



REQUEST FOR PROPOSALS

SOCIAL AND BEHAVIOR CHANGE COMMUNICATION

Since 2008, World Education Inc./Bantwana Initiative (WEI/B) has implemented the Western Uganda Bantwana Program (WUBP, to be rebranded “SAFE in Our Hands”) on Violence Against Children in Schools and Surrounding Communities (VACISC) with the long term goal of reducing sexual and other forms of violence against pre-adolescent and adolescent girls and boys (ages 9-14) by integrating a social norms change approach to prevention and response to sexual violence in schools and communities. The program operates in 40 schools in 3 districts of Kabarole and Kyenjojo and Buyangabu and engages key influencers (children, teachers, parents/caregivers, community members, local government) through targeted norms-change and capacity building strategies to strengthen protection outcomes for children at all levels. Our integrated approach employs a socio-ecological model of engagement, with interventions addressing norms change at individual, family, school, and community levels (see below program graphic). WEI/Bantwana seeks an experienced social and behaviour change (SBCC) organization with a proven track record to support this work through development of a SBCC Strategy and associated communication products.



Grant Outcomes



Improved agency of boys and girls to prevent and respond to VACISC including CSA, and internalize and promote new, positive gender norms.



Educators actively prevent and respond to VACISC including CSA, create safer environments that protect children from violence, and treat girls and boys equally through non-violent means.



Caregivers actively prevent and respond to VACISC including CSA, adopt positive parenting, and provide for and treat girls and boys equally through non-violent means.



Local government authorities have the capacity to deliver VACISC mitigation, prevention and response programming in communities and schools across their respective sub-counties.

Background

Uganda is a pathfinder country for violence against children (VAC), poised to accelerate progress in addressing VAC and child sexual abuse (CSA). The COVID-19 pandemic has exacerbated the incidence of VAC and CSA in Uganda and has rallied communities and the government around the issue. WEI/Bantwana – with 10+ years of experience addressing VAC and CSA in Western Uganda – aims to capitalize on this national interest and momentum to scale our evidence-based Western Uganda Bantwana Program (WUBP) model with enhanced efficiencies and documentation of data-driven impact. We have partnered with International Centre for Research on Women (ICRW) to conduct implementation research on a strengthened, consolidated model and toolkit.

WEI/Bantwana seeks to leverage behavioural science and SBCC to accelerate and reinforce norms change across our interventions sites.

Norms Change Approach to VAC and CSA

WEI/B in partnership with International Centre for Research on Women (ICRW) and Impact and Innovations Development Centre (IIDC) conducted two social norms mapping exercises to better understand the current norms' state relative to violence against children (VAC) and child sexual abuse (CSA) in Western Uganda. The identified priority norms of interest and their respective Future and Intermediate State Norms are detailed in the Annex, alongside a proposed Pathway to Change.

Grant Objective

WEI/Bantwana intends to award a grant to a high-performing SBCC organization to co-develop a SBCC Strategy, key messaging, and communication products to reach intended audiences in furtherance of positive norms change relative to VAC and CSA.

Key Grant Activities

Activity	Expected deliverable	Timeline
PHASE 1 SBCC Strategy An SBCC strategy provides a road map for changing behaviors and social norms. It guides the design for SBCC campaigns and relevant interventions - in this case WUBP/SAFE in Our Hands. It clearly establishes communication objectives per intended audience. It spells out consistent messages for all SBCC materials and activities. It proposes a comprehensive set of interventions to encourage and support positive behaviors. A good SBCC strategy also ensures activities and products work together to achieve the program goal and objectives. The SBCC Strategy should also propose an approach to MEL (monitoring, evaluation and learning), and illustrative indicators to ascertain impact/success of	Final SBCC Strategy Document	Nov 1

<p>the SBCC: the data/information will enable program managers to make needed adjustments.</p> <p>In preparation for the development of the SBCC Strategy: review WUBPs Theory of Change, indicators and other documentation including our norms mapping research to understand desired project outcomes.</p>		
<p>PHASE 2: Production of SBCC materials and products.</p> <p>This phase will operationalize the SBCC Strategy. Multi-media materials will be produced and tested and finalized, and made ready for program roll-out across platforms.</p> <p>All produced content will be solely owned by WEI/Bantwana.</p>	TBD communication products	Dec 20

WEI anticipates awarding a fixed price sub-contract to the most competent and qualified applicant on the basis of the information provided in your proposal.

Grant budget: \$25,000

Timeline: 3 months

PROPOSAL DEADLINE AND REQUIREMENTS

Interested parties shall submit a proposal addressing the terms and conditions of this RFP by **10:00 HRS, September 15th, 2022** hours local time, per below information.

All questions should be submitted in writing to EMAIL HERE by **14:00hrs local time on September 9th, 2022**. Responses to all questions will be sent by email to all companies who have expressed interest, received the RFP, and provided contact email addresses by that time.

The Technical and Cost Proposals should be submitted together in clearly marked PDF files if submitting digitally OR envelope if submitting a printed submission.

Digital submissions can be sent to: ashe_brooks-cook@worlded.org

Printed submissions can be delivered to:

Mary Monica Asekenye

Western Uganda Bantwana Program Office

Plot 9A, Speke Lane, Boma, Fort Portal

P.O.Box, 12009, Kampala, Uganda

TECHNICAL PROPOSAL

Corporate Capabilities

- 1) A general description of relevant qualifications and experience with developing SBCC strategies and associated programming. If impact data is available on any programs you have delivered, please include as attachments or cite within the body of your proposal.
 - 2) Links to or images of SBCC products you have developed (which may be included as an attachment).
 - 3) A brief description of key current or prior partnerships with relevant media partners, such as radio stations/print media/regional distributors.
- Optional: relevant attachments which further document or explain your approach and qualification

Management and References

- 1) CVs of the key personnel delivering the work
- 2) Three past performance references, including the following: organization name, address, telephone number and email, name of contact at the organization, scope of services, and rate/fee for services provided to each reference.
- 3) Copies of supporting documentation including:
 - Certificate of registration for the firm/consultant
 - Business registration in Uganda/city of operation
 - Tax registration and clearance certificate.

Technical Approach

- 1) Development of SBCC Strategy. Please describe your approach to developing the SBCC Strategy. Describe the process you will use, stages or steps, and cite any tools you will employ to arrive at a final SBCC Strategy.
 - 2) Production of SBCC materials and products. Please describe the process you will use to arrive at final SBCC products/materials. Include needed steps and a high-level breakdown of your timeline.
- OPTIONAL: Recommendations for additional activities. We welcome creative and innovative ideas for additional activities, which your experience has shown are value-added and help to result in more impactful SBCC programming.

COST PROPOSAL

- Provide quotes for the services to be provided. Note that the rates proposed will be fixed throughout the duration of the agreement.
- Quotes are to be provided in UGX
- Taxes, if applicable, should be quoted separately from the total price
- Quotes must include validity of prices, no less than 90 days
- Specify all terms of payment. Preference will be given to periodic disbursements tied to specific deliverables as opposed to advance payments

WUBP TARGETED NORMS			
EXISTING NEGATIVE NORM	FUTURE STATE POSITIVE NORM	INTERMEDIATE, NEXT-LEVEL NORM SHIFT	PATHWAY TO CHANGE
A girl who has reached puberty or is out of school is expected to have sex and assume adult responsibilities and behaviors	Girls who have reached puberty or are no longer in school are not expected to have sex and require parental protection and access to basic needs.	Community members, caregivers and children understand the consequences of early sexual debut, factors contributing to early sexual debut, the value of providing basic needs including protection from VAC and CSA to non-school-going children, and girls who have gone through puberty, and provide increased risk-reduction supports to these children.	<ol style="list-style-type: none"> Caregivers and community members reach a new understanding of what a child is: understands that a child <ul style="list-style-type: none"> • = up to age 18 (legally and developmentally) • Includes those who have gone through puberty • Includes those who are no longer in school • Is still developing and is not ready for adult responsibilities and behaviors (including pregnancy, marriage, and importance of delayed sexual debut) Caregivers and community members understand and value that a child requires full protection and care, and act accordingly including: <ul style="list-style-type: none"> • Protection from harm, including VAC and CSA risk mitigation • Provision of basic needs (food, shelter, protection) • Ensuring their children (especially girls) attend school
People are not expected to disclose CSA – those who do are alarmists.	Anyone who suspects or is aware of CSA is expected to act immediately to protect the child (disclose, intervene or report).	Community members, caregivers and children understand the impacts of CSA and break the silence on CSA and actively discuss prevalence, risk, exposure, prevention and response.	<p>Community members, caregivers and children:</p> <ol style="list-style-type: none"> Understand the harm and negative impacts of CSA on children and why it's important to protect them from it Understand that perpetrators of CSA must be held accountable; lack of sanction leads to more perpetration, all children will be at risk Understand their role and how they can mitigate children's risk to CSA Understand, value and act on breaking the silence surrounding CSA (to prevent and respond to it)
Boys/Men are entitled to have sex without consequences or reprimand.	Boys/Men hold gender equitable values, and respect girls sexual rights.	Boys and men understand the negative impacts of CSA on girls, respect the rights of girls to lives free of violence, and accept responsibility and hold themselves accountable for their actions.	<ol style="list-style-type: none"> Boys understand CSA/VAWG (different forms and manifestations), the negative impact of CSA/VAWG and believe that sexual violence against girls is wrong Boys acknowledge the importance of respect for personal boundaries within intimate and sexual activities, which in turn create healthy, safe relationships and situations. (Boys learn that using violence, blackmail and other pressures to obtain sex is wrong; they learn communication, negotiation & conflict resolution skills) Boys recognize when they or others are becoming too sexually aggressive, and can exercise control, manage emotions and/or intervene Boys understand that they have different types of power which should be used for good (Boys take action to prevent CSA by talking to others about healthy, violence-free relationships)

