Terms of Reference

Consultant to facilitate development of a Strategic Communication Plan for Digital Birth Registration in Kwale and Kilifi Counties using Communication for Behavioral Impact (COMBI) methodology

Part of:

Tulinde Tusome Project: “Creating safe and protective spaces for improved learning in Kwale and Kilifi Counties, Kenya”

KINDLY NOTE:

How to Apply: Hard copies of the technical and financial proposals should be sent to: Plan International Kenya tender box located at the main reception.
1.0 Introduction

The purpose of this ToR is to outline the need for development of a strategic communication plan for Digital Birth Registration (DBR) in Kwale and Kilifi Counties using Communication for Behavioral Impact (COMBI) methodology. The overall goal of a COMBI is social mobilization directed at mobilizing all societal and personal influences on an individual and family to prompt individual and family action. It is a process intended to engage individuals and families in considering recommended behaviours and to encourage the adoption and maintenance of those behaviours. The specific COMBI plan under this ToR will be used to bring about an increased understanding of and demand for birth registration and certification in Kwale and Kilifi Counties.

1.1 Civil Registration Services (CRS)

The Civil Registration Services in the Ministry of Interior and Coordination of National Government is a Government agency responsible for registration of vital events occurring in Kenya and of Kenyan nationals’ resident abroad. Internationally, Vital Events include: live births, deaths, foetal deaths, marriages, divorces, adoptions, legitimation, recognition, annulments, and separation. However, Civil Registration Services in Kenya is mandated to register births, deaths, legitimation and recognition.

1.2 Plan International Kenya

Plan is an international child-centred community development organization without political, religious or governmental affiliations. Plan’s vision is of a world in which all children realize their full potential in societies which respect people’s rights and dignity.

Plan Kenya’s country goal is transformed institutions and societies that respect and fulfil rights of all children in Kenya. This is in tandem with the Plan Global Programme Framework and the Kenya Vision 2030 development strategy which aims to provide a high quality of life to all its citizens by the year 2030.

To contribute to this goal, Plan Kenya is guided by the new Country Strategy Plan (CSP) (FY 2016-2020) anchored on 4 technical focus areas namely quality health, child protection, youth employability & community resilience and basic quality education & early development. Vital civil registration (especially birth registration) will be among the interventions under child protection in the new Country Strategy Plan. In
facilitating the fulfilment of children’s rights, Plan Kenya works as a facilitator by creating spaces for engagement at grassroots, district and national levels in order to effectively address the systemic hindrances to realisation of child rights to survival, development and protection. This is aimed at enabling different development actors to come up with strategies for addressing the root causes and ensure sustained fulfilment of child rights.

Plan commenced its operation in Kenya in 1982 and currently works in seven rural Programme Units in Kwale, Kilifi, Tharaka, Machakos, Kisumu, Homa Bay and Bondo, and in the Urban Programme Unit of Nairobi.

2.0 Project Summary (Tulinde Tusome)

<table>
<thead>
<tr>
<th>Title</th>
<th>Tulinde Tusome: Creating Safe and Protective Spaces for Improved Learning in Kwale and Kilifi Counties, Kenya</th>
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<tbody>
<tr>
<td>Project Overview</td>
<td>In partnership with Department of Foreign Affairs, Trade and Development (DFATD) Canada, Plan is implementing the 5-year project Tulinde Tusome: Creating Safe and Protective Spaces for Improved Learning in Kwale and Kilifi Counties, Kenya. The project will support the intersecting areas of education and child protection to keep children safe in schools. Tulinde Tusome aims to achieve its overall objective by strengthening child protection structures and mechanisms in schools and communities by increasing the ability of children, parents, teachers, community members and local authorities to prevent, detect and respond to violence. Children’s right to identity will be promoted through enhancement of the existing national Civil Registration and Vital Statistics System. A mobile application will be developed in collaboration with the Civil Registration Services in support of their mandate for universal birth registration. Local duty bearers, parents and caregivers will be engaged in a behaviour change communication campaign to improve both registration and certification of girls and boys. Quality education environments will be supported by meaningful participation of all children in school activities with specific consideration for those marginalized by gender, ability, or background; capacity building for teachers and school management; and necessary infrastructure to support</td>
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learning. Child protection and education policies will be reinforced by building the commitment of decision makers at county and national levels to prioritize effective implementation of these policies.

**Project Goal and Outcomes**

The project’s **ultimate outcome** is improved access to protective and quality school and community environments for children, particularly vulnerable girls and boys, in Kwale and Kilifi Counties.

The scope of this TOR will contribute to the outcomes related to Birth Registration which are highlighted below:

**Intermediate Outcome 1:** Increased responsiveness of duty bearers to effectively address children’s right to identity and to prevent and respond to School Related Gender Based Violence affecting vulnerable children, particularly girls in Kilifi and Kwale.

**Immediate Outcome 1.2:** Improved and integrated civil registration and vital statistics systems and processes for efficient birth registration for girl and boy infants and children in Kwale and Kilifi counties.

**Main project activities**

Key activities that will contribute to the Birth Registration outcomes highlighted above include:

- Design, development, testing and deployment of an enhanced Civil Registration and Vital Statistics System (CRVSS) and mobile solution.
- Capacity building on operating and maintaining the new solution
- Implementation of a Behavior Change Communication campaign to promote increased rates of birth registration and certification
- Capacity building on production, analysis and dissemination of vital statistics
- Engagement in national dialogues and policy activities

**Implementation Areas**

The project will be implemented in Kilifi and Kwale counties.

**Expected Reach**

The project will directly benefit 65,000 girls and 55,000 boys as well as 35,000 women and 25,000 men through county level education and child protection activities. The indirect beneficiaries include those who will benefit from county and national child protection, policy and
advocacy activities (an additional 350,000 girls and 350,000 boys, as well as 500,000 women and 500,000 men).

3.0 Introduction to Communication for Behavioral Impact (COMBI) methodology and the consultant assignment:

Conventional “Information-Education-Communication” (IEC) and advocacy/promotion programmes have been able to increase awareness and knowledge but have not been as successful at achieving behavioural results. It is clear that informing and educating people, while critical, are not sufficient basis for behavioural responses. It is one thing to know, another to do. And while increasing awareness and knowledge is essential, it is sadly insufficient for achieving behavioural outcomes. Behavioural impact will emerge only with effective communication programmes, purposefully directed at behavioural goals, and not directed just at awareness creation, or advocacy or public education. Applied to birth registration, it is relatively easy to get people aware and informed of the benefits of birth registration and certification, but quite another thing to get both male and female parents and guardians to actually take the step to have births events registered and pick-up birth certificates.

Communication for Behavioural Impact (COMBI), based on the private sector approach of Integrated Marketing Communication (IMC), offers a dynamic approach to achieving behavioural results in social development, and not just results in terms of increased awareness and knowledge.

The behavioural result aimed for in Digital Birth Registration in Kilifi and Kwale will be achieved only with effective public and personal communication that overcomes the barriers faced by male and females which deter acceptance of the recommended behaviour. At the minimum, communication efforts in this area will need to go beyond hastily produced posters and pamphlets which often dominate the health/social development communication field in so many countries.

Over the past twelve years, the World Health Organisation has applied the COMBI approach successfully to a variety of health issues such mass drug administration for Lymphatic Filariasis elimination in Zanzibar, Sri Lanka, Kenya among others. Various UNICEF country and regional offices have also been applying the COMBI approach to promote perinatal care, youth HIV/AIDS prevention, maternal health, Early Childhood
Development, juvenile justice, child protection, birth registration, and safe motherhood.

This Strategic Communication Planning/COMBI training workshop will draw on these international experiences and prepare participants to apply the COMBI planning and implementation approach to Digital Birth Registration.

**Consultancy assignment/scope**
This consultancy entails three main activities that define the scope;

i. Conduct a needs assessment and desk review to identify key requirements and expectations of the COMBI plan. Project documents will be shared with the successful consultant to aid in the desk review, including the Project Implementation Plan, Gender Equality and Child Protection Assessment and the Baseline Study.

ii. Conduct a COMBI training for digital birth registration and certification for Tulinde Tusome project staff, Civil Registration Services (CRS) staff and potential CRS partners

iii. Develop a strategic communication plan for improved community understanding of the importance of birth registration and accessibility of services and increased uptake of birth registration and certification in Kilifi/Kwale counties using COMBI methodology, specifically addressing barriers and opportunities for males and females in the uptake of services. See attached annex A

4.0 **Required activities, deliverables and allowed timeframe**
The consultant will be responsible for facilitating and guiding discussions as specified in the table below:

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<thead>
<tr>
<th>Deliverables</th>
<th>Schedule/days/when/where</th>
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<tr>
<td>1. Develop a detailed agenda for all the sessions/workshops with specific content and facilitation strategy for each session.</td>
<td>Item 1 at Consultant location</td>
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<td>2. Conduct COMBI training:</td>
<td>Item 2 in Nairobi</td>
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<td>a) 2 day needs assessment and preparation of agenda/materials for COMBI Workshop</td>
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<td>b) 6 day workshop on COMBI methodology and process (to be used in the design of strategic communication plan for digital birth registration and</td>
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certification in Kilifi and Kwale counties) for Tulinde Tusome project staff, CRS staff and potential CRS partners. This includes a review of key gender equality issues and proposed solutions through the completion of Annex A: GE Integration

3. Develop a strategic communication plan for digital birth registration in Kilifi/Kwale counties using COMBI methodology:
   5 day field work in Kwale/Kilifi County (where COMBI methodology will be used) with regard to behavioural challenges in the Digital Birth Registration and Certification. This involves and not limited to;
   a) Reviewing the process of Birth Registration and Certification with Tulinde Tusome project staff, CRS staff and potential CRS partners
   b) Interviewing a wide range of families (women and men, girls and boys) in Kwale/Kwale County with respect to facilitating and constraining factors in Birth Registration and Certification (including Digital Birth Registration) with an emphasis on gender related barriers and opportunities and for most vulnerable groups such as single mothers, teen mothers, parents and caretakers with disabilities, guardians of orphans and vulnerable children, etc.
   c) Reviewing of various communication channels (mass media, social media, and interpersonal communication) which can be used to engage women and men, girls and boys and communities. Specific communication channels should be identified bearing in mind constraints of time, language, access etc. for women and men, girls and boys.

4. 10 working days to write full detailed COMBI plan for digital birth registration in Kilifi and Kwale counties. The GE Integration for COMBI tool be completed and reflected in the COMBI plan.
   Consultant should allow 10 days for CRS and Plan International to review the draft COMBI plan. A final COMBI plan will be submitted after integrating feedback from both parties.

Duration of the assignment:
Preparations, sessions, field work and reports writing 23 days

Duty station:
The consult will work both in Kwale/Kilifi and his/her own office 8 days in Nairobi
5 days in Kilifi/Kwale
10 days in his/her location

Supervisor:
Plan International Kenya
Advocacy Advisor
Plan International IH

Plan International Kenya

Count Every Child Manager

Tulinde Tusome
Project Manager

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<th>Schedule</th>
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<td>Some activities running Monday to Saturday</td>
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5.0 Qualification or specialized knowledge/experience required for the assignment:

1. Advanced university degree in communications
2. At least 15 years’ experience working with International Non-Governmental Organisations in strategic communication and advocacy strategies development
3. Designed and facilitated training on COMBI methodology for at least 10 different programmes/thematic areas with at least one in area of Birth Registration.
4. Extensive experience with planning and implementing communication plans in the areas of child rights (health, education, protection) and gender equality
5. Experience of developing gender sensitive COMBI plans an asset
6. Developed at least two advocacy and communication strategy on issues of birth registration, maternal and child health, gender equality and other child rights programming
7. Evaluated at least three (3) COMBI Programmes
8. Excellent communication and facilitation skills
9. Strong analytical and report writing skills
10. Fluency in English
11. Knowledge of African culture and social systems an asset
12. Knowledge of Birth registration systems/processes

6.0 Consultant/Bidders are asked to provide:

1. A detailed technical proposal clearly outlining the proposed methods for facilitation of the workshops and development of the deliverables.
2. Curriculum Vitae(s) of proposed consultant outlining relevant education and experience facilitating similar workshops.
3. Clear reference to child protection and gender equality experience should be made where applicable.

4. A financial proposal with a detailed breakdown of costs for facilitating the workshop and producing required deliverables.

5. A clear breakdown of level of effort of the proposed individual consultants

6. Firm/individual consultant profile containing:
   - Physical address of the firm/individual consultant
   - Telephone contacts of the firm/individual consultant
   - Names and contact information of two references who can be contacted regarding similar work done in the past by the firm/individual consultant
   - Clear documentation of roles of participating/facilitating consultant
   - Copies of registration certificates

7.0 Disclosure of Information/Child Protection

It is understood and agreed that the consultant shall, during and after the effective period of the contract, treat as confidential and not divulge, unless authorized in writing by Plan, any information obtained in the course of the performance of the Contract. Information will be made available for the consultant on a need-to-know basis. The selected consultant will commit to respect Plan’s Child Protection Policy to prevent any harm from participating children and youth.

*See attached annex B (a and b)*

8.0 Proprietary right

The reports and data generated as a result of the trainings/assigned work shall remain the property of Plan International. No portion of the report shall be reproduced except with permission from Plan International.
9.0 How to Apply

All applications received, by the submission date will be reviewed by a selection committee based on pre-determined objective criteria. Upon selection, the consultant(s)/consulting firm would be invited for a discussion and requested to submit a soft copy detailed inception report and work plan prior to commencing the assignment. Technical and financial proposals, should be sent separately clearly marked “Tulinde Tusome: Creating Safe and Protective Spaces for Improved Learning in Kwale and Kilifi Counties, Kenya - development of a Strategic Communication Plan for Digital Birth Registration using COMBI methodology and addressed to:

Plan International Kenya.  
Oloitokitok Road, Lavington  
Methodist Ministries Centre,  
Block C, Ground Floor  
P.O. Box 25196-00603  
Nairobi, Kenya

Closing date for submission of the application is: 30th-September-2015

10.0 Annexes

Annex A: GE Integration for COMBI plan  
Annex B (a): Plan International Child Protection Policy  
Annex B (b): Child Protection Acknowledgement