

TERMS OF REFERENCE

Consultant: Illustrator

Strengthening Midwifery Education and Practice in Somalia and Somaliland (SMEPS)

Technical Activity

The Canadian Association of Midwives wishes to recruit **one Illustrator or team of illustrators** to create visual content for a sexual and reproductive health mobile app targeting youth in Somalia and Somaliland. The activity is part of the Global Affairs Canada funded and UNFPA-led *Strengthening Midwifery Education and Practice in Somalia (SMEPS)* project.

Timeframe- February – March 2023

Remuneration: TBD

A. Introduction

The 5-year, **Strengthening Midwifery Education and Practice in Somalia (SMEPS) Project** is supported by the Government of Canada through Global Affairs Canada and is led by UNFPA in partnership with Somalia and Somaliland's Ministry of Health and the Canadian Association of Midwives (CAM). Overall, the project consists of:

- Improving midwifery education by strengthening clinical skills, knowledge, and practice of pre-and in-service midwives.
- Promoting community advocacy by positively influencing gender equality norms concerning GBV, SRHR, consent and access to health care.
- Developing midwifery leadership in the health sector by empowering professional midwifery associations in Somalia and Somaliland.
- Utilizing technologies in mHealth to increase communities' access to health care information.

The project also works to improve the ability of the Ministry of Health to manage and regulate the education and work of midwives, as well as provide support for the strengthening of Midwifery Associations.

B. Background and Rationale for Assignment

Somalia and Somaliland have one of the highest maternal mortality ratios globally and has been ranked as one of the most difficult countries in the world to be a mother, due in part to the critical shortage of skilled health care providers. Through the enhancement of midwifery education and practice to improve the quality of maternal health care, increased use of services and association strengthening, CAM and its partners will contribute to the reduction of maternal and neonatal mortality in Somalia and Somaliland.

In this challenging context which includes, weakened health infrastructure, high illiteracy levels, shortage of skilled health workforce, inadequate health personnel training institutions and inadequate investment in public health, women's health and rights have been particularly vulnerable. Evidence suggests that young children and women of childbearing age are disproportionately affected in this complex and challenging environment. In this context, there is a maternal mortality ratio of 692 maternal deaths per 100,000 live births and an under-5 mortality rate of 122/1000 live births which are among the highest in the world.

Mobile App Background

The objective of the mobile app is to provide a culturally appropriate, reliable SRH resource for young people in Somalia and Somaliland in the Somali language. The content covers a wide range of information about Adolescent Health, Consent and Rights, Gender Based Violence, Family Planning, Marriage and Relationships, Pregnancy and Childbirth.

The mobile app has completed the content creation stage and is in the process of working through the design and back end of the first iteration in preparation for the first testing and piloting. In 2023 CAM will be conducting: validation workshops with the Ministries of Health in Somalia, Somaliland and Puntland; community discussions about the intended impact and value of the app; a series of piloting activities with young people; a promotional campaign in collaboration with the three midwifery associations; and a national launch in October 2023.

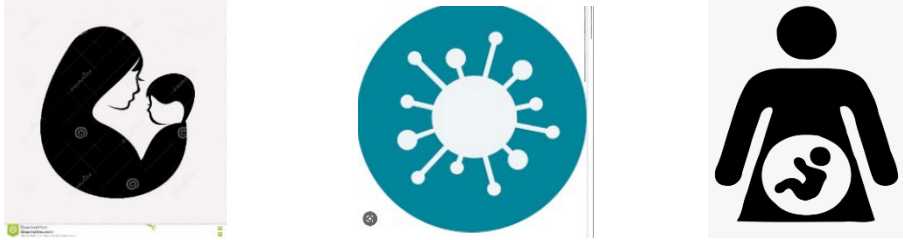


The illustrations will provide a more engaging and dynamic user experience. They are designed to amplify information and increase understanding of challenging concepts, as well as compliment the narrative which focuses on storytelling and information sharing between a midwife and her clients.

C. Consultancy Objectives

In collaboration with CAM-Global Communications Lead, the design team at OGOW Health (app developer) and other relevant stakeholders:

- Create between 50-70 culturally appropriate illustrations
- Provide original illustrator files to have the option to animate some of the illustrations for dissemination on social media as part of the same project.

Illustrations include:

<p>30 Specially designed Icons</p>	
<p>10 Infographics (original and recreations of previously created work)</p>	
<p>30 detailed illustrations for story elements</p>	

D. Methodology / Approach

Parties involved: During the assignment, work and collaboration will occur between the following actors:

- CAM-Global Communications Lead and the SMEPS Project Management Team
- App development Team at OGOW Health
- Stakeholders and participants

E. Deliverables and Timeline

The awarded contract will run from January-March 2023, depending on approval of source material. Initial mock-ups are expected by mid-February 2023 and will be developed based on discussion with CAM staff. The final deliverables (icons, infographics, and illustrations of story elements) will be due late March 2023. Final deliverables calendar will be finalized upon contract signing.

Estimated Date	Deliverable
February 2023	Mockups of illustrations
March 2023	Final deliverables

** SUBJECT TO CHANGE BASED ON STAKEHOLDER CONTENT APPROVALS

F. Application Instructions

Please follow these instructions:

- Send a brief cover letter, CV and portfolio or link to admin@canadianmidwives.org with the subject line, "SMEPS Illustrator"
- The deadline for applications is February 3 2023 at 5pm EST