

# FOUNDATION FOR CIVIL SOCIETY



## TERMS OF REFERENCE (TOR) TO THE CONSULTANT

### THE PROVISION OF CONSULTANCY SERVICES FOR DEVELOPING A STRATEGIC ENGAGEMENT AND COMMUNICATIONS FRAMEWORK FOR 'FAYA: ACTION FOR AGE-APPROPRIATE SEXUAL AND REPRODUCTIVE HEALTH EDUCATION' INVESTMENT

#### 1. Introduction

FCS is an independent Tanzanian Not-For-Profit Development Organization that provides grants and capacity building services to Tanzania based Civil Society Organizations (CSOs). FCS was registered as a legal entity in September 2002 and started its operation in January 2003; it is currently one of the biggest and main source of funding for Tanzanian CSOs.

Since its inception, FCS has contributed immensely to the capacity strengthening of the civil society sector in Tanzania thereby (in) directly enabling CSOs and citizens become key driving forces for positively influencing democratic governance in Tanzania and better quality of life for all. This is realized through provision of grants, facilitation of linkages, as well as enabling a culture of on-going learning within civil society and Tanzania as a whole.

Currently, FCS is implementing its Third Strategic Plan (SP III) which provides guidance on achieving its obligations for the next five years from January 2016 to December 2020. This SP III seeks to move closer to its vision, of being a strategic mechanism for empowering the civil society in Tanzania to effectively support citizen realize the development needs of the present and future generations. The purpose of the strategy is to provide a common understanding of, and vision for effective and coordinated governance and policy work in Tanzania.

Foundation for Civil Society is working with Children's Investment Fund Foundation (CIFF) in supporting adolescent sexual and reproductive health education through an investment titled 'Faya'. Faya uses new ways of engaging decision makers, community members and civil society organizations to improve health outcomes for adolescents in Tanzania, Kenya and India.

In Tanzania, adolescent pregnancy rates, sexually transmitted infections and gender-based violence are still at alarming levels and providing adolescent sexual and reproductive health education in school and out of school is key to addressing this. Evidence shows that when done well, adolescent sexual and reproductive health education works. It increases knowledge of reproductive health and services, changes norms around consent and sexual violence, and leads to fewer pregnancies and sexually transmitted infections.

Increasing access to quality adolescent sexual and reproductive health education is central to our foundation's goals of supporting health choices and effective service delivery to meet the needs of adolescents. It requires an integrated response, combining:

1. Television, radio, magazine, social media and face-to-face engagement plan led by and targeted at young people with clear messaging to raise awareness and increase knowledge.
2. Linked to the first objective, a strategic engagement to engage key decision makers, ministries and community leaders on the need for quality adolescent sexual and reproductive health education.
3. Protocol guidelines to inform and govern the work of partners working on adolescent sexual and reproductive health education to ensure compliance with government regulations and mitigation of risks.
4. A set of recommendations for effectively delivering quality adolescent sexual and reproductive health education.

CIFF Theory of Change is that sustained strategic engagement combined with successful examples of delivery, will result in improved adolescent sexual and reproductive health education programmes, backed up by appropriate budgets and executable plans. In the long term, this will lead to increased health knowledge and skills and more egalitarian attitudes towards gender and power amongst adolescents; contributing to reduced adolescent pregnancy and sexually transmitted infections, including HIV.

#### 2. Objectives

The purpose of the consultancy is to develop a strategic engagement and communications framework tailored to Tanzania to transform delivery of adolescent sexual and reproductive health education.

More specifically, we expect the selected consultant to:

- i. Assess baseline attitudes on access to quality adolescent sexual and reproductive health education among key audiences for the investment in mainland Tanzania and Zanzibar.
- ii. Assess media consumption habits (online and offline) of these key audiences.
- iii. Based on audience insights facilitate consultative sessions with Faya grantees and relevant government ministries to develop the Faya strategic engagement and communications framework including through stakeholder mapping and tailored.
- iv. Recommend an implementation plan, which coordinates the activities of the various Faya partners.
- v. Provide guidelines to enable Faya grantees to successfully execute the Faya strategic engagement and communications framework using existing resources.
- vi. Assess regulatory risks related to Faya activities and support successful grantee applications for regulatory approval.

#### 3. Scope of work

The Consultant will be the lead for all tasks and results described in the objectives above. Therefore the Consultant shall:

- i. Develop an inception report specifying the methodology and work-plan;
- ii. Conduct a situational analysis of knowledge and access to quality adolescent sexual and reproductive health education in close collaboration with Faya partners;
- iii. Identify Faya partners on issues of regulatory risks and develop a regulation risk management framework to guide partners throughout the project.
- iv. Conduct a stakeholder analysis of individuals and organizations who might have an influence in communication regulation;
- v. Facilitate workshops to develop the Faya investment strategic engagement and communications framework;
- vi. Develop, review and finalize the Faya investment strategic engagement and communication framework.
- vii. Develop, review and finalize a regulatory risk mitigation plan for Faya related activities and build the capacity of Faya grantees to identify and respond to these risks in real-time.
- viii. Facilitate strategic engagement of government ministries to ensure alignment with government priorities and policies.

#### 4. Key deliverables

- a. Inception report (December 7, 2018).
- b. Report on situational analysis of knowledge and access to quality sexual and reproductive health education in Tanzania (December 14, 2018).
- c. Faya investment strategic engagement and communications framework (January 14, 2018).

#### 5. Proposed time

The duration of the assignment will be 30 working days.

#### 6. Expected Consultant Qualification and Experience

- Graduate degree in Public Health or Social Sciences with at least 5 years post-qualification experience in strategic planning, communications, strategy development, monitoring and evaluation in the field of adolescent sexual reproductive health in Tanzania.
- Conversant with international, regional and national guidelines and commitments on the provision of adolescent sexual and reproductive health education including the new UNESCO technical guidelines.
- Familiarity with scientific literature on adolescent health.
- Significant understanding of civil society work on adolescent health in Tanzania and the implications for social and behavioural change communication.
- Relevant experience in developing information, education and communication materials for adolescent health in line with the Ministry of Health guidelines.
- Self-starter with well-developed written and oral communication skills in English and the ability to work constructively in a multi-discipline setting with a wide array of experts in the field.
- Expertise in building capacity of civil society organisations on effective communications and issues management.
- Ability to analyse, interpret and synthesise information from a number of sources.

#### 7. Submission Requirements

The following documents must accompany the application:

- Cover letter
- Detailed Curriculum Vitae of consultant
- Three pages of technical proposal containing:
  - Approach and methodology to be used in undertaking the assignment.
- Financial proposal
- Evaluation criteria for all proposal to be submitted:
  - 70% weight will be given on technical competence and 30% on Financial proposal.

#### 8. Submission

Proposal must be submitted using the sealed envelope system, which will bear the words TECHNICAL AND FINANCIAL PROPOSAL by 23<sup>rd</sup> November 2018

**Proposal must be submitted either by postal service or by hand to:**

**Executive Director  
Foundation for Civil Society  
Madai Crescent 7 Ada Estate  
P. O. Box 7192  
Dar es Salaam**