



TERMS OF REFERENCE FOR LIVE YOUR DREAM CAMPAIGN

Introduction:

UNFPA, the United Nations Reproductive Health and Rights Agency, aims to achieve universal access to sexual and reproductive health and rights for all. UNFPA seeks the services of credible media houses to implement a multi-media campaign, *Live Your Dream*, through newspapers, television and radio. The Live Your Dream campaign is implemented within the context of the UNFPA global Strategic Plan whose three transformative goals are:

- Ending unmet need for family planning
- Ending maternal death
- Ending violence and harmful practices against women and girls

Live Your Dream is also implemented within the context of the 8th Government of Uganda/UNFPA Country Programme that targets districts with poor sexual and reproductive health indicators, as well as supporting the country's humanitarian preparedness and response.

The Live Your Dream campaign contributes to these goals by mobilizing target audiences to engage in a discourse around sexual and reproductive health and rights issues and to generate evidence to enable decision makers to take action to address highlighted gaps.

Background:

Uganda aspires to reach upper-middle income status by 2040, with an expectation that by then, the majority of its citizens will live in urban areas, have smaller families, and earn income in non-agricultural sectors.¹ With the country's total population projected to increase to 61 million by 2040, declining fertility and the rise of the working age population potentially present a demographic dividend for Uganda which, if properly harnessed, could propel economic growth.²

But, such economic growth depends on how fast Uganda will create an enabling environment for a healthy and quality population. This requires among others, investing in accelerating fertility decline by enhancing investments in family planning, making investments in girls' education and improving investments in health and addressing harmful -cultural practices.

While progress has been made, Uganda still faces a number of challenges in delivering an integrated package of sexual and reproductive health and rights, including supporting young people on the road to realizing their potential.

Access to family planning is still inadequate, with unmet need standing at 28 percent, one of the highest rates in sub-Saharan Africa. While use of modern contraception among currently married women

¹ Government of Uganda. Uganda Vision 2040.

² The Republic of Uganda. Second national Development Plan (NPD II) 2015/16 – 2019/20

increased from 14% in 2000-01 to 35% in 2016, of those using contraceptives, almost half discontinue within a period of 12 months, according to the Demographic and Health Survey.

According to the 2016 Uganda Demographic and Health Survey, 25% of girls aged between 15 and 19 are either pregnant or have had a baby. Teenage pregnancy has both immediate and lifelong consequences that can reverberate throughout a girl's life and carry over to her children and generations that follow. Child marriage is the most significant driver of teenage pregnancy; ninety per cent of adolescent pregnancies occur among girls who are married before 18 years and who have little or no say in decisions about when or whether to become pregnant. Girls are often married to much older men; they lack awareness of their rights and cannot negotiate for protected sex and use of family planning. Ending child marriage is therefore critical to reducing the prevalence of teenage pregnancy.

HIV infection also poses a challenge for the country's development aspirations. The prevalence of HIV among adults aged 15 to 64 in Uganda stands at 6.2% i.e. 7.6% among females and 4.7% among males. HIV prevalence is almost four times higher among females than males aged 15 to 24 years.

Underlying many of the sexual and reproductive health and rights challenges is the issue of gender inequality, wherein women are more marginalized than men. Women are marginalized in terms of access to and control over productive resources, education and health services and decision making. Socio-cultural norms and harmful traditional practices including gender based violence, female genital mutilation, child and forced marriage, perpetuate gender inequality. According to the 2016 Demographic and Health Survey, 10% of girls age 15 to 19 years have experienced sexual violence. The first sexual experience for many adolescent girls is forced, often by people they know, including family members³.

As a way to contribute to efforts to address these challenges UNFPA is implementing the Live Your Dream campaign, which is based on four main pillars as follows:

1. LIVE YOUR DREAM by *Letting Girls be Girls*: Addresses Gender Based Violence, access to Family Planning and prevention of teenage pregnancies
2. LIVE YOUR DREAM by *Choosing Books before Babies*: This is about keeping girls in school, getting proper education about Sexual and Reproductive Health and Rights (SRHR) and avoiding teenage pregnancies and HIV
3. LIVE YOUR DREAM – *With You(th)*: Reflects UNFPA's position as lead youth agency, unleashing young people's potential, empowering for innovation and social change. With You(th) also showcases UNFPA's work in humanitarian settings; bringing host communities and refugee populations together to build resilience by promoting Sexual and Reproductive Health and Rights.
4. LIVE YOUR DREAM by bringing generations together (*Generation for Generation - G4G*), is about sharing the wisdom of the elderly with the energies of the youth, tapping on the insights of academia and decision-makers in order to improve policies that affect Uganda's future.

One of the campaign strategies is the development and dissemination of messaging that targets various key audiences; young people, women and their partners, parents, policy makers and key influencers (celebrities, politicians, community and religious leaders etc.) in conversations that allow them to question the various factors that contribute to the country's sexual and reproductive health and rights challenges and prevalence of harmful cultural practices.

³ UNFPA <https://www.unfpa.org/resources/giving-special-attention-girls-and-adolescents>

This approach is based on the insight that young and old people alike have dreams for themselves, for their families and communities. The *Live Your Dream* campaign therefore aims to tap into those dreams and inspire and support the target audiences to achieve their dreams. Rather than “talking down” to the target audience the tone of the campaign is positive and seeks to engage the target audience in identifying solutions to the challenges they face and inspire them to work towards achieving their dreams.

Deliverables:

The service provider is expected to produce a concept for a five-month nationwide media campaign to run in newspapers, radio and television to the following deliverables:

1. A concept for a specific and targeted multi-media campaign detailing an innovative approach to engaging target audiences
2. Dissemination of campaign messages in various formats including but not limited to info spots, newspaper strips, DJ mentions, talk shows and live broadcasts
3. Document stories of young people and their resilience to live their dreams against all odds.
4. Document stories of individuals, who are taking action to support young people to live their dreams
5. Organize at least two public events with key stakeholders

Key considerations

- The media houses should provide evidence of multi-platform coverage i.e. radio, TV and print (including community stations) and ability to harness these to disseminate far-reaching messages.
- Demonstrate ability to maximize value for money through economies of scale by providing a package of messaging options across multiple channels to reach a significant number of the target audiences. In addition, the media houses will provide UNFPA access to their other infrastructure such as printing services for purposes of the campaign
- Proof of a mix of rural and urban coverage in particular West Nile and Karamoja, in line with the Government of Uganda /UNFPA Country Programme operational areas

Content:

All work associated with the collection of stories, footage, and all messaging should meet ethical standards of reporting human interest stories and high quality broadcast definitions.

UNFPA will provide technical support to ensure quality and timely delivery of results.

Duration of Project: Five (5) months

Coverage: Nationwide with focus on West Nile and Karamoja regions

Budget: Bidder who presents the most cost effective campaign, vis a vis results in line with the objective will be selected.

Bids should be submitted either by email at: procurement.ug@unfpa.org or Sealed bids to be hand delivered to the following physical address: UNITED NATIONS POPULATION FUND, PLOT 12A, BASKERVILLE AVENUE, KOLOLO, KAMPALA, not later than **July 23, 2019 at 04.00 p.m. Kampala time.**