

## **Request for Proposals for Monitoring Integrated Campaign on Sexual and Reproductive Health (Live Your Dream Campaign)**

### **1. INTRODUCTION**

Although Uganda has made significant gains in terms of addressing the sexual and reproductive health needs of the population, there are still several challenges that need to be addressed. The country has a high and rapidly growing population; according to projections from the Uganda Bureau of Statistics, the population stands at 37.6 million and is expected to reach over 68 million by 2050. The high population growth rate is driven by a persistently high fertility rate, which according to the 2016 Uganda Demographic and Health Survey (UDHS) currently stands at 5.4 percent. In turn, the high total fertility rate is contributed to by a low contraceptive prevalence rate and high un-met need for family planning. Despite increasing from 24 percent in 2011 to 35 percent in 2016, modern contraceptive prevalence rate remains low. Unmet need for family planning remains high, at 28 percent (UDHS 2016). The maternal mortality ratio has decreased from 438 deaths per 100,000 live births in 2011 to 336 per 100,000 live births currently but is still high. A significant proportion of maternal deaths (up to 28 percent) happen among young girls aged 15-24 years due to a high teenage pregnancy prevalence rate, which stands at 25 percent (UDHS 2016). In addition, socio-cultural norms that force girls into early sexual relationships, early marriage and childbearing are widespread. Social-cultural norms also continue to undermine gender-based violence prevention efforts. The prevalence of gender-based violence is high; more than one in five women age 15-49 (22 percent) report that they have experienced sexual violence at some point in time (UDHS 2016).

UNFPA, the United Nations Population Fund is supporting Communication for Development Foundation Uganda (CDFU) and Reach A Hand Uganda (RAHU) to implement a multi-media campaign on sexual and reproductive health. The multimedia campaign contributes to various programmatic efforts under the UNFPA/Government of Uganda 8th Country Programme to deliver integrated sexual and reproductive health services by identifying key audience groups and developing messages to inspire them to take required action(s). The nationwide campaign has as its key beneficiaries young people (10-24) as well as women of reproductive age (18-45) and their partners. The campaign utilizes a multi-channel approach to increase access to and utilization of reproductive health services as well as contribute to efforts to end teenage pregnancy, child marriage and Gender Based violence by engaging communities in dialogue aimed at addressing factors that lead to exploitation of women and girls. It comprises a combination of interpersonal communication, community mobilization approaches, IEC/print materials, mass media and online media.

Specifically the following are used:

- Radio serial drama
- Tv serial drama
- Radio info spots
- TV info spots
- IEC materials
- Social media

## **2. PURPOSE OF MEDIA MONITORING**

The multi-media campaign is based on the findings of two research studies (*Formative Research on Family Planning in Uganda: UNFPA/Ministry of Health 2016 & Formative Research on Adolescent Sexual Reproductive Health and Rights in Uganda, UNFPA 2016*). Both studies found that for communication about sexual and reproductive health to be more effective it is important to take into consideration the specific context and preferences of the target audiences. In terms of appropriate channels of communicating sexual and reproductive health messages to young people and women of reproductive age and their partners, both studies highlighted that radio is the most preferred channel. However, both studies recommended the use of a multi-channel approach in order to ensure wider coverage. In addition to radio, therefore drama and music, print materials, community dialogues and social media, especially when targeting young people were recommended.

This assignment is therefore meant to provide an analysis of how effective the integrated campaign has been in reaching the intended target audiences, using the most appropriate channels of communication and the impact of the messages in terms of influencing behavior of the target audiences.

## **3. OBJECTIVES OF THE CONSULTANCY**

To collect data and analyze content of print, broadcast and online media, and present the results, in order to gauge how effective the campaign has been supporting target audiences to take specific actions inspired by the campaign messages.

### **Specific Objectives**

- To ensure that info spots and serial dramas are aired as they are booked on radio and TV
- To determine the number of people reached during the campaign using all channels
- To collect qualitative data on perceptions and comprehension of messages and actions taken as a direct result of listening to campaign messages

## **4. SCOPE OF WORK**

Key responsibilities of the consultancy firm:

- Track numbers of info spots and serial dramas aired as well as and mentions of the campaign and its hashtag #LiveYourDreamUG
- Assess the effectiveness of the channels used.
- Deliver weekly and monthly reports of the impact of the campaign through media monitoring.
- Provide an end of project report on the overall effectiveness of the campaign and where possible, relevant suggestions and recommendations on future execution of the same

## 5. METHODOLOGY

The media monitoring firm will provide an elaborate methodology of conducting the tracking process, including both quantitative and qualitative methods.

## 6. TIME FRAME AND DELIVERABLES

Activity	Deliverable	Allocated time (days)
Design of Methodology and detailed work plan	Inception report detailing tools and methodology	2
Inception meeting		
Media monitoring; content analysis	Weekly briefs Monthly report	120
Compilation of report	Final report	3
<b>Total number of working days</b>		125

## 7. REQUIRED EXPERTISE AND QUALIFICATIONS

The firm should have

- Over eight years' experience in media monitoring including monitoring social media. The team leaders should have an M.A. (Social Sciences) and least 5 years' experience. Two other team members should have at least a B.A (Social Sciences) and at least 3 years' experience in similar assignments. Experience in monitoring campaigns on sexual and reproductive health will be an added advantage
- Excellent analytical skills and expertise in interpreting media monitoring data
- Excellent written and verbal communication skills

## 8. SUBMISSION OF PROPOSALS

Responses to this Request for Proposals (labelled Consultancy for Provision of Media Monitoring Services) are due not later than **4:00 pm on Monday March 5 2018**. Proposals delivered and/or received after this deadline will not be considered.

Please hand deliver **4 copies of your response** in sealed envelopes to:

**United Nations Population Fund (UNFPA)**  
**Plot 12A / P.O Box 7184 Kampala Baskerville Avenue, Kampala**  
**Telephone: +256-4177-44500**

Also e-mail a copy of the technical and financial proposal to [karuhanga@unfpa.org](mailto:karuhanga@unfpa.org)

