



## **Term of Reference (ToR) to Conduct Observational study on Demography and Radio Program Standards in Sidama Region, Ethiopia**

Population Media Centre-Ethiopia (PMC-E) is a US-based non-governmental organization opened its office in Ethiopia in 2000. It aimed at implementing research based social behavior change (SBC) programs.

Population Media Center-Ethiopia (PMC-E) in partnership with UNFPA is planning to implement a Research Based Multi-Media Communication project to address Sexual and Reproductive Health (SRH), Family Planning (FP), Gender Based violence (GBV) including Harmful practices (HPs) and social cohesion in the Sidama region selected Hula and Dale woredas. The project mainly focuses on research based multi-media activities of production and broadcast of short radio serial drama, digital media engagement including mobile application development, capacity building trainings and advocacy workshops, print media and production and broadcast of spot messages. To this end, PMC-Ethiopia wants to conduct an observational Study in the two selected woredas and is looking for a qualified and experienced consulting firm to undertake data collection.

### **The Scope of study**

The observational survey will be conducted in Hula and Dale woredas in Sidama region with high prevalence of GBV & harmful practices, low family planning uptake.

The potential target audience, particularly for the radio serial drama, 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 outlets from region to woreda levels will be the major stakeholders of the proposed Project.

The specific activity of the observational study includes but are not limited to:

- ✚ Conduct sample household survey (HH) through structured questionnaires to understand knowledge, attitudes and practices associated with SRH services, gender-based violence, and social cohesion, as well as media usage including preferred radio listening time, media outlets and coverage, and social media utilization.
- ✚ Conduct key informant interviews (KIIs) and with healthcare providers, community and religious/clan leaders (both male and female), local government officials, women's group leaders, educators or school staff, and social service providers, who have specialized knowledge or insights about these topics.

Conduct focus group discussions (FGD) with the project target groups.

### **Objectives of the Study**

- ✚ To assess Knowledge, Attitudes, and Practices (KAP) about SRH and gender equality and prevalence of GBV, the practice of negative social norms

- ✚ To assess the barriers in utilization of SRH Services, predisposing factors to the Gender based violence among women.
- ✚ To assess media preferences, available community media outlets and social media usage among target population.
- ✚ To collect data on the existing situation of social cohesion/peace building.

## **Methodology**

The observational study should adopt a mixed-methods approach, both quantitative and qualitative methods to assess the situation of sexual and reproductive health, family planning, harmful practices, gender-based violence and social cohesion/peace building. 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 household 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 and PMC-Headquarters.

## **Sampling and Sampling Techniques**

The observational survey will be conducted in two intervention woredas of Sidama region. To this end, for a quantitative survey, a multistage sampling procedure will be employed in the selection of the study population. The main sampling units of the study will be households. Firms should propose an overall sample size that allow for statistical confidence levels at the  $P < .05$  level or close to this. Equal emphasis will be given to qualitative approach to inform radio serial drama and other complementary activities.

## **Scope and Tasks of the Consulting Firm**

Provide brief and concise inception report, incorporate feedback from PMC-E and PMC HQ. The inception report shall be approved by PMC-E team and UNFPA before implementation.

- ✚ Design the survey methodology and survey tools for use in SurveyCTO in consultation with PMC-E to choose appropriate methodology, sampling size, timing, roles, and responsibilities of the team members, etc.
- ✚ Preparation of training plan for the enumerators and supervisor, survey manual, fieldwork protocols according to agreed methodologies.
- ✚ Data collection, cleaning, validation, analysis can use appropriate software
- ✚ Prepare and submit draft research report to PMC-E.
- ✚ Organize a finding sharing workshop (if possible) with relevant PMC-E staff and other stakeholders seeking their input on the findings.
- ✚ Incorporate feedback, finalize the report, and submit it to PMC-Ethiopia.

## **Deliverables**

The Consulting firm will provide the following deliverables:

- ✚ Detailed inception report with work plan, appropriate methodology and data collection tool
- ✚ Draft report using a template provided by PMC submitted within the specified timeframe and cleaned data sets in SPSS
- ✚ The final report, meeting PMC standards, will be submitted within five days after receiving feedback on the final report from the PMC-E.

- ✚ Raw datasets including survey results, and audio files and translated (to English) verbatim transcripts from FGDs and KIIs

### **Duration of the Assignment/Timing**

The survey and the final report will be completed within 30 days after signing the contractual agreement. The consulting firm must ensure that the whole process of the survey 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.

### **Instructions**

For the proposal, a detailed work plan with project milestones and assigned staff including their qualifications in conducting quantitative and qualitative research should be included. The budget should reflect the work plan including enough staff. Budget proposals should also reflect the training of the research team, pilot testing tools, 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 consultants 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.
  - 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.
- Please submit the technical proposal and financial document with separate sealed envelopes to Population Media Center-Ethiopia (PMC-E) Addis Ababa located around Bambis Mekane Yesus building, 7<sup>th</sup> Floor Monday to Friday during working hours within seven days of the first day of announcement on the newspaper.