



**MARIE STOPES**  
Uganda

## Terms of Reference for Process Evaluation of the CSM Behavioural Change and Communications/Condom use interventions in Uganda - 2017

### 1. Background

MarieStopes Uganda (MSU) is a Family Planning (FP) organization. For over 20 years, MSU is renowned for providing a wide range of high quality, affordable, client-centred Sexual Reproductive Health (SRH) services to men, women and young people. MSU is part of the MarieStopes International (MSI) global partnership, with a presence in 37 countries. MSU services are delivered through a mutually reinforcing multi-channel approach to maximize impact and expand access. These include contraceptive social marketing (CSM) static centres, MS ladies, and Hotline.

To date, CSM is implementing a number of interventions that include bar activations, road shows, concert sponsorships, TV and radio adverts, club activations and lifeguard drives. Furthermore, prior to end of 2015, CSM engaged services of two major distributors Kiboko enterprises and Abacus pharmaceuticals in an effort to expand access points to MSU products and reduce operational costs.

As MSU approaches end of QTR3 of 2017, there is need to assess the effectiveness of the BCC interventions and document lessons learned during the implementation.

MSU is therefore desirous of conducting a process evaluation that will inform decisions regarding replication/scale up the BCC interventions

### 2. Purpose, objectives and Scope of work

The overall objective is to assess the performance of BCC interventions and to determine the extent to which the interventions are reaching the targeted communities.

**Specifically, the process evaluation questions that MSU seeks to answer are;**

- Reach: Is an adequate part of the target group being reached over time?
- Coordination: Are communication activities taking place on schedule and at the planned frequency
- Scope: Is communication effectively integrated with the necessary range of audiences, issues and services?
- Quality: What is the quality of communication (messages, media and channels)
- Feedback: Are the changing needs of target populations being captured?
- What are some of the obstacles to effective implementation of BCC targeting improvement in condom use
- To what extent have these activities generated unexpected effects? If so, what were the effects and who has benefited?
- What would have made these initiatives more effective?

The process evaluation will also inform decisions on continuation and/or reshaping of interventions targeting the Most at risk populations in the targeted

districts.

### 3. Methodology

MSU will leave it at the discretion of the consultant to use the standard acceptable methodologies used within their operations. However, MSU expects that such methodologies will include a mix of both direct interviewing techniques, as well as indirect/observational methods. MSU will require the consultant to analyse data and prepare a report or reports that answer the research questions above. In addition, MSU will require that the consultant avails the original database to MSU staff to conduct any additional analysis and reporting.

### 4. Ethical Considerations

The process evaluation will need to be conducted in accordance with the principles outlined in the MSI standards and Ethical Guidelines. The selected consultant (s) will need to address evaluation ethics and to protect the rights and confidentiality of information providers, provisions to store and maintain security of collected information and protocols to ensure anonymity and confidentiality.

The evaluator will remain impartial and will not act as a representative of any party throughout the process. To ensure that the key ethical principles involving human subjects are followed, each potential respondent will be given full information about the process including upholding their rights, and how the information collected will be used.

They will also be informed that all data will be kept confidential, being only accessible by members of the assessment team. Verbal consent is required from all adults who agree to participate. All participants will be informed of their right to discontinue their participation at any point and approaches for ensuring confidentiality will be described.

### 5. Skills and qualifications

- MSU seeks to contract consultant that has demonstrated experience in evaluating BCC interventions.
- Advanced university degree in communication, public health, social sciences or other relevant studies.
  - At least 5 years of experience in the area of communication, HIV prevention interventions, communication for behaviour change.
  - Experience in developing, implementation and monitoring of BCC strategies focused on Most at Risk Populations (MARPs) and social norms changes
  - Experience in developing communication tools/materials related to BCC strategies focused on Most at Risk Populations (MARPs)
  - Experience in development and implementation of specific BCC/condom use strategies in the area of MARPs will be an asset.
  - Flexibility in responding to the needs of MSU
  - Excellent command of English and excellent writing skills

### 6. Logistics and procedures

The consultant will be responsible for all logistics and procedures related to data collection, data analysis and reporting. As part of the bidding process, MSU will require an itemised budget from the contenders and will decide on which provider is most feasible to contract. Upon award of contract, the consultant will manage all logistical and financial aspects of conducting the evaluation, independent of MSU. MSU will however pay contractual funds as per MSU terms before, during and after acceptance of the deliverables.

### 7. Outputs

#### 1. Inception report - two weeks after the signing of the contract and should include:

- a) Detailed description of evaluation design
  - b) Draft list of possible interviews
  - c) Defined methodological approach to the assignment
  - d) Clearly outlined work plan including timelines and strategies for each phase of the evaluation.
2. An analytical framework that includes evaluation questions, indicators, and the related data collection method(s)

#### 3. Draft process evaluation report – 3 (three) weeks after the signing of the contract

- a) To include lessons learned and recommendations

#### 4. Final Report.

### 8. Reporting and Contracting arrangements

This activity will be supervised by the RM&E Manager and RME officer, while the CSM Manager will be closely associated to the discussion and review of the final products.

### 9. Remuneration

The contract award amount will be based on itemised budgets submitted by consultant with professional service fees allowed for. However, MSU has an internal cap on contract amount. Bidders are therefore encouraged to propose reasonable award amounts.

### 10. Proprietary rights

Outputs delivered under this consultancy contract will remain the property of MSU, as per MSI's General Conditions of Contract for such assignments.

11. Submission of proposals and selection process  
Send proposals to Procurement through email or hand deliver to

**Att: Mercy Lapolo,  
Procurement & Logistics Unit  
Marie Stopes Uganda  
Plot1020, Kisugu- Muyenga  
P.o.Box10431, Kampala or  
Email [mercy.lapolo@mariestopes.or.ug](mailto:mercy.lapolo@mariestopes.or.ug)**

Deadline for receipt of the application is **14th September 2017 by 5.00 pm.**