



**Terms of Reference for PSL Consultancy to Develop Village Health Support Group
Behaviour Change Communication Package**

<p>Background and goal</p>	<p>Partnering to Save Lives (PSL) is a partnership between the Ministry of Health (MoH), CARE, Marie Stopes International Cambodia (MSIC), Save the Children and the Australian Department of Foreign Affairs and Trade (DFAT). The program goal is to save the lives of women and neonates through improved quality, access and utilisation of reproductive, maternal, newborn health (RMNH) services. PSL is mandated to support six components of the MoH’s Fast Track Initiative Roadmap to Reduce Maternal and Newborn Mortality (FTIRMN), including behaviour change communication (BCC). PSL focuses on holistic RMNH service provision in the underserved north-eastern provinces of Kratie, Mondulkiri, Ratanakiri and Stung Treng. PSL supports family planning services and training on safe abortion in an additional 17 provinces across the country. PSL also works to improve access to RMNH information and services for vulnerable young women working in garment factories in Phnom Penh and Kandal. In 2014, PSL developed a BCC Framework that focuses on particular vulnerable groups: ethnic and linguistic minorities in the north-east, garment factory workers, and people living with a disability. In 2015, PSL intends to produce an integrated package of materials that can be used by village health support group (VHSG) volunteers to support RMNH BCC with community members in the four north-eastern provinces. These materials should be inclusive of ethnic/linguistic minorities and people with disabilities. This package will include:</p> <ul style="list-style-type: none"> • 15 to 30 pictorial materials that can be used in group work with non-Khmer speakers/readers and those with communication impairments • 6 to 10 digital audio recordings in key ethnic minority languages to be used in a variety of activities/channels (e.g. on CDs to accompany the pictorial materials in group work; broadcast over the radio and/or through interactive voice response systems on mobile phones) • 2 to 4 games/activities that can be used by VHSGs as part of group discussions in the community, to make the discussions more interactive and entertaining.
<p>Executorial requirements</p>	<p>This consultancy includes the development of three related products. Bidders must be able to demonstrate the relevant skills and experience internally and/or within sub-contractors to deliver all three products within the requested timeframe. Details of the format and the content of each product will be developed by the successful bidder, in collaboration with the PSL partners. Field research and testing will be needed to ensure the effectiveness and appropriateness of the materials for the intended audiences.</p> <p>Product 1 – Pictorial materials The selected bidder will be required to design pictorial materials that can be used by VHSGs to communicate with community members about healthy RMNH behaviours. Images should be adapted or developed that are inclusive of up to four key ethnic minorities, people with disabilities and unmarried women.</p> <p>Product 2 – Audio materials The selected bidder will be required to develop digital audio recordings of original content based on the PSL BCC Framework. This may include translations or adaptations of dramas developed for PSL under a sub-contract with Media One.</p>

	<p>Chants, songs and testimonials are also popular with ethnic minority groups. Recordings should be in up to four key local languages (Tampoun, Phnong/ Bunong, Jarai, Kreung). The recordings can be used by VHSGs to promote healthy RMNH behaviours within the community, but may also be utilised through radio and community broadcasts and/or interactive voice response systems on mobile phones.</p> <p>Product 3 - Games</p> <p>The selected bidder will be required to develop games or activities that can be used by VHSGs during their group discussions in the community (and potentially in other community settings). Each game or activity should relate to one of the RMNH FTIRMN behaviour areas (see Communication Objective above) based on insights and key messages presented in the BCC framework. These will be used to initiate conversation and interaction with the audience. Each game shall include:</p> <ul style="list-style-type: none"> • Ideal audience • Ideal setting • Objectives • Materials needed • Directions • Key message/s • Length/Duration <p>If games/activities require materials to be produced, the bidder will also be responsible for creative design (production print-ready graphic files).</p>
<p>Timeline and deliverables (NB This timeline is indicative. Bidders may submit a revised timeline that they feel is realistic for the development of quality products in line with the specifications.)</p>	
<p>Activity/deliverable</p>	<p>Deadline</p>
<p>Planning meeting with PSL BCC Working Group</p>	<p>End of week 1 after signing contract</p>
	<p>End of week 2</p>
<p>Deliverable 1: Submit draft description of products for review</p>	<p>End of week 3</p>
<p>PSL submits feedback</p>	<p>End of week 4</p>
<p>Deliverable 2: Submit final product description</p>	<p>End of week 5</p>
	<p>End of week 6</p>
<p>Deliverable 3: Submit the first draft design for the pictorial products. Submit the first draft of audio content Submit the first draft of the games/activities.</p>	<p>End of week 7</p>
<p>PSL submits feedback</p>	<p>End of week 8</p>
	<p>End of week 9</p>
<p>Complete field test revised drafts of products</p>	<p>End of week 10</p>
<p>Deliverable 4: Submit final draft of products for MoH review/sign-off</p>	<p>End of week 11</p>
<p>PSL submits MoH feedback</p>	<p>End of week 12</p>
<p>Deliverable 5: Make any small final changes required for approval of the products by MoH.</p>	<p>End of week 13</p>
<p>Deliverable 6:</p> <ul style="list-style-type: none"> • Submit the final version of pictorial materials in print-ready graphic format, together with a low-resolution pdf version for sharing. • Submit master copies of the digital audio content in four languages. • Submit the final games/activities in print-ready graphic format, together with a low-resolution pdf version for sharing. 	<p>End of week 14</p>
<p>Submission requirements</p>	<p>Prospective bidders should submit:</p> <ul style="list-style-type: none"> • Samples of similar work completed. • Credentials of consultant/team members and any sub-contractors. • A list of previous clients with contact details.

	<ul style="list-style-type: none"> • Budget (including 15% withholding tax). • Timeline.
<p>Evaluation criteria</p>	<p>Bids will be assessed on the basis of:</p> <ul style="list-style-type: none"> • Skills and experience of the consultant/team and any sub-contractors. • Evidence of successful completion of similar products. • Ability to work with ethnic and indigenous groups in the NE in a collaborative and consultative manner, understanding the differences between Khmer and target ethnic indigenous groups. • References from previous clients, including evidence of flexibility to make changes. • Timeliness. • Value for money.