



## Terms of Reference for Social Norms Measurement in Burundi and South Sudan

### 1. Introduction:

International Planned Parenthood Federation (IPPF) is a global service provider and a leading advocate of sexual and reproductive health and rights (SRHR) for all focusing on the marginalized and underserved. IPPF provides SRHR services in 133 countries and runs approximately 65,000 service points worldwide. It seeks to influence governments and other key decision-making bodies make policy and legislative changes that support or defend SRHR. IPPF also conducts a range of education, awareness, and empowerment programmes that support its key mandate of SRHR for all. IPPF works to empower the most vulnerable women, men, and young people to access lifesaving health services and programmes.

Supported by millions of volunteers and 3,000 staff, IPPF Member Associations (MAs) are autonomous, local non-profit organizations that provide sexual and reproductive health (SRH) information, education, and services through 46,000 service delivery points, delivering 208.6 million sexual and reproductive health services across the world in 2017. Services provided include contraception, abortion care, maternal and child health, STI and HIV/AIDS prevention and care.

In partnership with UK Foreign, Commonwealth and Development Office (FCDO), Women's Integrated Sexual Health (WISH) is a flagship family planning (FP) programme to deliver 20% of the UK's FP global commitments. WISH2ACTION seeks to provide integrated and holistic reproductive healthcare to 3.1M additional users of contraception, prioritizing the most underserved women and girls, particularly youth under 20, the very poor, and marginalised populations (including people with disability, people displaced or affected by humanitarian crisis, and people living in hard-to-reach areas), across 15 countries in Africa and Asia in phase 1, and 9 countries in the current extension phase.

The W2A programme was designed to reach women and girls in addition to men and boys, particularly those living in poverty and persons with disabilities, acknowledging that social and cultural barriers exist in the implementation countries. Project reports have informed that indeed, attitudes and beliefs held by community members [men, boys and community gatekeepers, including religious and cultural leaders], contribute to barriers preventing women and girls from accessing SRH information and services.

As part of the design of social behavior change communication (SBCC) strategies, implementing partners have incorporated activities that seek to address these social and cultural barriers, such as engaging men and boys, providing correct SRH information, and contributing to demand creation for FP and SRH services for women and girls.

The programme was interested in understanding the extent to which the W2A programme addresses social norms, and, through a third-party monitor, conducted an assessment and developed an evidence brief on how implementing partners can affordably include measurement approaches into routine monitoring of the programme. The evidence brief was disseminated and further, a workshop was conducted to immerse the implementing partners on defining social norms and how to apply the measurement tools within the programme. The workshop materials included 3 worksheets and accompanying videos (Materials available on request):



1. Defining social norms using the Social Norms Analysis Plot framework (SNAP)
2. A checklist that supports implementing partners to program their activities towards addressing defined social norms.
3. An outline of the various approaches that can be applied to measurement; including Vignettes, Focus group discussions, observation, and inclusion into an existing survey.

In 2021, W2A completed a qualitative study in Malawi, Burundi and South Sudan to understand the following:

- The social, cultural, and religious reasons why young men lack involvement in family planning
- Lessons learnt from engaging community gatekeepers as influencers to shifting gender norms on accessing SRH information and services

#### **An analysis of the findings across the three countries highlighted:**

- At individual level, young men displayed some general knowledge and positive attitude towards contraception. However, at community level, when probing around social norms and community beliefs, it was clear that there were generally negative attitudes, perceptions, beliefs and social norms around contraception.
- SRH and FP services were not perceived as youth friendly and were characterized by judgmental health workers, lack of confidentiality, shortage of contraception methods, hard-to-reach health facilities (due to long distances), and in extreme circumstances unavailability of health centres. This negatively affected young men's SRH uptake.
- Gender roles and stereotypes also emerged in all three countries as a significant factor in explaining young men's lack of involvement in contraception.
- The role of parents was also very significant in perpetuating negative beliefs and norms that discouraged young men from using contraception methods. In addition to the social expectations, many parents seemed to believe that contraceptives would encourage the youths to be promiscuous and disrupt their education
- Community gatekeepers in Malawi and Burundi displayed positive attitudes towards contraception and reported that they some initiatives – such as community sensitization and mobilization – to facilitate SRH services uptake.
- Community gatekeepers in South Sudan had negative attitudes towards contraception among young people, insisting that young (unmarried) people should abstain, and that a man was respected when he has many kids.
- Gender-based violence emanating from men's reaction to women who went against conservative cultural norms as reported above; and the belief in having as many children as possible, were common in Burundi and South Sudan.

#### **Key recommendations** from the report:

- There is a need to implement a comprehensive social change intervention, including media communication, strengthening youth fora in and out of school to disseminate correct SRH information and provide linkages to youth friendly services and further harness community gatekeeper positive attitudes and roles in promoting SRH.



W2A IPPF implementing partners have made adaptations to incorporate more structured interventions, specifically responding to the results of the qualitative studies and guidance on how to strengthen social norms programming within W2A. However, consortium implementing partners have not yet implemented any of the tools to try to measure their social norms related programme activities.

**Objectives:**

Building on the formative research that was conducted in South Sudan, Malawi and Burundi and the work of the third-party monitor, W2A would like a consultant/s to provide support with applying the recommended social norms measurement approaches from the evidence brief in Burundi and South Sudan.

Burundi and South Sudan present conservative and often extreme (respectful) beliefs in relation to access to SRH information for adolescents, youth and women. Conducting social norms measurement within the programme has the potential to strengthen implementation within the programme, demonstrating outcomes and linkages to increased uptake of family planning services. The W2A programme would like a consultant/s to collaborate with the Member association in Burundi and South Sudan to:

- Apply FGDs and Vignette approaches to measuring social norm change in areas of program implementation
- Gather qualitative data that demonstrates the impact of the project interventions in shifting the identified social and norms related to the:
  - o Involvement of men in FP services and;
  - o Engaging community gatekeepers to shift gender norms on accessing SRH information and services.
- Document the process of deploying the social norm measurement approaches, including the definition of tools and synthesize the data to derive recommendations that will inform how IPPF Member associations could implement and integrate social norms change measurement into their programmatic monitoring

**Methodology:**

The successful consultancy agency or individual/s will:

- Apply the recommended social norm measurement approaches to program implementing areas in the two countries
- Gather qualitative data that demonstrates the impact of the project interventions in shifting the identified social and norms
- Document the process of deploying the social norm measurement approaches, including the definition of tools and synthesize the data to derive recommendations that will inform how IPPF Member associations could implement and integrate social norms change measurement into their programmatic monitoring.

**Deliverables:**

- Agreed schedule of work with clear description of activities and timelines
- Inception report including description of methodology, proposed data collection tools, timelines etc, across both countries. To be shared with W2A hub for final approval.
- A consolidated comprehensive final report, maximum 25 pages, highlighting the findings of the study with conclusions and recommendations, across both countries. Any extra



documentation from the report can be presented in annexes. The final report will be submitted to the WISH hub for review and feedback. At least 2 rounds of drafting and review should be expected.

- The report should include reflections and recommendations on the feasibility of whether, and considerations on how, these social norms measurement approaches can be integrated into routine programmatic monitoring approaches
- Separate country reports, that outline the contextual nature of each study, and presenting the findings of the study with conclusions and recommendations.
- A learning brief (5 pages maximum) summarizing the main findings of the report, lessons learnt and opportunities for future initiatives to be conducted.
- A PowerPoint slide deck and a presentation of the findings to the IPPF WISH hub team, country teams and consortium members.
- A set of tools e.g FGD guides, templates etc that IPPF member associations can adapt for future routine application of these measurement tools.

### Proposed Timeline

Item description	Timeline	Deadline
Publish TORs		26 <sup>th</sup> August 2022
Review of proposals and selection		15 <sup>th</sup> September 2022
Engagement of consultant	2 weeks	3 <sup>rd</sup> October 2022
Introduction meeting with the consultant	1 week	7 <sup>th</sup> October 2022
Inception Report	1 week	21 <sup>st</sup> October 2022
Interview Data collection tools completed	2 weeks	4 <sup>th</sup> November 2022
Submission of tools to WISH hub for review and sign off	1 week	11 <sup>th</sup> November 2022
Fieldwork completed	3 weeks	2 <sup>nd</sup> December 2022
Analysis of data	1-3 weeks	21 <sup>st</sup> December 2022
Report writing <ul style="list-style-type: none"> <li>• 1<sup>st</sup> draft leading to a final report</li> </ul>	2-3 weeks	27 <sup>th</sup> January 2023
Final report and conduct country presentations and W2A consortium presentation		28 <sup>th</sup> February 2023

### Expectations of the consultants

W2A is looking for consultants or an organization that can best deliver the required scope of work and provide a commercially competitive proposal, with the following (but not limited to) qualifications:

- Experience in qualitative research methodologies and analysis
- Experience conducting research in Sub-Saharan Africa, including in Burundi and South Sudan.
- Knowledge of local languages for South Sudan and Burundi
- Experience in sexual and reproductive health research
- Expertise in social norms change approaches and measurement for the promotion of gender equality, SRH.



- Knowledge of gender equality theory and approaches within international development and humanitarian assistance is desirable
- Experience with national and international ethics review processes
- Experience partnering with local organizations to complete research

**Applications will be assessed on:**

- Feasibility of proposed approach and timeline
- Strength and experience of proposed personnel
- Feasibility and competitiveness of pricing.

**Application Process:**

Contractors/Organisations, who are interested in applying for this consultancy should submit the following by email to [WMathenge@ippf.org](mailto:WMathenge@ippf.org). The deadline for submissions is 10<sup>th</sup> September 2022 by 23.59hrs GMT.