



Caritas
RWANDA

Nyarugenge, KN 16 AV 30 B.P.124 Kigali, Tel. (250) 574295 Fax: (250)574254
E-mail : info@caritasrwanda.org Web site: www.caritasrwanda.org

TERMS OF REFERENCE TO HIRE CONSULTANT TO DEVELOP THE FAMILY PLANNING SOCIAL BEHAVIOR CHANGE COMMUNICATION STRATEGY

1. BACKGROUND

Caritas Rwanda is a non-profit organization officially registered, with the mission to assist people in needs and foster for the whole human being. Caritas Rwanda has more than 60 years of working experience in building poor families' resiliency through development, social welfare, and health interventions.

Caritas Rwanda has signed a framework agreement with Rwanda Biomedical Centre through Maternal Child and Community Health Division to implement family planning interventions aiming at increasing uptake of family planning in Catholic co-managed health facilities and catchment communities.

2. RATIONALE

As described in the signed agreement between Rwanda Biomedical Centre (RBC) and CARITAS Rwanda, before the actual implementation of project interventions, there should be two main studies: One was a needs assessment to be commissioned by CARITAS Rwanda to deeply understand the factors that either inhibit or those which could motivate the increase of uptake of Family Planning methods and utilization of related services in Catholic co-managed health facilities and their catchment communities. Therefore, the assessment findings will inform on strategic interventions and baseline information for results framework of the project. The second was to carry out knowledges, attitudes, and practices of communities among population aged of 15- 49 years regarding the utilization family planning services in 10 Caritas Diocesan HFs and their catchment communities.

Based on the two mentioned studies, it is in this regard that CARITAS Rwanda wishes to hire an individual consultant with the required capacity to develop the Family Planning SBCC Communication Strategy with main objective of better orient communication and awareness strategies for the increase of uptake of family planning in co-managed Catholic health facilities and community's catchment areas.

3. MAIN OBJECTIVE AND PURPOSE OF THE CONSULTANCY

The main objective of the development of the Family Planning SBCC Communication Strategy is to better orient communication and awareness strategies for the increase of uptake of family planning in co-managed Catholic health facilities and community's catchment areas.

The consultant is expected to develop an SBCC Communication Strategy and Action plan for its implementation, proposed indicators and methods to assess the impact of the communication effort on the targeted audiences and A Draft Budget.

4. SCOPE OF THE CONSULTANCY AND TERMS OF REFERENCE

The local Consultant is expected to:

1. Identify and review all available strategic documents and materials on Family Planning;
2. Prepare and organize consultative meetings, workshops and field visits;
3. Develop the Family Planning SBCC Strategy (3-5 Years) which should include:
 - ✓ Brief summary of the situation analysis;
 - ✓ Audience analysis including identification of priority audiences, their characteristics, barriers and facilitators, segmentation and influencing audiences;
 - ✓ Communication objectives;
 - ✓ Approaches for achieving objectives;
 - ✓ Identification of communication channels to disseminate messages- proposal for key messages, tailored for each of the proposed channels, to drive the desired change in line with the proposed communication objectives, and different formats, taking into account the possibility of using various formats as appropriate such as text, graphics, imageries, infographics, video, printed materials, etc. for targeting the different audiences identified in the analysis;
4. Prepare and organize a workshop with the Health Promotion and Social Determinant of Health Technical Working group to review the draft Family Planning Strategy;
5. Update/develop appropriate Family Planning SBCC messages and recommend materials to be used in the Family Planning SBCC Strategy;
6. Produce a final report.

5. KEY DELIVERABLES

1. A Desk Review report;
2. Family Planning SBCC Strategy;
3. Final technical report.

6. TIMELINES

This assignment is expected to be implemented within a timeline of thirty (30) days starting from the date contract signature. The Consultant will be required to work closely with CARITAS Rwanda, Health Department for the guidance and approval of the final report of the development of the FP SBCC Communication Strategy.

7. REQUIREMENTS FOR THE CONSULTANCY

The local Consultant should meet the following:

- Having a Bachelor's degree in communication with a minimum of 15 years of experience in Communication, Health Promotion and/or Social Behavior Change Communication;
- Having proven previous experience in developing health related communication strategies in Rwanda health sector;
- Having proven previous experience in the process of review and approval of health related messages and materials;
- Having previous experience in managing awareness campaigns preferably in the health sector;
- Excellent interpersonal skills required, including strong professional communication ability;
- Being familiar with the health promotion structure and;
- Strong written and spoken English and Kinyarwanda ability;
- A brief proposal written in English describing the background, methodology and timeline (Maximum 4 pages);

8. MANAGEMENT AND REPORTING

The Consultancy shall be managed by Caritas Rwanda. The Consultant will report to the Caritas Rwanda /Health Department and to the Maternal, Child and Community Health Division Manager at Rwanda Biomedical Centre (RBC) and Caritas Rwanda.

9. SUBMISSION

The application document should include:

- Letter expressing interest to carry out the consultancy service required;
- Detailed CV (Maximum 4 pages) of the Individual Consultant;
- Notarized Bachelor's degree in communication;
- Technical proposal including the understanding of intended scope of work;
- Provide a copy of the company registration certificate (Issued by RDB);
- Provide the copy of RRA VAT registration certificate;
- Provide the copy of Proof of EBM Possession;
- RSSB clearance Certificate;
- RRA Tax Clearance certificate;
- Good completion certificates from the previous similar service conducted (at least 3 certificates of successful similar work in the last 5 years);
- Financial proposal for the Consultancy service;

N.B: Submission of all administrative documents listed above is mandatory and non-submission of one of said documents will cause the rejection of the offer.

10. SELECTION CRITERIA

Applications will be assessed on cost reasonableness (30%) and technical competence (70%). Only those who successfully passed the technical evaluation (70% of the 70%) will be assessed for financial step.

11. PAYMENT MODALITIES

The successful Consultant will be awarded a contract by Caritas Rwanda that will be directly supervising the assignment as well as paying the Consultant. The first payment of 40% will be paid upon the receipt of the inception report, Draft report (20%) and final payment (40%) will be paid upon the receipt of the final FP SBCC Communication Strategy report approved by Caritas Rwanda.

12. HOW TO APPLY

Interested companies/firms are requested to submit their technical and Financial proposals in sealed envelopes (1 original and 2 copies) to the Caritas Rwanda Secretariat no later than Wednesday, 8th June 2022 by 3:00Pm. The public opening will be the same day at 3:30Pm at the conference room of Caritas Rwanda located at KN 16 Av 30.

Done at Kigali on 1st June 2022

Prepared by:



Doctor Prince Bosco KANANI, MHCDS
Director, Health Department

Approved by:

Father TWAGIRAYEZU Jean Marie Vianney
Secretary General Caritas Rwanda

