

Terms of Reference

Communication Consultant to develop and or adapt several IEC materials to increase uptake of Post-Partum Family Planning (PPFP) focusing on First Time Parents (FTPs) aged between 15-24 years of age

Period of Performance: 1st October – 31st December, 2020 (60 calendar days within 90 days' period)

Hiring Manager: Dr Syeda Nabin Ara Nitu, Project Manager-Shongzog

Background

The transition to becoming a parent for the first time is a time of major life changes. At the same time that young mothers are removed from family, school, and social support networks, they must navigate caring for their own health while learning to care for a newborn. Young mothers (ages 15-24) are vulnerable to poor health outcomes and are also less likely than older women to access reproductive and maternal health services, including family planning. In Bangladesh, the youngest mothers have low use of modern postpartum family planning (FP) and the shortest intervals between births. Low use of effective methods of FP makes young mothers vulnerable to unintended pregnancies and rapid repeat pregnancies. Both younger age at first birth and closely spaced pregnancies contribute to increased risk for maternal and infant morbidity and mortality. Yet this transition to becoming a parent for the first time offers opportunities to improve life-long health and wellbeing for young parents and their families.

In September 2019, the Bill & Melinda Gates Foundation awarded the Connecting young parents to PPFP through diverse platforms (Connect/Shongzog) project to Save the Children. Connect/Shongzog complements the USAID-funded MaMoni MNCSP project led by Save the Children, which aims to increase equitable utilization of quality maternal and newborn health services. Over 4 years, Connect/Shongzog will develop and test additional activities (called “program enhancements”) to enhance MaMoni MNCSP’s reach of young parents, increase young parents’ use of FP and increase the coverage, timing and use of quality PNC/postpartum care among first-time mothers (FTMs). In Bangladesh, the project is called “Shongzog” and will be implemented in two phases. In Phase One, the present phase, we have undertaken formative research and are now moving to development and testing of the program enhancement at a small scale over 18 months. In Phase Two, Connect will expand implementation to additional districts. Throughout, Connect will document and share results and implementation challenges and lessons learned.

Description of Services

The consultant will work in close collaboration with the Shongzog Project Manager and the Senior Technical Advisor, MaMoni MNCSP in Bangladesh, and with Save the Children US Connect project colleagues to lead the development of discrete components of the enhancement intervention package. She or he will be responsible for the development of take-home materials for FTMs, including a postnatal care (PNC) record that is mother-baby booklet and invitation card; adaptation of SMS for FTM-specific messages; and the adaptation of existing counseling manuals as well tools, as needed and job aids for Family Welfare Assistants (FWAs, a community health worker cadre) for PNC and PPFP, with emphasis on FTMs including their family members’. After adapting the counselling manual, the consultant will also conduct the training of trainers. Further details are provided in the table below. Deliverables submitted will be subject to the hiring manager and project team’s review, who hold the right to request revisions from the consultant on an as needed basis during the consultant’s period of performance.

Expected Deliverables

No.	Deliverable	Draft submission date for SC review	Final submission date
1	Review existing training and communication materials and submit inception report with an implementation plan.	Within 7 days after signing the contract	Within one working days
2	<p>[NEW]: Mother-Baby booklet for FTMs</p> <p>FTMs will receive take-home materials in the form of a printed PNC record—a simplified version of a mother-baby booklet, with information about PFP and PNC to discuss with family, and slots to document actions taken during each follow-up visit and next visit date.</p>	Within agreed timeline that is in total 60 calendar days	
3	<p>[NEW]: Invitation card for FTM</p> <p>FTMs will receive a small “invitation card” inviting them to access PNC and PFP at the facility by FWAs—a visible reminder of discussion and commitments, and a small behavioral nudge. Also works as a tool knowing how many of the FTMs visited by FWAs received services from facilities. It can also work as a tool of recognition in a public way.</p>		
4	<p>[ADAPTATION]: SMS specifically tailored to FTM</p> <p>MaMoni’s existing approach includes messages for pregnant women delivered via mobile technology (SMS) and hotlines. MaMoni links the eMIS with customized mHealth messages, including reminders for service follow up. Shongzog seeks to develop SMS specifically tailored to FTMs.</p>		
5	<p>[ADAPTATION]: Counseling manual and job aids used by FWAs for PNC and PFP with emphasis on FTMs, including family members and conduct the training with FWVs, Midwives, FWAs and nurses in total 3 batches of training.</p> <p>During a home visit, FWAs will engage both FTMs and their families using a counseling job aid that is tailored to the needs of FTMs and includes:</p> <ul style="list-style-type: none"> • <i>care for mother and newborn (per the Bangladesh community PNC package)</i> • <i>discussion on fertility expectations and the importance of spacing the second pregnancy</i> • <i>information about PFP methods, including information about side effects and reminders that FTMs can switch to another method if they are not satisfied with the first method</i> • <i>information about the purpose of PNC, with emphasis on the recommended four facility visits</i> 		

A) Qualifications

- Knowledge of and experience in implementing maternal and newborn health, family planning and/or reproductive health programs in Bangladesh
- Experience in developing training manuals, health education materials for client use, particularly for FP and/or PNC. Working experience with DGFP and or DGHS will get additional preference.
- Experience developing and/or adapting job aids for health service providers, including community health workers
- Exceptional attention to detail
- Strong organizational and time management skills

Interested individual consultant, may submit their technical and financial proposal along with CV and TIN certificate copy to the following email address: prosanta.roy@savethechildren.org. Application closing date: [September 24, 2020](#).
