

**TERMS OF REFERENCE**  
*Supporting Implementation of HPNSDP*

**Technical Assistance for  
IEC Consultant to Prepare Standard IEC Materials**

**1. Introduction:**

The Ministry of Health and Family Welfare (MOHFW), Government of Peoples Republic of Bangladesh is implementing the Health, Population and Nutrition Sector Development Program (HPNSDP) for a period of five years from July 2011 to June 2016, with the goal of ensuring quality and equitable health care for all citizens in Bangladesh by *improving access to and utilization of health, population and nutrition services.*

HPNSDP encompasses improving health services and strengthening health systems. Necessary technical assistance (TA) to MOHFW for facilitating implementation of HPNSDP has been planned with support from participating donors. Besides Technical assistance/ cooperation, agreed by MOHFW and relevant Development Partners (DP) at the beginning of the programme further TA requirements have been incorporated in the 32 operational plans (OP) of HPNSDP. MOHFW has incorporated this plan in the Programme Implementation Plan (PIP) of HPNSDP approved by the Executive Committee of the National Economic Council (ECNEC).

A 'Technical Advisory Committee' (TAC) composed of MOHFW and DP representatives led by the Joint Chief of Planning Wing, MOHFW, has been formed that meets regularly to review TA procurement status, consider TA requests and proposals and recommend for final approval by the Secretary, MOHFW.

To facilitate implementation of HPNSDP, DFID along with Australia Canada and Sweden has established a 'Joint Donor Technical Assistance Fund' (JD TAF) that follows the above mentioned process for providing TA. Crown Agent, DFID's Service Provider, is the ultimate procurement entity on behalf of DFID.

**2. Objective**

The purpose of this TA is to develop a standard IEC material package in order to increase awareness of mass population. Section 13 details the background and context of the assignment

**3. Recipients**

The recipient and central client will be the MOHFW, Government of the People's Republic of Bangladesh. The Consultants will work within the MOHFW under the day to day guidance from the Line Director-Information Education and Communication (IEC) OP (Director, IEM, DGFP).

**4. Scope of the Work**

The scopes of work for the consultant include



- i. Analyze existing IEC materials of the IEC OP, including website, e-bulletin, printed materials like brochures, posters, handbills, etc.
- ii. Assess effectiveness of existing IEC materials in disseminating required knowledge and information among the target message recipients
- iii. Identify the standard message internment capacity of the target message recipients
- iv. Develop a standard package of IEC materials in accordance to the message internment capacity of the target message recipients. There might be problem in the existing web-based application interface of IEC. So the consultants might also change, or even redesign some of those interfaces like website. Also if required, the consultant will have to update the existing IEC materials to increase the effectiveness.
- v. Recommend guideline for disseminating the standard package via website and other web based applications of IEC OP.
- vi. Identify methods and techniques for BCC/IEC package dissemination to address the regional variation in FP-MCH issues, especially in low performing and hard-to-reach areas. This should be in-line with regional service package of CCSDP OP. This might require designing the packages using the local dialect or any relevant mode so that the recipients in the areas can understand the message easily. For this, the consultant might update the existing BCC/IEC strategy.

## **5. Methodology**

Under the guidance of the LD, IEC OP, this particular assignment will require:

- i. Review relevant literature, reports and tools of the IEC and other similar initiatives;
- ii. Develop a tool for assessing capacity for IEC material design and development
- iii. Carry out in-depth interviews with stakeholders as necessary
- iv. Network and liaise with staffs responsible for communication within IEC, within other OPs/Implementing agencies of MOHFW and with private communication material development and dissemination service providers
- v. Undertake field visit in regions of Bangladesh to understand the communication needs and message adoption capabilities for the target message recipients.
- vi. Discuss with other relevant key informants as deemed required by the consultants
- vii. Review similar communication tools, framework and approach used by other government and private communication service providers
- viii. Prepare periodical reports for MOHFW with copy to Crown Agents as per schedule mentioned in the deliverables section

## **6. Deliverables**

The Consultant will be expected to produce the following deliverables:

- i. Inception report within 1 months, for the TA Committee, summarizing the systems and procedures in place, the gaps to be addressed, tools, work schedule and plan for the assignment and any key issues identified to be sent to the LD (IEC OP) with a copy to Crown Agents;
- ii. An interim report, to be submitted within 6 months after signing contract, to be submitted to the LD, IEC, with a copy to Crown Agents. This report should cover



- the progress of the assignment. The report have to be shared with Planning Wing (PW), JD TAF DPs and other relevant stakeholders to inform the progress.
- iii. A draft version of the standard IEC material package within months after signing contract, to be submitted to the LD, IEC, with a copy to Crown Agents.
  - iv. A final version of the standard package containing feedback and comments from LD (IEC OP), PW, JD TAF DPs, Crown Agents and other relevant stakeholders on the draft version within 10 months after signing contract

## **7. Requirements**

The IEC Consultant will bring the following qualifications:

- An excellent academic background with post-graduation in the fields of Mass Communication, Integrated Marketing Communications (IMC), Informatics and/or any other relevant fields of study
- At least 5 years of experience in developing communication messages, tools and applications
- Practical experience in dissemination of information among mass population;
- Adequate knowledge and understanding of the Family Works services delivery by MOHFW;
- Experience in working with mass communication media disseminating health related information is preferred
- Excellent writing and documentation skills
- Nationality should be Bangladeshi

## **8. Constraints Dependencies**

Consultant is urgently required following recognition of due procurement processes.

## **9. Timeframe**

The contract period is for 10 (Ten) months from the date of contract signing for the consultant. DFID or the contracted Consultant may terminate the contract with 1 month written notification.

## **10. Coordination/Logistics**

The Consultant will be based in Dhaka with frequent field visit in different locations outside Dhaka during the entire execution period of the assignment. The Consultant will be expected to arrange his/her own personal logistics, including home to office transport. S/he will coordinate with officials at IEC OP (Directorate of IEM) on a day-to-day basis with regards to the logistics of their activities. The Consultant will be expected to provide his/her own computers and software, and daily office supplies. S/he will be provided with office space by IEM as availability permits.

## **11. Management and Reporting**

- It is expected that an individual will undertake this work on a consultancy basis
- The Consultant will report on a day-to-day basis to LD, IEC OP.
- The Planning Wing, MOHFW, and DFID and JD TAF donors will jointly review progress on completion of the assignment.
- Crown Agents, the DFID service provider, will contract the Consultants.
- Consultants should contact Crown Agents representative in Dhaka for logistical or administrative support and any queries they may have.



## 12. Transfer of Knowledge/Training

Knowledge transfer is a central theme of this assignment. Consultants are expected to provide a plan to ensure sustainable impact from this project.

## 13. Background

The provision of Information, Education and Communication (IEC) on selected health, family planning and nutrition issues has been one of the key interventions for more than four decades. These programs on communication activities have resulted in raising awareness and have contributed to a greater use of key health, family planning and nutrition services in the country. Since the inception of Information, Education and Motivation (IEM) unit under the then Directorate of Population Control in the late '70s, the domiciliary services by the field workers (FWA) was introduced. A number of field based communication programs for different target audiences were developed and implemented until 2010. The IEC activities during this period had made quite a good impact to increase CPR, decrease TFR, IMR, MMR and under 5 mortality, to improve nutritional status and reproductive health status, eliminate social violence against poor specially women and children, to establish gender equity and awareness building of HIV/AIDS and STD. But still we could not achieve our goal at desired level. So, under "The next sector program intensive IEC activities will be taken with special emphasis on IPC and innovative IEC activities to further strengthen the FP-MCH program and to achieve the goals of next sector program as well as MDGs & Vision 2021.

In order to provide information and services on FP-MCH catering specially to the needs of the rural poor Health & Family Welfare Centers at union level, community clinics at ward level will be made functional. To aware the people about the services available in these centers and to involve the communities, proper IEC activities would be taken. Hence, proximate IEC intervention has been incorporated in the "Health, Population and Nutrition Sector Development Programme (HPNSDP)" which will play key role to: i) Reduce NMR ii. Reduce IMR, iii. Reduce under five mortality rate iv. Reduce MMR, v) Reduce TFR, vi) Increase CPR, vii) Increase Life Expectancy. General objective for these interventions is to bring about behavioral change by increasing awareness and creating demand through IEC interventions among the people towards small family norms, promoting family welfare including Nutrition and facilitating increase in CPR and decrease in TFR, MMR, and IMR.

IEC activities of IEM unit prioritize on ARH and FP-MCH activities in compliance with the National Communication Strategy for Family Planning and Reproductive Health-2008. These are planned to help to increase CPR, life-expectancy, institutional & safe delivery and reduce TFR, MMR, NMR, and IMR with special attention to adolescent girls, newly married & low-parity couples, husbands, mother-in-laws, unmarried youths, different occupational groups and other stake holders. Priority BCC/IEC interventions will include: a) Promotion of health, family planning and nutrition services through electronic and print media and motivational programs in the form of feature films, posters, local dramas etc.; b) Producing and printing regionally focused BCC/IEC materials and distributing these materials at all facilities of health and family planning services; and c) Providing need based BCC/ IEC support in order to increase awareness and community participation.

Priority activities of IEC OP planned includes:



a) Awareness, Sensitization and Motivation: Under this component target audience will be aware on FP, MCH, Nutrition and Gender issues through skill development workshop, meeting, seminar and FP campaign. This will help in creating demand for FP, MCH services and as a result, CPR will increase and TFR, IMR & MMR will be decreased.

b) Production distribution and display of IEC materials: Under this component various types of IEC materials Such as Bill Board, Neon sign, Electronic Board, Short Film, TV Spots, TV Drama, TV Magazine, Poster, Leaflet, Brochure, Prorikroma etc. will be produced and will be displayed throughout the country. These activities will help to create awareness among the people on FP, MCH, Gender and Nutritional issues.

c) Media Campaign and Transmission: Under this component organizing of media campaign through IEC activities such as broadcasting of FP-MCH messages through TV and Radio channels, Musical show Folk song/ Jari gan and street drama on FP-MCH & Gender issue using local team with local dialect, family planning campaign through football tournament, film show by AV van. Under this component will create awareness and demand of FP-MCH services and utilization of service centers.

#### 14. Reading materials/reference material

- Health, Population, and Nutrition Sector Development Programme (HPNSDP) materials and Results Framework (RFW), Annual Program Review 2012.
- Programme Implementation Plan (PIP) of MOHFW
- Approved Operational Plan for IEC under HPNSDP
- Existing materials like brochures, handbills, posters, signs, and other printed materials developed by IEC
- Website, E-bulletin and other web based applications of IEC

#### 15. Budget

To be proposed by TA applicant, consistent with nationally competitive rates, as applicable.



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