

Terms of Reference for a communications consultancy to document success stories in the implementation of a project on Maternal Health, Young Peoples SRH and HIV Prevention Leadership funded by the Embassy of Sweden in Uganda

UNFPA is looking for a qualified **consultancy firm** to provide technical assistance to conduct field-work and write analytical success stories highlighting the impact of activities and programmes supported by UNFPA as regards the project, **Strengthening Capacity for Maternal Health and Youth Friendly Services Provision and HIV Prevention Leadership in Uganda** funded by the embassy of Sweden in Uganda.

Background

The two year project, **Strengthening Capacity for Maternal Health and Youth Friendly Services Provision and HIV Prevention Leadership in Uganda** that runs from July 1st, 2013 to June 30th, 2015, was designed to address the poor reproductive health status of the people of Uganda characterized by high maternal and newborn deaths and resurging HIV prevalence. The project focused on two objectives, namely, (1) to increase coverage for selected sexual and reproductive health services (including Comprehensive Emergency Obstetrics and Neonatal Care services, Family Planning, Youth Friendly Services) in the eight UNFPA/GOU country program focus districts of Katakwi, Moroto, Kotido, Kaabong, Oyam, Yumbe, Mubende, and Kanungu and five HIV thematic districts of Kalangala, Kampala, Arua, Gulu and Pader and (2) to Strengthen capacity of leaderships of nine cultural and three religious institutions for their (re)engagement in HIV prevention and promotion of FP/MH and GBV services. The 9 cultural institutions are Acholi, Buganda, Iteso, Akarimojong, Tooro, Bunyoro-Kitara, Busoga, Rwenzururu, and Lango and the 3 religious institutions are the Catholic Church, the Anglican Church of Uganda, and the Muslims.

To implement this project UNFPA Uganda collaborated with the government of Uganda through the Ministry of Health, the Ministry of Gender Labor and Social Development, the Population Secretariat, and the selected district local governments as well as civil society organizations including CDFU, URCS, Naguru Teenage Center, Pathfinder International, and JHPIEGO and the selected nine cultural and three religious institutions.

The project is now coming to its end and it is the desire of UNFPA to document success stories and lessons learned during the implementation of this project to be used in advocacy and for dissemination to the wider public to guide future actions.

Rationale

Documenting lessons learned and success stories from implementing this project helps to promote sharing of evidence-based practices that have shown to be successful in improving reproductive health,

maternal and newborn health and HIV prevention services. This will stimulate program enhancement and maximization of available resources within UNFPA but also for UNFPA partners both nationally and international by acting as a mechanism for continuous learning, feedback, reflection and analysis of what did and did not work, how it worked and why. The lessons learned could then be used to inform scaling up or replication of proven critical success factors and lessons learnt so as to increase coverage of quality services and accelerate progress towards universal access to good reproductive health, maternal and newborn health and HIV prevention services. It is also intended to demonstrate the value that UNFPA has added through this project to programming in the area of reproductive health, maternal and newborn health and HIV prevention services that could be used for UNFPA's overall advocacy and resource mobilisation efforts.

Objectives of the assignment

UNFPA would like to document achievements realized in implementing this project in a structured manner, focusing on identifying the specific factors of success, summarizing the actual actions being undertaken on the ground and describing the impact of interventions on the lives of those for whom it is being implemented. The documentation will also attempt to propose some promising practices that can be maintained and replicated or scaled up in the future. The documentation will combine human stories and voices of beneficiaries with results based on official reports and accounts of technical staff and community leaders. These stories will be shared with Government authorities, development partners and the general public. The specific Objectives of the assignment are as follows:

- Document success stories and lessons learned from the implementation of the project, **Strengthening Capacity for Maternal Health and Youth Friendly Services Provision and HIV Prevention Leadership in Uganda** in terms of improving the reproductive health status of individuals, improving access to quality services e.t.c
- Create an information pack from compiled material for distribution to UNFPA stakeholders

Tasks and Responsibilities

In order to achieve the envisaged objectives, the consultant under the overall supervision of UNFPA

- Will work in collaboration with UNFPA to determine the exact scope of the stories; identify and develop topics and agree communities/facilities to be visited
- Prepare tools and formats that will be used for documenting the stories.
- Conduct field work in the selected communities with UNFPA program and partner staff. This will include focus group discussions, interviews, observations and visits to beneficiaries to elicit their views

- Prepare success stories by analyzing and presenting relevant information about project implementation
- Produce the text, photographs and infographics for an info-pack (8-12pages) highlighting success stories and including voices of beneficiaries and other stakeholders.

Deliverables and Timeframe:

The consultant will deliver to UNFPA

- An inception report demonstrating understanding of the tasks in the ToR and how they propose to accomplish the required tasks
- A high quality information pack (8-12pages) of success stories

All deliverables should be submitted to UNFPA within 3 weeks of signing of contract (around July 2015).

Performance and Evaluation:

The work will be evaluated against such criteria as: timeliness, accuracy, originality and quality of the product delivered.

Quality/Content Control:

UNFPA will have editorial control over the all materials produced.

Supervision:

The consultant will work under the direct supervision of UNFPA humanitarian focal point.

Qualifications and experience required:

The firm or proposed team should between them posses the following qualifications

1. University degree in Journalism, Communications or related field;
2. Masters degree in Public Health;
3. At least five years of professional experience in investigative and human impact story writing, preferably on reproductive health/GBV issues;
4. Proven experience in working with international organisations (successful experience in working with UN agencies is an added advantage);
5. Photography skills and experience;

6. Ability to analyze and synthesize relevant information and develop highly analytical reports;
7. Excellent editing skills and ability to integrate human interest with statistics and technical reports to present credible content;
8. High sense of journalistic ethics and in-depth understanding of human right issues;
9. Fluent in English (spoken and written);
10. Ability to deliver products on time against tight deadlines;
11. Demonstrates initiative, creativity and flexibility.

Submission of proposals:

Technical and Financial proposals, in one envelope should be addressed to “The National Procurement Officer, UNFPA, Plot 12A Baskerville Avenue, Kololo”, to reach the reception desk by 10th June 2015, 12:00 noon, East African time. Late bids shall be rejected.