TERMS OF REFERENCE

Annual Program Communication and Documentation.

BACKGROUND

1.1 About Plan International

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.

ECCD is a core programming area in Plan International titled “The Right to a healthy Start in Life. The Regional of East and Southern Africa (RESA) RO based in Nairobi, Kenya supports 12 countries in the region. All these countries work directly and or through partners to implement a broad range of ECCD programs in a number of contexts (urban; post conflict and rural) targeting the poorest and most excluded children, including girls, children with disabilities, children affected by AIDS and children affected by conflict and disasters among others.

1.2 Community Led Actions (CLAC) in RESA

RESA in collaboration with several countries in the region is propelling an approach titled Community-Led Action for Children (CLAC) to deliver its ECCD programs. The CLAC approach aims to address causes of family and child vulnerability and focuses on children’s overall well-being status in key areas of health; nutrition; cognitive and psycho-social development; and protection. School readiness and transitions to primary education are central aims as proxy measures for the child and his or her family being healthy, stable, with basic needs met, ready to learn and thrive. Local civil society organizations, community associations, and community volunteers are integral actors in the model, which was designed to be community-led and self-sustaining. The approach is hinged on four interwoven objectives that include 1) Parenting Education on holistic child development and well-being; 2) Early Learning Programs for one or two years before formal schooling; 3) Transitions to Primary schooling; 4) Partnerships and Policy Advocacy for integration, collaboration, and sustained government buy-in/support.

1.2 About CLAC2 ECCD Project

Plan Kenya and Mozambique acquired complimentary funding support (CLAC2) from Conrad N. Hilton Foundation (CHNF) channeled through Plan international USA and Finland Ministry of Foreign Affairs (FinMFA) to expand, strengthen and enhance the CLAC program in targeted communities so as to increase its sustainability and impact. CLAC2 will specifically aim to
a) Enhance Quality of the parenting education to promote parenting empowerment
b) Enhance Quality of early learning programs with greater attention to enrollment of the most vulnerable children;
c) Bolster a referral mechanism that will address holistic child development needs of CABA and other vulnerable groups without stigmatizing those who receive services;
d) Influencing ECCD-related policy development, partnerships, and programming utilizing rigorous evidence-based data.

2.0 Purpose for the consultancy

2.1 Purpose

CLAC2 - ECCD annual program communication and documentation will focuses on
a) Informing Plan’s donors, supporters and the general public about CLAC model;
b) Cross country learning for both internal and external dissemination,
c) Enhancing partnership and fundraising for ECD – CLAC model
d) Knowledge management -documentation of lessons learned and best practices.
e) Promotion of replicable elements and best practices within the CNHF grantee network and to government and nongovernment partners in the two countries and wider region.

f) At least one paper submission / speaker representation at a leading industry conference such as Comparative and International Education Society (CIES) or international AIDS Society.

2.2 Areas of interest
CLAC2 project is funded by both Conrad N. Hilton Foundation (CHNF) channeled through Plan international USA and Finland Ministry of Foreign Affairs (FinMFA) channelled through Plan International Finland. The specific areas of donor interests are:
- FinMFA: The communication objectives will seek to address:
  - Children of 0-8 years old
  - Inclusion – Children with disability
  - Transition activities
- CHNF: The communication objectives will seek to address
  - Children O-3 years old
  - Enhanced inclusion of Children Affected by Aids (CABA) portfolio.
  - Established Interaction with peer organizations - fellow grantees in the Conrad N. Hilton Foundation’s (CNHF)
  - Enhanced Male engagement/participation in parenting
  - Enhanced referral mechanism

3.0 SCOPE AND COVERAGE
The exercise will be done in both Kenya and Mozambique countries and will cover the 4 cornerstones of the model.

1) Parenting Education
   - Increased participation of most vulnerable families in the parenting groups, with special emphasis on CABA, disability and extreme poverty;
   - Increased participation of fathers and male guardians in child well-being;
   - Strengthened parenting methodology for home visits between sessions.
   - Village Savings and Loans Association (VSLA) activities
   - Compressive look at ECCD that is malnutrition in ECCD and ECCD in Emergencies.

2) Comprehensive Early Learning Programs:
   - What are the basic requirements for a community to set up and run a low cost ECCD center
   - How best the community can support the ECCD center.
   - Inclusiveness: how children with disability, special need like CABA, girls and boy can participate equally in the early learning.
   - How both boys and girls can be retained in school to enable them participate equally in the early learning program.

3) Transitions to Primary schooling
   - How does the community support the Children after early learning

   - Sustainability of the project.
   - How the project can work closely with all level of Government to support the ECCD activities
   - Payment for the care givers/ animator by the government or community
   - What is the impact on Policy? How have they implemented the policies? Who are the players?
   - ECCD integration in other projects.
A special area of focus will include the project research work going on in both countries with Stellenbosch University for CLAC1 sites.

**Monitoring document:**
The documentary should serve as a lively monitoring documentary that:

- Captures and document project lesson learnt and best practices.
- Shows the audience how the CLAC2 project brings positive change along the continuum of Early Childhood Care and Development to the respective communities

**Promote approaches of Plan International:**
The documentary should be able to engage the audience through interesting stories and at the same time highlight the approaches applied by Plan International on this project, making it convincing enough to be an advocacy tool to other stakeholders, either for replication or policy improvement purposes.

**Principles**
- Working in close collaboration with Plan International from the planning stage to ensure that messages for and from the documentary are well understood, taken and implemented properly and on the right track.
- Liaise with Plan International staff and designated individuals of the community and other partners /stakeholders on all contents in order to ensure accuracy and endorsement.
- The documentary has to be based on interviews with major stakeholders on the project implementation: beneficiaries, co-operating partners, and Plan International.
- The documentary will be produced in line with Plan International’s organizational standards and other institutional operational documents e.g. brand book

**Deliverables**
- Detailed production and post-production schedule for filming process
- Draft scripts, including proposed interview questions for the documentary films for comments by Plan International
- First cut of the documentary on DVD for comments by Plan International(long version 20minutes , short version 8minutes)
- Master of all interviews and other footage shot for the documentary on high quality DVD e.g. HD
- Submit all raw materials collected during the filming for any possible future production initiated by Plan International
- High resolution pictures to use for the booklet, case studies and for Plan International's use.
- Booklet (Incorporating the case studies, fact sheets and with high quality pictures) around 20-40pages

**Qualifications and competencies required**
The Consultant (individual(s), organization, or a TV production company) should have:
- Extensive experience in producing public information video films or TV programs, relating to the social and economic matters.
- Experience working with international organizations and/or international donors as well as in working with state institutions, NGOs and local authorities in Kenya and Mozambique.
- Solid experience of ECCD or Pre-School documentary production in Kenya and Mozambique
- Excellent technical capacities to ensure smooth and high quality production (video production staff, owner of its own video production studio or a documentary proof of an access to a rented video studio, etc.)
- Excellent planning and organizational skills
- Excellent ability to meet deadlines

**4.0 PROPOSED WORK PLAN**

This detailed work plan will be developed and finalized in consultation with the communication teams in RESA and Country Offices. Tentatively we propose a maximum of 28 working days for the exercise.
7 days working with Plan international Kenya

7 days working with Plan International Mozambique

14 days working with Plan International staff to edit exercise.

**Submission of Bids**

Technical proposal including consultants’ background and past experience, understanding of TOR, proposed consultancy content, methodology, consultants’ Curriculum Vitae and financial proposal detailing unit costs submitted to the email address indicated below, on or before **Wednesday 31st August 2016 by 12.00pm**. Please indicate “Program Communication and Documentation Consultancy” in the subject line of your email and address it to:

Plan International Inc  
Region of Eastern and Southern Africa (RESA)  
Nairobi Kenya  
Email; RESA.Procurement@plan-international.org

N/B Plan international RESA reserves the right to accept or reject any bid, in whole or in part and is not bound to give reason(s) for any of its decisions.