

**TERMS OF REFERENCE FOR CONDUCTING AN END LINE EVALUATION FOR
GENDER INCLUSIVE C4D WASH NUTRITION INTERVENTION PROJECT**

**Enhancing knowledge, shift attitudes and encourage positive WASH and
nutrition behaviours through multimedia behaviour change communication
interventions in development and emergency settings In Five Regions**

FEBRUARY 2023

1. INTERVENTION BACKGROUND

1.1. Organizational Background

Population Media Centre (PMC) is a US-based non-governmental organization founded in 1998, opened its office in Ethiopia in 2000. Population Media Center (PMC) raising global sustainability through community empowerment on the most human level by telling transformative stories.

Trained in the art and science of storytelling for social impact, we partner with local talent and production teams in countries around the world to create award-winning, popular entertainment for TV, radio, and the web that is positively life changing. Especially for women and girls.

By addressing the most pressing, fundamental threats to global sustainability where it matters most in human hearts and minds, we inspire entire communities to choose a healthier, more equitable, and flourishing world for all.




Cognizant of the deep-rooted population socio-economic and health concerns, PMC has been working in Ethiopia since 2000, aimed at implementing social behavior change (SBC) programs and produced radio serial dramas as well as numerous radio talk shows, spot messages, interpersonal campaign, capacity building training workshops and other multi-media materials development.

The media and communication programs impacted numerous lives in transforming the social norms that affect women, girls, children, and other underserved groups across Ethiopia.

In the past 23 years PMC-E having reached millions of Ethiopians through addressing major social concerns such as FGM, early and forced child marriage, ASRH, WASH, MNCH, Nutrition and the Environment. To date, PMC-E has produced and broadcast, multiple radio talk shows, long-running radio drama, and several community engagement activities.

1.2. Project Background

Population Media Center-Ethiopia (PMC-E) in partnership with the United Nations Children's Fund (UNICEF) was implementing a Research Based Multi-Media social and behavior change project to address gender and disability inclusive Social and behavior change WASH interventions Nutrition behavioral practices in woredas of the Oromia, SNNPR, Sidama, Afar, Benshangul Gumuz and Gambella regions. The project mainly focuses on awareness creation campaign, radio talk show production, capacity building training, and development of gender inclusive WASH and SBC strategic level guides, interpersonal communication edutainment campaigns project intervention woredas/kebeles. The key proposed interventions of both comprehensive WASH and few Nutrition interventions was contributed to the below mentioned two outcomes and outputs of the Country Programme Document (CPD). To achieve these outcomes and outputs the project implemented different activities related to WASH and nutrition behavioral practices and gender equality and disability inclusive project endeavors and.

Objective /Goal	“Enhancing Knowledge, Shifting Attitudes and Encouraging Positive WASH and Nutrition Behaviours through Multimedia Behaviour Change Communication Interventions in Development and Emergency Settings”	
 Outcome	Outcome 1 Nutrition: By 2025, UNICEF will contribute to the reduction of child stunting by increasing the demand, access to and use of quality multi- sectoral nutrition services / interventions of adolescents, pregnant women, mothers, and under-five children in all contexts.	Outcome 2 WASH: By 2025 children and their families in rural and urban areas use safe, affordable, and sustainable water, sanitation, and practice appropriate hygiene
 Outputs	Output 1 WASH and Nutrition integrated: Improved in knowledge and attitude of caregivers of children 0-5 years, adolescents, and pregnant/lactating women on nutrition, WASH behavioural practices and gender inequality and nutrition/WASH related services provided by health facilities. Output 2: WASH systems are strengthened to plan, coordinate, and implement for gender responsive, equitable, inclusive social and behavioural change interventions in the key WASH behaviour areas in urban, rural, and emergency settings. Output 3 Nutrition: Improved nutrition practices and demand for nutrition services among under five children, adolescents, pregnant and lactating women	
 Activities	<ul style="list-style-type: none"> - Activity 1 - System strengthening - Activity 2 - Capacity building - Activity 3- SBCC tools development for Schools and Health Extension Workers (HEWs) on WASH and Nutrition - Activity 4 - Inter-personal communication campaign on WASH and Nutrition - Activity 5 - Mass media engagement - Activity 6 - Baseline and end line quantitative and qualitative survey in the selected Woredas along with theory of change 	

The project was implemented almost for two years and directly address children aged 0-59 days, adolescents (boys and girls aged 10 – 19 years), pregnant and lactating women, youth population (aged 15-24) and other direct beneficiaries (fathers, grandparents, key community figures and religious leaders).

1.3. Intervention Woreda Map

The interventions were focused on Regions of Oromia, SNNP, Benishangul, Gambella, Afar and Somali of the following nine convergence WASH and Nutrition Woredas:

- Doyo Gena and Bule in SNNPR
- Bambasi Woreda in Benishangul Gumuz
- Sire, Meiso and Meda Welabu Woreda in Oromia
- Gog Woreda in Gambella
- Asayta Woredas in Afar
- Shebedino, in Sidam People

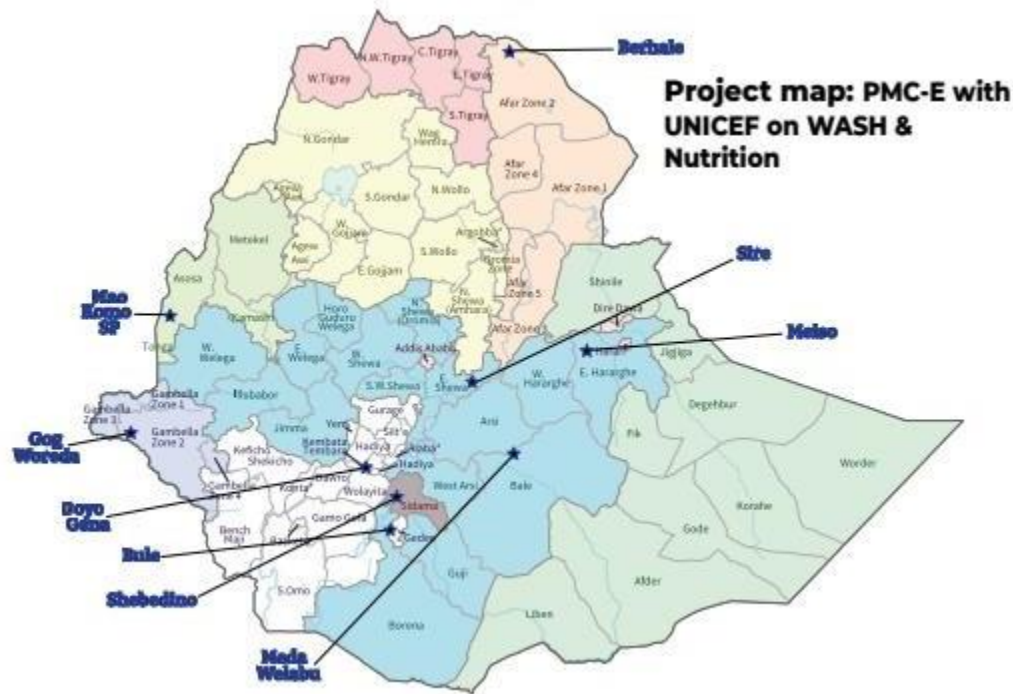


Figure 1.1. UNICEF WASH and Nutrition Project Target Woredas

2. PURPOSE AND OBJECTIVES OF THE EVALUATION

2.1. Rational for the Evaluation

This evaluation will be conducted as an exercise of accountability towards the donor and the beneficiaries at its final implementation stage. The evaluation will be able to gauge the overall results and performance of the project against its set targets. Its recommendations will provide lessons to adapt for future WASH, Nutrition & other PMC- E activities.

2.2. Objectives of the evaluation

The general objectives of the evaluation are to assess the positive social and behavioral changes in WASH practices that resulted from the project's implementation. Specifically,

- Assess the performance and extent to which the project objectives and expected outcomes have been realized during the implementation period.
- To conduct a comprehensive assessment of communities' knowledge, attitudes, and practices related to WASH behavioral practices using quantitative and qualitative data.
- Evaluate the impact of project interventions in areas such as:
 - Menstrual hygiene and health (MHH)
 - Hand washing with soap practice
 - Open defecation elimination
 - Solid waste management
 - Baby WASH
 - Safe water management
- Menstrual health and hygiene (MHH) encompass:
 - Utilization of safe spaces
 - Decreased absenteeism and dropout rates related to MHH
 - Active engagement of boys in promoting MHH
 - Dispelling myths and misconceptions in the community
 - Proper management of menstrual hygiene
 - Enhanced knowledge among girls about pre- and post- menarche.
- Ending open defecation includes:
 - Number of ODF declared kebeles due to the program campaign.
 - Number of households with improved basic sanitation
 - Number of people with improved knowledge on safe disposal of child feces and improved sanitation practices.
- Hand washing with soap:
 - Number of people with increased knowledge on the critical time of hand washing
 - Number of people with improved practice of hand washing on the critical times
- Solid waste management
 - Number of households with proper solid waste management practices
 - Number of people with improved knowledge on proper solid waste management.

Safe water management:

- Households with improved safe water management practice at the household level

2.3. Use of the Evaluation

Identify and address program weaknesses. The evaluation can help to identify areas in which the program is not meeting its goals. This information can then be used to make changes to the program in order to improve its effectiveness.

Strengthen program strengths. The evaluation can also help to identify the program's strengths. This information can then be used to build on these strengths and make the program more effective.

Inform future program development. The evaluation can provide information that can be used to develop future programs. This information can be used to ensure that future programs are effective and meet the needs of the intended participants.

Improve program quality. The evaluation can help to improve the quality of the program by providing information about how the program is being implemented and whether it is achieving its intended outcomes. This information can then be used to make changes to the program to improve its quality.

Provide accountability. The evaluation can provide accountability to the program's stakeholders. This information can be used to show how the program is being used and whether it is achieving its intended outcomes. This information can also be used to make changes to the program in order to improve its accountability.

3. EVALUATION SCOPE

The evaluation will focus on the entire project as it attempts to determine as systematically and objectively as possible, the progress made towards achieving the expected outcomes, relevance, effectiveness, efficiency and sustainability of the project. The Evaluator will also briefly highlight the key achievements and the outstanding challenges during implementation of the project to inform future fundraising efforts and better project implementation.

Cross-cutting issues

Throughout the evaluation process, gender concerns should be addressed in line with International and national gender and disability policies. All data should be disaggregated by sex and age and different needs of women, men, boys, and girls should be considered throughout the evaluation process. All data are expected to be disaggregated by disability along with the gender disaggregated. In addition, gender and decision making of both men and women, children and people with disabilities and access and control of assets, resources and services should be considered. Capacity and participation of both men and women in the program will be evaluated especially on gender balance of staff.

Evaluation criteria and questions

As per adheres to the Organization for Economic Co- operation and Development (OECD) Development Assistance Committee (DAC) criteria evaluation approach for evaluating its projects uses the following criteria: relevance, coherence, effectiveness, efficiency, impact, and sustainability.

Evaluation questions should be developed against the Organization for Economic Co- operation and Development (OECD) Development Assistance Committee (DAC) criteria. The evaluator may consult and share all the draft evaluation criteria with UNICEF and once get approval can adapt the evaluation criteria and questions, but any fundamental

changes should be agreed between PMC-E and the evaluator and reflected in the inception report and approval of all the criteria from UNICEF. All independent evaluations carried out in PMC-E are expected to use DAC criteria in data analysis and reporting. In particular, the evaluator must complete the DAC criteria rating table and include it as part of the final evaluation report.

4. EVALUATION METHODOLOGY

The evaluator will be expected to assess the project against the OECD DAC Criteria through **Comparative cross sectional study method** (select four intervention and four non-intervention woredas through employing scientific methodology) and using a mixed methods approach. Methods of Inquiry shall include and not limited to the following:

Quantitative

- Household Sample surveys in select communities covered by the project.
- Semi-structured Interviews with Project stakeholders
- Students sample surveys in select school

Qualitative

- Desk Reviews: Review of different literature such as project document; formative research report, technical progress bi-annual, annual and activity reports, advocacy materials and, annual reports etc.
- Discussions with stakeholders- including briefing by PMC-E project staff and other participatory methods such as Focus Group Discussions (FGD), individual questionnaires and key informant interviews can also be used where appropriate.
- Observations

Sampling

The evaluator in line with the methodology outlined in the previous section will collect primary data from **intervention** and **non-intervention woreda** and compare the result through employing scientific sampling methodology. Quantitative data will be collected using mobile data collection app (ODK or Kobo Toolbox), while qualitative data will be transcribed on paper and all information translated into English.

In all data collection exercises, questionnaires will include informed consent clauses. Enumerators and all staff handling and managing data for the evaluation will be briefed on ethical data collection and management procedures in line with the Safeguarding and PSEA policies.

The evaluator should propose the sampling strategy for household and school-based interviews. It must consider the need for representativeness as well as the need to balance logistical costs and time constraints in this context. Purposive sampling will be conducted for focus group discussions and stakeholder interviews, with a view toward obtaining a range of opinions, ensuring equal inclusion of women and men, and obtaining feedback from vulnerable group members.

Evaluation Briefing:

Prior to the evaluation taking place, the evaluator is expected to attend an evaluation technical briefing with the PMC-E evaluation team. Briefings by Microsoft team or telephone must be agreed in advance.

Desk Review

The evaluator will undertake a desk review of UNICEF WASH Nutrition project materials, including the project documents and proposals, progress reports, outputs of the intervention such as publications, communication materials, videos, recording etc., results of any internal planning process and relevant materials from secondary sources.

The desk review will include WASH sector international development programs and current situation and plus to consider SBC in sector impact.

Inception Report

At the end of the desk review period and before the field mission, the evaluator will prepare a brief inception report based on the format will be provided. The report will be written in English language and will include the following sections:

- Key elements of the Terms of Reference (TORs) to demonstrate that the evaluator will adhere to the TORs.
- The methodological approach to the evaluation includes an evaluation matrix in annex to specify how the evaluator will collect data to answer the evaluation questions, pointing out the limitations to the methodology if any and the choice of sites per field visit.
- A detailed evaluation workplan.

The inception report will be discussed and approved by PMC-E evaluation team.

5. KEY DELIVERABLES & DURATION

Key Deliverables

- Inception report
- Methodology used to conduct the research.
- Data collection tools including mobile data collection form (xls form) & FGD guide ahead of field work.
- Collected raw data in excel or SPSS format.
- Data analysis and presentation of preliminary findings
- Power point presentation of the main findings
- Final Report (maximum 30 pages, excluding executive summary table of contents and annexes).

Duration

The duration for this assignment will be completed within one and half calendar month. The evaluator will visit selected intervention and non-intervention Woredas based on

the scientific sampling methodology selection process. The details of the Evaluation project as well as the provisional schedule will be discussed with PMC-E MEL and the project team.

Expected outputs and timeframes:

S/n	Deliverables	Days Required	% of payment
1	Finalization of inception plan report including evaluation matrix, methodology and data collection tools in consultation with the evaluation team of PMC-E	To be filled	20%
2	Conduct field work (enumerator training, consultation, interview with the stakeholders), submission of raw data and prepare draft report	To be filled	40%
3	Submission of final evaluation report (max 30 pages) incorporating all the observation and comments from the key stakeholders. Although annexes can also be included) and will comprise the following major segments (Executive Summary/abstract, background/introduction, Findings, discussion and conclusions Recommendations, and lessons learned (to inform future programming) and Challenges experienced when conducting the exercise)	To be filled	40%
Total			100%

6. PROPOSAL DETAILS FROM TENDERERS/ FEES AND COST ESTIMATES

Evaluators are invited to submit a proposal (not more than 15 pages) outlining the approach to be used in carrying out the assignment and provide a quotation of professional fees for the entire assignment in **Ethiopian Birr**. The proposal should include the following:

- a) Profile or details of the firm or individual(s) including experience relevant to this assignment.
- b) A detailed Work Plan and proposed Methodology, which shall include full justification for procedures to be adopted.
- c) Financial Proposal (professional and reimbursable fees); and
- d) Three References on recent relevant work by the firm or individual

Evaluation of Proposals

A one-stage procedure will be adopted for evaluating the proposals, i.e., the **technical** and **financial** evaluations will be combined. The overall evaluation parameters will be as follows:

S/n	Particular	Rate
1	Technical proposal – Total	70%
	The firm or individual experience in similar or related assignments. The Professional qualifications of Evaluator and/or personnel proposed for the evaluation.	25%
	Understanding of the Terms of Reference, the proposed Work Plan and Methodology	35%
	The firm regulatory requirement	10%
2	Financial proposal - Total	30%
Total		100%

7. LEGAL AND ETHICAL MATTERS

The evaluator should take ethical clearance from respective bodies (like EPHA) ahead of executing the evaluation. The ownership of the draft and final documentation belongs to the UNICEF, Population Media Center and the funding donors exclusively. The document, or publication related to it, will not be shared with anybody except PMC.

PMC is to be the main addressee of the evaluation and its results might impact on both operational and technical strategies. PMC will share the results of the evaluation with the following groups:

- Donors
- Partners
- Various co-ordination bodies

The consultant does not have any links to project management, or any other conflict of interest that would interfere with the independence of the evaluation.

Intellectual Property Rights

All documentation related to the Assignment (whether in the course of duties) shall remain the sole and exclusive property of PMC.

8. QUALIFICATIONS REQUIRED AND APPLICATION PROCESS

Profile/Skills

The Assessment shall be carried out by a suitably qualified and experienced evaluator or consulting firm. The evaluator profile should include:

- Academic qualifications - a minimum of a master's degree in either of the following fields: Public Health, Environmental health, Nutrition, Behavioral Science, Health promotion and communication, Social Sciences, Public Policy, or related fields. PhD preferable.
- Demonstrable experience in conducting primary and secondary research, Monitoring and Evaluation accountability and learnings.
- Experience in evaluation of social behavior change, WASH, and nutrition projects.
- Special emphasis is put on the seniority and the experience of the team leader.
- Fluent in both written and spoken English language.
- Three references of recently concluded assignments of a similar nature.

Application process

The bidder should submit their technical and financial proposals with a sealed envelope (financial proposal in separate sealed envelope) to PMC-E, Addis Ababa located around Bambis Mekane Yesus BDG, 7th Floor during working hours within ten working days from the day of this announcement.

ANNEX

Evaluation Report Template

The evaluation report shall follow the following format and be written in English:

- **Cover Page.**
- **Summary Table** to follow template provided.
- **Table of Contents**
- **Executive Summary** must be a standalone summary, describing the intervention, main findings of the evaluation, and conclusions and recommendations. This will be no more than 2 pages in length.
- **Background Information**
- **Methodology** describes the methodology used, provide evidence of triangulation of data, and presents limitations to the methodology.
- **Findings** and discussion include overall assessment of the project against the evaluation criteria, responds to the evaluation questions, all findings are backed up by evidence, cross-cutting issues are mainstreamed and unintended and unexpected outcomes are also discussed.
- **Conclusions:** Conclusions are formulated by synthesizing the main findings into statements of merit and worth, judgements are fair, impartial, and consistent with the findings
- **Lessons Learnt and Good Practices** presents lessons that can be applied elsewhere to improve intervention or country office performance, outcome, or impact and identify good practices: successful practices from those lessons which are worthy of replication.
- **Recommendations:** Recommendations should be as realistic, operational and pragmatic as possible; that is, they should take careful account of the circumstances currently prevailing in the context of the action, and of the resources available to implement it both locally. They should follow logically from conclusions, lessons learned and good practices. The report must specify who needs to take what action and when. Recommendations need to be presented by order of priority.
- **Annexes**