

Terms of reference

Programme Evaluation of Ritu programme

Content

1. Background	2
1.1. Programme purpose	2
1.2. Roles of consortium partners	2
1.3. The Ritu interventions	3
2. Purpose and focus of Evaluation	4
2.1. Objectives of the Mid Term Evaluation	4
2.2. Audience	4
2.3. Focus of the Evaluation	5
2.4. Key evaluation questions	5
3. Guiding principles	5
4. Methodology	5
4.1. Data collection	6
4.2. Analysis	6
4.3. Recommendations	7
5. Deliverables	7
7. Team, organisation and coordination	8
8. Requirements of the Consultant(s)	8
8.1. Mandatory requirements	8
8.2. Preferred skills	8
9. Timeframe and budget	8
10. Recruitment and appointment	9

1. Background

The Ritu programme is designed and implemented by Simavi (a Dutch Health NGO), RedOrange (an international communication agency working on social and behavioral change communications) and TNO (a Dutch technology and research company). Simavi works with its partners BNPS and DORP in the implementation of the Ritu programme in Netrokona, Bangladesh. The programme is funded by the Royal Embassy of the Kingdom of the Netherlands. The three and a half-year programme will come to an end in 2019.

1.1. Programme purpose

On average, a woman spends seven years of her life menstruating, making menstruation a natural and essential part of the reproductive cycle and thus of women's health and well-being. Moreover, it is a highly relevant theme as it plays a role in the interplay between health, hygiene, socio economic participation, education and gender equality. Though menstrual health (MH) has recently gained attention in the global development agenda, in many places it is still considered a taboo topic. As a result, women and girls often lack knowledge and understanding of menstruation and how to manage it correctly. Cultural beliefs and social norms around menstruation restrict the participation of women and girls in society during menstruation. In addition, limited access to clean water, proper sanitation facilities and sanitary products make it difficult for women to manage their menstruation hygienically. As a result, many (young) women around the world face considerable physical and social challenges during their menstruation period. This has a severe impact on their health, well-being, and the realisation of their rights.

The objective of the Ritu programme is to improve health and well-being, and social and economic participation of girls between 10 and 13 years old living in Netrokona, Bangladesh.

1.2. Roles of consortium partners

Each consortium partner has specific roles and responsibilities within the programme. Simavi coordinates the programme, and oversees implementation of WASH and SRHR interventions in schools and communities, creating a Ritu platform, and advocacy activities. Activities are implemented by partners DORP and BNPS. Red Orange is responsible for the local school level awareness creation through school campaign and national level mass and social media campaign, including TV series, Newspaper Ads, TV and radio commercials to raise awareness and enhance knowledge about menstrual health. TNO is responsible for the development of biodegradable sanitary napkins and liaising with the private sector to create business opportunities in the provision of menstrual hygiene products. A steering committee formed with representatives from Simavi, Red Orange and TNO provides strategic guidance to the project implementation.

Furthermore, a randomized controlled trial is conducted by research partner Maastricht University, which will rigorously assess the impact of menstrual health interventions on community level.

1.3. The Ritu interventions

The Ritu Programme consists of three main elements: 1) interventions in Netrokona that are directly targeted at school girls, 2) a national communication and advocacy campaign, and 3) the development of a biodegradable sanitary pad. The programme started with a six month inception phase, that provided us with the opportunity to consult existing rigorous evidence on menstrual health programming and conduct a local needs assessment. Based on the information gathered, the final programme was further defined in a series of workshops with the partners and with the support of the Impact Centre Erasmus University.

1) Menstrual Health interventions in Netrokona

The programme in Netrokona consists of an evidence informed mix of interventions that is carefully sequenced. Based on the idea that toilets need to be in place in order for girls to practice their newly learned behaviour, interventions in schools are sequenced as follows: 1) kick-off in schools by school campaign to inform teachers and students about the programme and providing basic vital information using AV and IEC/BCC materials to create a buzz and lessen sensitivity surrounding menstruation, 2) budget tapping process with students and School Management Committee to realize menstrual health friendly toilets, 3) training of head master and 10 teachers and parents of the school girls on menstrual health.

Menstrual Health education

To ensure a conducive menstrual health environment in schools, BNPS trains an average of 10 teachers per school, in addition to the headmaster. The comprehensive manual that is used for the training of both teachers and parents is rights-based, is based on WASH and SRHR information and combines key information with interactive exercises. BNPS also trains the parents of the girls following the same manual as is used to train the teachers. The sessions are supported with printed information and education materials that Red Orange developed together with Simavi. Moreover, a take home module set (includes four booklets) for family members (father, mother, elderly family members, siblings and the girls) was developed by Red Orange and was disseminated to inform the family members on menstruation and MHM.

Gender sensitive toilets in schools and communities

Through a resource mobilization approach called 'budget tapping', DORP works with schools to allocate money for MH friendly toilets from school and where needed to access available government budget. School Management Committees, parents and students are empowered to use social accountability methods to voice their demands to Union or District level government representatives. At the same time, DORP raises awareness of local government representatives on the importance of MHM friendly toilets and supports the budget allocation process.

2) National level interventions

National level communication

Partner Red Orange develops and implements a range of edutainment materials and events as part of a communication strategy that aims to influence the national discourse on menstrual health. This includes a

Ritu website and Facebook Page, and the production of a TV Series called The Best School for Girls, TV Commercials with celebrities, Newspaper Ads with celebrities etc..

National level advocacy and capacity strengthening

Simavi brings together a range of different stakeholders from SRHR, WASH, Education, Government and the Private Sector, working on menstrual health in Bangladesh. Together, these stakeholders form the MHM Platform. The members of the platform jointly advocate for integration of menstrual health in the Teacher Training and Secondary School curricula and gender sensitive WASH in schools. Simavi also trains local NGOs on menstrual health to strengthen their capacity following our MH manual.

3) Development of biodegradable sanitary pads

Ritu partner TNO has been working towards development of biodegradable sanitary napkins to become available in Bangladesh. The collaboration of TNO and the Dutch company Rodenburg Biopolymers since 2016 resulted in coming to a successful recipe for the industrial production of biodegradable thin foil at an affordable price. TNO will work with a Bangladeshi sanitary pad producer to produce biodegradable sanitary pads using the foil.

2. Purpose and focus of Evaluation

The ultimate purpose of the Ritu programme evaluation is to provide a basis for accountability, including the provision of information to the public and programme funders, as well as to provide recommendations and lessons learnt to inform future programmes and activities related to menstrual health.

2.1. Objectives of the Mid Term Evaluation

The programme evaluation aims to:

1. Assess whether the programme strategies and consortium partners planned activities and outputs have been realised, and are contributing effectively to the realisation of the programme objectives
2. Formulate recommendations for future programme activities, with specific attention to sustainability and scaling of results.

2.2. Audience

The primary audience of this evaluation are the Ritu consortium partners and programme funder EKN. Conclusions and recommendations will support the Ritu partners and EKN in considering the potential of the Ritu programme for replication and scale up. The evaluation report will be made publicly available and will be shared through IATI. The evaluation will also be made available to other national level stakeholders, such as (I)NGO, UN agencies, Govt., and MH, WASH and SRHR related networks.

2.3. Focus of the Evaluation

Considering the nature of the evaluation and complementarity in relation to monitoring and evaluation activities that are already conducted, this evaluation will focus on external validation of the Ritu programme effectiveness and sustainability.

2.4. Key evaluation questions

Effectiveness

1. Did the programme deliver what was planned?¹
2. To what extent does the programme documentation demonstrate that intended outcomes have been achieved?
3. What are the main achievements (both planned and unplanned) and challenges of the programme?

Sustainability

1. Is it likely that benefits of the Ritu programme will be sustained after the programme has ended?
2. What are key factors supporting the sustainability of the effects?
3. How can implementation and programme strategies be improved to enhance impact and sustainability, as described above, of the programme?

3. Guiding principles

The Ritu consortium considers the following standards and guiding principles important:

- *Utility*: the Evaluation serves the practical information needs of the intended usage and users. Intended users include the consortium partners programme managers. Intended use includes future strategic planning;
- *Accuracy*: the Evaluation reveals accurate information, that is founded with evidence or supportive argumentation, with clear reference to sources or analyses;
- *Feasibility*: the Evaluation is planned and carried out in a realistic, diplomatic and frugal manner;
- *Propriety*: the Evaluation is carried out legally, ethically, and with due regard for the welfare of those involved in the Evaluation as well as those affected by the results. This includes the protection of the rights and confidentiality of persons interviewed.

4. Methodology

The programme evaluation will build on the documentation collected throughout the programme, and complement the RCT evaluation. The main role of the evaluator is to provide external judgment of the reliability of the information provided, and draw independent conclusions about the successful implementation and realisation of programme objectives.

¹ Taking into consideration relevant contextual changes that may have required an adaptation of approach and/or targets

The following methods are proposed:

- **Document review:** Review project documentation and reports, monitoring data on quality and outputs of activities, outcome and research data, including a review of data processing and analyses and spot checks of source data
- **Interviews with programme staff, beneficiaries and external stakeholders:** to allow the external evaluator to gain further insight in the process of implementation, collaboration, challenges encountered and perspectives of programme staff, beneficiaries and external stakeholders (e.g. other local NGOs/projects in Netrakona, local government, media, etc.) on the Ritu programme. A list of relevant stakeholders is to be provided by the Ritu programme manager. A minimum of 10 interviews should be conducted.
- **Reflection session with programme team in Dhaka:** organise a reflection session with all consortium partners to share lessons learnt, challenges and best practices from partners' perspective and to facilitate partners to formulate recommendations for future programming and sustainability.

4.1. Data collection

Besides the review of general project documentation and reports, the document review includes at least the following monitoring data collected and made available by consortium partners:

- School Campaign Evaluation Survey Data (data collected from 89 schools with a representative number of students and teachers)
- Sanitary pad usage survey
- Focus group discussions with girls, boys, and Ritu student forums
- Teacher self-evaluations
- Pre-post tests of teacher trainings, parent sessions, and journalist fellowship
- MHM-friendly toilet checklists
- Training & event checklists
- Social media (ritukhothon facebook page) analytical data (google analytics) with comments, shares, reach, likes etc.
- Ritu Online Platform data (analytical report being collected regularly)
- TV Reality Show data on reach (from RTV). Social Media data on TV reality related posts from two Facebook Pages (Ritukhothon and Meyeder Shera School pages) with comments, shares, reach, likes etc.

No primary data collection will be conducted as part of this evaluation, except for a number of key informant interviews with programme staff and stakeholders.

4.2. Analysis

The evaluator will be responsible for analysis and interpretation of the documents and data reviewed, and information collected through interviews to answer evaluation questions convincingly. Triangulation (two or more sources of information indicating the same finding) is considered essential to come to valid conclusions. The report should include visualisations and/or tables that provide a clear overview of the quantifiable results and achievements of the project. In the analysis section of the report, the evaluator is requested to provide clear and well-described arguments to support conclusions drawn based on information available. If the information available is insufficient to come to conclusions, this should also be noted in the report.

4.3. Recommendations

As indicated in this Terms of Reference, the consortium partners are interested in recommendations for improving effectiveness and sustainability of the results of the programme.

5. Deliverables

1. After an initial review of documentation, the evaluator is requested to provide a **plan for conducting interviews with** programme staff and stakeholders, including number and type of stakeholders, and topics to be covered in interviews.
2. The consultant(s) is requested to facilitate a one-day **reflection workshop** with the consortium partners
3. A **draft Programme Evaluation Report** (<=20 pages, excluding Annexes):
In English. Content has to address the evaluation questions as described in this Terms of Reference and all conclusions and recommendations should be based on solid and verifiable facts and/or argumentation;
 - Include the following chapters:
 - I. Title page;
 - II. Table of contents;
 - III. Glossary of acronyms;
 - IV. Executive summary;
 - V. Evaluation methodology;
 - VI. Findings (including graphs and charts);
 - VII. Conclusions;
 - VIII. Recommendations
 - IX. Annexes: list of resources, report of reflection workshop.
4. A **Final Programme Evaluation report** (<20 pages, excluding Annexes) in which the feedback of consortium partners on the draft report has been processed.

7. Team, organisation and coordination

The contact person responsible for the coordination and management of the programme evaluation process is Marianne van Diggele (Marianne.vanDiggele@simavi.nl).

8. Requirements of the Consultant(s)

The assignment is to be fulfilled by a consultant with expertise in requirements described below. Contact between consortium and evaluator will take place between evaluation contact person and consultant.

8.1. Mandatory requirements

- Proven track record in undertaking evaluations;
- Demonstrated independence of all programme partners (sign form to certify independence)
- Demonstrated experience with the use of quantitative and qualitative methods for data collection and analyses;
- Demonstrated familiarity with WASH and menstrual health in context of Bangladesh;
- Relevant university degree.

8.2. Preferred skills

- Excellent intercultural and interpersonal communication skills, including coordination, facilitation and presentation;
- Excellent writing skills;
- Fluent in English, both spoken and written.

9. Timeframe and budget

2 nd -9 th of May 2019	Contracting external consultant
around 12 th of May 2019	Programme briefing meeting
12 th May – 30 th May 2019	Document review
May - 15 th June 2019	Interviews & reflection sessions
22 nd June 2019	Draft report

15 July 2019	Final report
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Budget: € 10.000,- inclusive of VAT, and inclusive of all other costs e.g. transportation, subsistence and insurance

10. Recruitment and appointment

Interested and qualified consultants are invited to submit the following application documents by 30th of April 2019.

- Draft action plan, including financial proposal in Euros (including VAT);
- Sample of evaluation work done in the past;
- CV of consultant involved

Applications should be sent electronically to the following e-mail address:
Marianne.vanDiggele@simavi.nl