



**TERMS OF REFERENCE (TOR) FOR FORMATIVE AUDIENCE RESEARCH (FAR) FOR  
EMPOWERING ADOLESCENT AND YOUTH THROUGH INCLUSIVE MULTIMEDIA  
BEHAVIORAL CHANGE**

**DKT-Ethiopia/ Dutch Embassy in collaboration with PMC-E**

**Addis Ababa, Ethiopia**

**June 2024**

## **Term of Reference (ToR) to Conduct Formative Audience Research (FAR) on Issues of Sexual and Reproductive Health, Family Planning, Gender Based Violence and Social Cohesion in Selected Woredas**

### **1. Background**

Population Media Center-Ethiopia (PMC-E) in partnership with the DKT and Dutch Embassy is planning to implement a Research Based Multi-Media Communication project to address Sexual and Reproductive Health, Family Planning, Gender Based violence and Social Cohesion in the woredas mentioned above in four regions. The project mainly focuses on radio serial drama, capacity building training, digital media engagement including mobile application development, capacity building trainings and advocacy workshops, print media and production of spot messages. To this end, PMC-E wants to conduct Formative Audience Research (FAR) by external consultants.

### **2. The Scope of FAR**

The FAR survey will be conducted in five woredas in five regions with low family planning (FP) coverage. The specific woreda from each region will be in:

- Sidama Region: Bursa woreda
- Southern Ethiopia Region: Keyafer woreda
- Southwest Ethiopia Region: Gimbo woreda
- Central Ethiopia Region: Alichu Woriro Woreda
- Amhara Region: Mezezo woreda in Semien Shewa zone.

The potential target audience, particularly for the radio serial drama production, comprises adolescents, youth, men and women in a reproductive age range (15-49 age). Community leaders, health sector, women, children youth and education sectors, schools, religious and/or clan leaders and media houses from region to woreda levels will be the major stakeholders of the proposed Project.

The specific activities if the FAR includes but are not limited to:

- Conduct sample household survey (HH) through questionnaires in selected woredas and kebeles of the mentioned woredas to understand situation on the ground particularly negative social norms, barriers and factors associated with sexual reproductive health, family planning, gender-based violence, and social cohesion.
- Conduct key informant interviews (KIIs) with health, education, men and women, children and youth affairs and social service providers, and other key informants including community and religious/clan leaders (both male and female).
- Conduct Focus Group Discussions (FGDs) with the project target groups from selected woredas/districts/kebeles.

### 3. Objectives of the FAR

To assess the existing Sexual and Reproductive rights, Family planning, Gender based violence and social cohesion Social Behavioral Change Communication (SBCC) situation in line with the global, regional, and national advocacy, SBC guideline that addresses poor access to sexual and reproductive health services like family planning, gender based violence and social cohesion that are determinants, roadblocks and bottlenecks in sexual reproductive health, family planning, gender-based violence, and social cohesion thematic areas. The SBC will provide a comprehensive approach that responds to audience needs and the context of the challenge(s) to be addressed, it will develop a memorable identity and theme for all messages and activities, and outlines plans for implementation, monitoring, and evaluation.

To collect information/data on the existing situation of sexual reproductive health, family planning, gender-based violence, and social cohesion issues. It also serves as a benchmark that would be used to understand changes in the situation in future. This will help to identify benchmark indicators that would help to measure the changes observed between baseline and end line.

#### **Key Behaviors of Sexual and Reproductive Health, Family planning**

- Adolescents and youth accessing health facilities for SRH and family planning services.
- Knowledge about SRH and SRH services
- Access and utilization of the family planning choices
- Child marriage and teenage pregnancy

#### **Key Behaviors of Gender quality and Gender based violence.**

- Gender equality and prevention of Gender based violence.
- Access to health care for GBV survivors

#### **Key Behaviors of Social cohesion**

- To promote social cohesion and unity among different ethnic groups.
- Develop positive attitude towards national dialogue Gather information relevant to conflict mitigation.

### 4. Methodology

The FAR should adopt mixed approaches/methods, integrating quantitative and qualitative methods to identify information/data) to assess the situation of sexual and reproductive health, family planning, gender-based violence and social cohesion interventions. The qualitative approach will use the following data collection methods Key Informant Interviews (KIIs), Focus Group Discussions (FGDs) and observation. On the other hand, the quantitative approach will use statistically representative sample households (HHs) survey. However, all data collection methodologies and related sample size should be considered in line with the agreed principles between the consulting firm and PMC-E Senior Management Team in consultation with Donor/PMC-Headquarter.

## 5. Sampling and Sampling Techniques

The formative audience research will be conducted in five intervention woredas of regions. To this end, for a quantitative survey, a multistage sampling procedure will be employed in the selection of the study population for the FAR. Hence, the main sampling units of the study will be households. Besides, equal emphasis will be given to qualitative approach to inform SBC intervention. The intervention woredas/kebeles will be also selected by using appropriate sampling techniques to be recommended by the external firm/consultant. Firms should propose an overall sample size that allow for statistical confidence levels at the  $P < .05$  level or close to this.

## 6. Scope and Tasks of the Consultant

- Provide brief and concise inception report.
- Gathering and reviewing all necessary project documents such as project proposal, logical framework, monitoring, and evaluation plan, etc.
- Design the formative research methodology in consultation with PMC-E and HQ to choose appropriate methodology, sampling size, timing, roles, and responsibilities of the team members, etc.
- Develop draft quantitative and qualitative survey tools/instruments and finalize based on the consultation with PMC-E and HQ.
- Pre-testing of the survey tools in one or two communities and if needed take necessary actions to correct the tools based on the field findings.
- Preparation of training plan for the enumerator and supervisor, survey manual, fieldwork protocols according to agreed methodologies.
- Data collection, cleaning, validation, entry, analysis can use appropriate soft wares such as SPSS, STATA, Standard Operating Procedure for data collection tools, etc.
- Prepare and submit draft research report to PMC-E.
- Organize a finding sharing workshop (if possible) with relevant PMC-E staff/DKT/ and other stakeholders for seeking their input on the findings.
- Incorporate feedback, finalize the report, and submit to PMC-E.

## 7. Deliverables

The Consultant or Firm will provide the following deliverables:

- An inception report with the detailed work plan, appropriate methodology, sampling, timing, roles, and responsibilities of researchers.
- Final tools/instruments of the formative research, which will be reviewed by PMC-E and HQ.
- Field manual for enumerators and supervisors, data entry and analysis plan.
- Training report of required number of enumerators, supervisors, and data entry staff.
- Data sets in SPSS (\*.sav) format Version 21 or higher with labels and values that match the survey instruments, the dataset should include a weighting variable.
- A codebook that details the variable, levels, and values in the final dataset, which will be developed collaboratively with PMC-E/HQ.
- Draft report which will be submitted within the specified days after completion of the fieldwork.

- The final report will be submitted within five days after receiving feedback on the final report from the PMC-E.
- All deliverables will be submitted in 2 copies in hardcopy and softcopy in editable form.
- A draft of PowerPoint Presentation should be provided to PMC-E.
- Audio recordings of key informant interviews and FGDs.
- Transcription of qualitative data.
- Summary of the FAR process Report (3 to 5 pages).

## 8. Duration of the Assignment/Timing

The FAR will be completed within 45 days, after signing of the contractual agreement. The consultant must ensure that the whole process of the FAR that includes preparation, development of data collection tools, testing and reviewing of the tools, actual fieldwork, data analysis, write-up, and dissemination of the key findings to stakeholders and reviewing of the final report can be completed within this timeframe.

## 9. Instructions

For the proposal, a detailed work plan with project milestones and assigned staff including their qualifications in conducting the FAR should be included. The budget should reflect the work plan and including enough staff. Budget proposals should also reflect the training of the research team, their travel to field research sites, analysis of collected data, and any other related costs. The selected firm should be governed by PMC-E's Child Safeguarding, Prevention of Sexual Exploitation and Abuse (PSEA) policies throughout the whole process of the research undertakings. The firm should be legally registered with a renewed license, and a TIN number attached to it.

## Application Process

- Interested consultant or firms which are legally registered in the Country's rule of Law are invited to submit an Expression of Interest (EOI) for delivery of the assignment.
- Detailed technical proposal will include proposed methodology indicating the overall process and sampling, quality assurance, timeframe, etc. for undertaking the FAR.
- Clear work plan including outputs/deliverables and detailed timeframe.
- The financial proposal will include detailed budget containing total costs as per man-day rates, work plan and any other costs anticipated in undertaking process of the assignment.
- Detailed CV of the consultant/firm with full description of the profile and experience.
- Contact details from at least two references with in-depth and proven knowledge of the applicant's expertise and relevant work experience.
- Sample of relevant studies previously produced; a cover letter outlining the suitability of consultant or consultant firm for the assignment, motivation and summarizing relevant experience.

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