

Short Terms of Reference (ToR)
for

Conduct study to find effectiveness of Behaviour Change Communication (BCC) campaign in Jashore and Benapole Municipality

1. Introduction

Bangladesh is an example of rapid progress in the South Asian region to stop open defecation. In terms of sanitation, now the second-generation challenge is to manage sanitation safely, which is linked to achieve SDG 6. Due to unsafe disposal of faecal sludge, water is becoming contaminated and poses health risk. In urban setting, city corporation and municipality are responsible to ensure safe sanitation for its citizen as per local government act 2009. In line with this, Jashore and Benapole municipality have taken different initiatives including faecal sludge management (FSM) service to ensure environmentally safe sanitation. SNV Netherlands Development Organisation has been providing necessary technical support to both municipalities under its WASH SDG Programme.

SNV has been implementing different Urban Sanitation initiatives in southern Bangladesh, Gazipur and at national level, under the leadership of Local Government Authorities (City Corporation and Municipalities) with support from National Government. One of these initiatives is the **WASH SDG Programme**, a multi-country intervention being implemented in 20 cities in Nepal, Zambia, Tanzania, Indonesia and Bangladesh, funded by the Netherlands' Government (DGIS). The programme provides technical support focusing on Sanitation and Hygiene services to city corporation/municipalities, and is implemented at Gazipur city corporation, Jashore and Benapole Municipalities.

Behaviour change communication (BCC) and demand creation is one of the core components of urban sanitation. For the urban context, behaviour change communication (BCC) tailored to different consumer segments will take into account the different needs, preferences and attitudes towards sanitation services. Without increased demand for sanitation services, the market for faecal sludge management and other sanitation services and the willingness-to-pay is limited.

Jashore and Benapole municipality designed campaign separately on different target behaviours focusing BCC strategy. Later Jashore municipality implemented campaign on FSM brand and safe and regular emptying of septic tank. On the other, Benapole municipality implemented campaign on install and maintenance of waterseal at toilet. Now it is time to find effectiveness of those campaign as part of monitoring plan.

2. Purpose and objective

The intended outcome from the study is that the findings will be used to re-design the BCC intervention and update BCC strategy that will help to ensure the sustainability of improved sanitation behaviours in Jashore and Benapole town.

Evaluate the overall effectiveness of both BCC campaign towards the brand awareness, knowledge, attitudes of people regarding the focus behaviours.

The specific objectives of this assignment are:

For Jashore

- To assess the awareness regarding FSM brand 'Sabuj Sheba'
- Assess target audiences' understanding of key messages of campaign
- Identify the most effective and efficient communication channels, tools, materials and activities to reach target audience
- To assess knowledge on safe and regular emptying
- Determine how the BCC campaign influenced the target audience to create interest and uptake of FSM services

For Benapole

- To assess knowledge on waterseal
- Assess target audiences' understanding of key messages of campaign

- Identify the most effective and efficient communication channels, tools, materials and activities to reach target audience
- Determine how the BCC campaign influenced the target audience to change their belief and attitude

3. Methodology

The consulting firm is expected to propose an appropriate methodology to meet the specific objectives of the study. It is important to review relevant documents including campaign materials. The consultant can use traditional LQAS (Lot Quality Assurance Sampling) design or any other well-established method to assess effectiveness of BCC campaign. Consultant should expect to undertake a mix method using quantitative and qualitative approaches and tools. We expect consultant will collect few stories focusing on campaign from both towns.

The methodology and relevant tools should be adjusted in consultation with SNV and municipalities and finalised before implementation. In Jashore, consultant will recruit local people as enumerator in consultation with municipality. The study should be carried out through involving the relevant officials of municipalities. We prefer using any available software in collecting quantitative data. Consultant will be responsible for primary data quality and analysis. Primary findings need to be validated from field. Consultant will organise a validation workshop in participation of officials of municipalities and other stakeholders.

4. Scope of Works

The scope of work will preferably include, but not limited to:

- Desk review of relevant project and campaign documents, relevant reports etc.
- Develop study protocol with appropriate methodology
- Develop data collection tools, pre-test and finalize all tools.
- Recruitment of qualified enumerators.
- Organize and provide training to field team on data collection, processing, and quality control.
- Collect data from study areas.
- Collect stories from the field.
- Data management and analysis.
- Drafting report separately for Jashore and Benapole municipality.
- Organize and facilitate validation workshop separately at Jashore and Benapole municipality targeting 20 participants in each workshop.
- Prepare final report incorporating feedbacks received from workshop.
- A study brief both in Bangla and English in consultation with SNV.

5. Qualifications/experiences

The consultancy firm should have minimum 10 years of experience in the field of research for development sector preferably with a focus on public health, sanitation, hygiene or BCC, and work experience with LGIs and GoB. Demonstrate work experience on urban sanitation will add value.