Strategic Communications Initiative in Kenya

Terms of Reference for a Strategic Communications Partner

1. Introduction:

KELIN and the International Planned Parenthood Federation European Network (IPPF EN) are collaborating on a Strategic Communications Project, which will develop and test new communications methodologies to build support for Family Planning and Sexual and Reproductive Health and Rights (SRHR) in Africa. We are seeking a strategic communications partner to support us in the development, testing and refinement of this new communications campaign.

2. Background on KELIN and IPPF EN:

KELIN is an independent non-governmental organisation whose mission is to promote and protect health related human rights through four key strategic objectives: advocating for the integration of human rights in legal and policy frameworks; facilitating access to justice in respect of human rights violations; developing the capacities of community based organisations and public benefits organisations within our relevant thematic areas; and initiating and participating in strategic partnerships towards strengthening rights based approaches. KELIN has four thematic areas: HIV, TB and Key and Affected Populations; Women, Land and Property Rights; Health and Governance; and Sexual and Reproductive Health and Rights.

IPPF EN works to advance the basic human rights of all people to make free and informed choices in their sexual and reproductive lives; to fight for the accessibility to high quality information, education and health services regarding sexuality and sexual identities, conception, contraception, safe abortion, and sexually transmitted infections, including HIV/AIDS. A key priority for IPPF EN, has been to ‘shape progressive and influential narratives on SRHR, seeing the potential of this work to bring about change, shifting public opinion. IPPF EN has worked with Member Associations and partners globally to pilot strategic communications initiatives projects in their own national contexts leading to concrete results.
3. What we are looking for:

We are seeking a strategic communications partner with significant experience delivering and/or supporting others to deliver communications campaigns in Kenya. Specifically the partner will provide technical guidance and leadership on the following -

1) **The development of new communications**: we have worked with market-based research provider to develop a report which outlines values, trends and attitudes towards Family Planning and SRHR in Kenya on a range of topics including - access to Family Planning services, social and gender norms, comprehensive sexuality education and FGM, and recommends new communications tactics for these issues. Drawing from this research, and other relevant sources of information we are looking to work with a communications expert to co-develop new messages and narratives, in the form of a communications campaign.

2) **Test new communications**: once developed, a key component of this work will then be to test the messages developed on targeted audiences to understand how they resonate. The communications expert would lead this work, developing and rolling out a context-specific message testing methodology. Taking steer from the communications expert, the tests will be conducted in the most effective ways available depending on the context; this might mean small focus groups, on-street surveys or other methods (including online approaches) that ensure reaching the target audience.

3) **Refine communications**: the communications expert would lead the analysis of findings from the message testing work, and develop a final analysis report.

4) **Finalise the development of our communications campaign in preparation for piloting**: with the analysis from the message testing phase, the communications expert will support the finalisation of new narratives, and any accompanying creative content required for our communications campaign.

4. Timeframe and Level of Effort:

We are looking to work with a communications expert beginning in mid-February and running until approximately June 2021. This will also factor in project onboarding, including taking part in a short remote workshop series on the theory and practice of strategic communications for SRHR and Family Planning attended by all involved project partners. We would like to set a clear number of days that we would work with the partner throughout this period, noting that the message testing phase will require the largest time commitment.

We are eager to hear from interested individuals on how they would approach the brief, however, in order to give a general steer on scope / scale, see below an estimated time commitment (noting this is a small-scale pilot) -
- **Project onboarding → approximately 3 working days** (this includes engagement in a short remote workshop series on the theory and practice of strategic communications with KELIN and IPPF, induction conversations and relevant background reading).

- **Supporting the development of new communications → approximately 3 working days** (noting this will be a small number of reframed communications and drawing on pre-existing values-based research. The role of the consultant will be to work with KELIN and IPPF to help package the research and their insights into a short number of punchy, newly framed messages for testing).

- **Message testing → approximately 15 - 20 working days** (this will include the development of a message testing methodology, roll out of message testing and the development analysis report. It is important to note that this is a small-scale pilot so message testing might take place in a small number of locations).

- **Message refinement and development of communications campaign → approximately 5 working days** (for the consultant to play an important technical guidance role to IPPF and KELIN in the final refinement stages in preparation for communication campaign roll out).

**Skills and qualifications:**

- Understanding and experience with the landscape on family planning and sexual and reproductive health and rights in Kenya and Africa;

- Experience delivering and / or supporting others to deliver strategic communications campaigns in Kenya;

- Knowledge of strategic and values-based communications work;

- Experience of developing and delivering context-specific, robust message testing methodology;

- Experience of facilitating focus group consultation work using mixed methods (both online and offline) as appropriate to the context and audience;

- Experience of analysing and condensing information into concise and compelling analysis report writing;

- Advanced oral and written communication skills;

- Knowledge of SRHR and Family Planning;
To Apply:

We are asking interested parties to submit to us a short proposal outlining how you would approach the brief, including your day rate and number of days required for each of the four deliverable areas by **Tuesday 23rd February 2021**.