewed by IRH and SCI, then revised by the SBCC Consultant. The revised versions then be pre-tested with community members in Karamoja. During the second trip, the SBCC Consultant will return to Karamoja to observe the pre-testing sessions and identify changes needed in each product. The SBCC Consultant will incorporate these changes into the second draft of the products. During the third trip, the SBCC Consultant will observe the second drafts of the products being pre-tested with community members. The SBCC Consultant will collaborate with IRH and SCI will identify changes needed in each product, and then incorporate changes into a final version of each product.

DELIVERABLES

- **Intervention Strategy Plan**
 - The SBCC Consultant will prepare a 3-5 page document outlining the strategy for working with ECCD Center Management Committees to organize intervention activities. The document will outline steps in the process of training committee members, selecting facilitators, organizing peer group meetings, organizing community-wide forum theatre sessions in target communities, and organizing song and theatre competitions. The strategy document will outline the roles of all actors involved in the intervention.

- **Activity Plans or Cue Cards for Facilitators leading Peer Group Meetings and Forum Theatre activities**
 - The SBCC consultant will develop activity plans or cue cards for use by facilitators who will lead a series of peer meetings for groups of men, groups of women, and mixed-sex groups. Themes to be covered in the meetings include Menstruation, Fertility, Family Planning, Couple Communication, and Gender. Each theme will contain several topics. The activity plans should be designed to be carried out by low-literacy facilitators working with low-literacy community members. All plans should include visual cues and images to guide facilitators. The SBCC consultant will identify images to accompany each activity plan. Images will be developed by an illustrator in Uganda.
 - Peer meetings will include a forum theatre component to encourage participants to engage with the messages and dramatize situations in which FA can be applied to their lives. Peer meeting participants will also be encouraged to hold public Forum Theatre events that the entire community will be invited to attend. An organization with expertise in forum theatre will lead this component of the intervention. The SBCC consultant will collaborate with the forum theatre organization to advise them on key FA messages to include, drawing on the messages in the activity plans and ensure this component is well integrated into the overall intervention design.

- **A set of Fertility Awareness Cards (or other product) for low-literacy audiences**
 - The SBCC Consultant will develop simple content for cards that depict scientifically accurate information about human reproduction, fertility, and family planning. The order and messages of the content should correspond to those in Facilitator's Manual Activity Plans.
 - The SBCC Consultant will identify images needed to accompany content. Images will be developed by an illustrator in Uganda.

- **A Guide for Training Facilitators**
 - The SBCC Consultant will develop a guide for a training workshop that will prepare low-literacy facilitators to lead peer group meetings and forum theatre sessions with community members. The training should include interactive skills building sessions in which facilitators learn FA content, facilitations skills, and forum theatre principles. The training should also include practice sessions in which facilitators lead activities with community members, then debrief and receive feedback from the Lead Trainer.

- **A Coaching Guide for providing ongoing support to facilitators**
 - The SBCC Consultant will develop a guide for a series of follow up meetings with facilitators, at which facilitators will receive coaching to improve their facilitation skills, reinforce their understanding of FA principles, support their ability to guide forum theatre activities, and receive advice on meeting any challenges they are facing in conducting EDEAN activities.

- **Review and comment on other intervention documents and materials**
 - The SBCC consultant may be asked to review intervention documents developed by IRH, SCI, and the Forum Theatre Organization. The SBCC consultant will provide input related to SBCC principles, making materials as simple as possible, and messaging that is consistent with that in the intervention products.

All deliverables will be reviewed by IRH and SCI staff in Uganda and in the United States. It is anticipated that each product will be revised two times before finalized. The consultant will develop all products in English, and IRH will coordinate translation to Nga Karamojong for pre-testing and validation. The consultant will make all requested revisions to drafts in the English versions, and IRH will coordinate corresponding updates to the Nga Karamojong versions.

QUALIFICATIONS:

- Expertise in designing informational or educational materials that incorporate an SBCC approach for use at the community level with low-literacy audiences.
- Expertise in designing training materials for use with low-literacy facilitators.
- Knowledge and experience working with community outreach and educational programs.
- Willing to travel to and within Karamoja sub-region of Uganda as needed to participate in field testing of intervention materials.
- Experience in reproductive health, maternal and child health, family planning, or related fields preferred.
- Experience with drama or forum theatre interventions preferred.
- Experience working with low-literacy populations in Sub-Saharan Africa strongly preferred. Familiarity with Karamojong culture and language a plus.
- English fluency required.

TIMEFRAME

This consultancy will entail an estimated 90 days of work over the period from July to October, 2015.

APPLICATION INSTRUCTIONS

Applicants should submit a cover letter, curriculum vitae (CV), and 1-2 examples of similar work to irhresumes@gmail.com with "SBCC Consultant" in the subject line by 10 July 2015.