

SCHEDULE A

REF: HR5100-2406-01

TERMS OF REFERENCE

Consultancy: Public Engagement Coordinator

Human resources for sexual and reproductive health and sexual and gender-based violence
in South Sudan

Technical Activity: The Canadian Association of Midwives (CAM) wishes to recruit **one (1) local/national consultant as a Public Engagement Coordinator (i.e. the “Consultant”)** to support the development of key messages and public engagement activities related to Sexual and Reproductive Health and Rights (SRHR) in South Sudan as part of the “Human Resources for Sexual and Reproductive Health and Sexual and Gender-Based Violence in South Sudan” (HR4SRH&SGBV) project. The messages will be utilized to develop advocacy materials for the general public in South Sudan, with the goal of increasing public awareness, enhancing community engagement, strengthening partnerships, and creating positive behavioural and social change. The Consultant’s mandate will include liaising and collecting insights from key stakeholders, supporting the creation of advocacy messaging and public engagement activities, coordinating in-person workshops, and ensuring all necessary compliance with authorities.

Timeframe: July – October 2024

Location: Juba, South Sudan

Remuneration: USD \$5,000

A. Introduction: Project Summary

The United Nations Population Fund (UNFPA) South Sudan Country Office is collaborating with the Ministry of Health and other partners to implement the “Human Resources for Sexual and Reproductive Health and Sexual and Gender-Based Violence in South Sudan” (HR4SRH&SGBV) project with funding from Global Affairs Canada (GAC). The Canadian Association of Midwives (CAM) is an Implementing Partner in this project. HR4SRH&SGBV aims to increase the realization of the sexual and reproductive health and rights of women and girls in South Sudan through various innovative approaches, including digital and virtual platforms for essential health providers on SRH, family planning, and gender-based violence; the training of health providers on rights-based family planning using job aids and gender-sensitive training materials; and networking, advocacy and capacity-building exchanges with the South Sudan Nurses and Midwives Association (SSNAMA).

B. Background and Rationale for Assignment

South Sudan gained its independence from Sudan in July 2011, following a 2005 peace agreement that ended one of Africa’s longest-running civil wars. The country is made up of 10 states and over 60 different major ethnic groups, making it one of the most diverse countries on the continent. While it was hoped that independence would usher in a new period of peace to the region and to the world’s newest country, escalating internal tensions led to the 2013 and 2016 crises and contributed to the displacement of 2.2 million people.

Sexual, Reproductive, Maternal, and Newborn Health Context

South Sudan is one of the most fragile and underdeveloped countries in the world, with extremely high rates of maternal and neonatal mortality. Inadequate skilled attendance at birth and suboptimal quality of care create unsafe birthing conditions and restrict women's capacity to assert their rights in pregnancy. In conflict-afflicted regions throughout the country, limited health system capacity and numerous barriers to access have exacerbated poor sexual and reproductive health outcomes for women and girls, including unmet need for family planning, child marriage, and gender-based violence.

Midwives, nurses and community health workers play a pivotal role in South Sudan, providing a myriad of sexual and reproductive services including but not limited to prenatal, childbirth, and postnatal care. The promotion of rights-based, context-adapted services by a well-trained and supported health workforce enhances the SRHR enabling environment and contributes to enhanced reproductive, maternal and neonatal outcomes in South Sudan.

Advocacy and the Costed South Sudan Investment Cases

The reference document entitled "South Sudan Investment Cases Towards Ending Unmet Need for Family Planning, Preventable Maternal Deaths, and Gender-Based Violence" (i.e. "South Sudan Investment Cases") was completed in 2021 by international consultants with support from a National Reference Group (NRG) comprised of representatives from the Ministry of Finance and Planning (MoFP), Ministry of Health (MoH), National Bureau of Statistics (NBS), other ministries and government institutions involved in scaling up sexual reproductive health and rights; members of Parliament; and the United Nations Population Fund (UNFPA), among other partners. It commits to the conduct of the four investment cases aimed at accelerating the achievement of three transformative results: (i) ending unmet need for family planning; (ii) ending preventable maternal deaths; and (iii) ending gender-based violence (GBV) and harmful practices (including female genital mutilation and child marriage).

The country-level investment cases provide a quantitative basis for the Government of South Sudan and partners to consider the scale and scope of investments needed to prioritize proven, high-impact and cost-effective interventions required to accelerate progress towards achievement of the transformative results. The investment cases are also expected to inform partnership efforts with UNFPA and other partners and the mobilization of additional domestic and external financing. In this regard, recognition of the continuously evolving sustainable financing landscape and situating country-level investments within the development, humanitarian and peace context is critical.

C. Goal and Objectives of the Assignment

Goal:

The goal of the consultancy is to extract key messages from the South Sudan Investment Cases for the development of advocacy materials and public engagement activities (i.e. the "Campaign"). The Campaign will be targeting either community, government, donors, or all three, based on the advice and feedback collected from key stakeholders throughout the consultancy.

Objectives:

The Campaign has two main objectives based on the South Sudan Investment Cases : 1) Raising public awareness to collectively address maternal health, GBV, and family planning, and 2) Increasing awareness among donors and the government about the need for sustainable investment in SRH/GBV/HIV service. The Campaign will be developed in direct collaboration with

UNFPA's Implementing Partners (IPs) on the HR4SRH&SGBV project in South Sudan and reviewed by the (soon to be established) *Public Engagement Task Force*.

The Consultant, working in collaboration with the Public Engagement Task Force, will engage the UNFPA Implementing Partners from the outset to ensure greater ownership and credibility of the Campaign. The Consultant will lead focused discussions, strategy refinement, material development, and a dissemination planning. The strategy will leverage insights from the South Sudan Investment Cases, highlighting the need for increased investment and addressing the main challenges in SRH/GBV/HIV outcomes. Various media platforms, determined by the IPs, will be used, including articles, radio (PSAs, talk shows, and jingles), live events, social media, and engagement from community, religious leaders, and government officials.

Expected outcomes include increased public awareness, enhanced community engagement, strengthened partnerships, and positive behavioral and social change. This comprehensive approach aims to create a lasting impact on the health and well-being of women and girls in South Sudan.

D. Methodology / Approach to the Assignment

Activities:

In order to achieve the goal of the consultancy described above, the Consultant will:

- Provide insight and confirm potential participants for the Public Engagement Task Force and Focus Groups.
- Support the development and execution of the Task Force.
- Assist in the development and execution of at least one focus group discussion with implementing partners.
- Conduct one-on-one interviews with key stakeholders.
- Support the development of key messaging.
- Support the development of public engagement activities and strategies.
- Coordinate and participate in agreed-upon review sessions with other stakeholders.
- Obtain necessary permissions from relevant stakeholders, including, but not limited to, permissions from the Media Authority.

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

- a) Public Engagement Coordinator Consultant
- b) CAM Global Communications Lead
- c) CAM Global Operations Manager
- d) CAM Midwifery Technical Expert
- e) UNFPA Implementing Partners
- f) Public Engagement Task Force

The Consultant will engage actively with the abovementioned CAM Global staff throughout their mandate; deliverables will be subject to a review by CAM and validation with the Public Engagement Task Force.

E. Proposed Timeline

The proposed activities will be conducted between July and October of 2024, with the final iteration of the handbook content being delivered by the 15th of October 2024 (see Deliverables Schedule below).

F. Remuneration and Deliverables Schedule

The Consultant will be remunerated for their services based on payable amounts for the activity according to the deliverables schedule. Payment is dependent on the satisfactory completion of deliverables as assessed by CAM. Per this contract, the Consultant will execute all activities within the contractual amount outlined below.

As full compensation for the services rendered according to this Agreement, CAM shall pay the Subject Matter Expert a maximum amount of **USD\$5000.00**. This amount should also include all relevant taxes and expenses incurred in the preparation of milestones and deliverables.

Deliverables Schedule

Month	Activities	Deliverables
July	<ul style="list-style-type: none">• Formation of the Task Force• Launch of activity (Concept note finalized and shared with stakeholders)• Questionnaire for stakeholder interviews developed• Focus group workshops incl Breakout topics developed	<ul style="list-style-type: none">• Workback Schedule and identification of key stakeholders• Final Concept Note• Focus Group materials• Task Force meetings summary (short)
August	<ul style="list-style-type: none">• Focus group workshops incl breakouts held• One-on-one interviews conducted	<ul style="list-style-type: none">• Reports / summary of interviews
September	<ul style="list-style-type: none">• Key messaging and dissemination strategy drafted with IPs to be presented to Task Force	<ul style="list-style-type: none">• Presentation
October	<ul style="list-style-type: none">• Final key messages, strategy and dissemination plan developed	<ul style="list-style-type: none">• Summary and production plan, shared with IPs

All deliverables will be subject to review and validation by the CAM Global Communications Lead and Midwifery Technical Expert. The final deliverables should be submitted by October 15, 2024.

G. Qualifications

The candidate must demonstrate in their application the following educational and professional experience:

- Background in research, technical assistance, communications, advocacy, training and/or content development in the domain of SRHR in South Sudan;
- High level of familiarity with the South Sudan health care system and context surrounding the provision of SRHR services;
- Ability to speak and interact with stakeholders and beneficiaries in English; proficiency in Arabic is considered a strong asset;
- Demonstrated experience in coordinating focus groups and one-on-one interviews;
- Located in or near Juba;

- Self-directed and good sense of initiative;
- Strong analytical and writing skills;
- Strong understanding of SRHR and advocacy.

The following educational and professional experience will be considered an asset:

- Previous experience working with the UN or other INGOs;
- Demonstrable knowledge or experience in the domain of gender equality and gender-responsive interventions

H. Application Instructions

Follow these instructions:

- Submit your application with the elements listed below in one file, ensuring that your name and the title “HR5100_Public-Engagement” are included in the file name:
 - CV
 - Cover letter
 - Proposal, including budget, milestones and timeline, level of effort, and CVs of any supporting team members
- Send your PDF by email with the subject “HR4SRH&SGBV Subject Matter Expert” to admin@canadianmidwives.org.
- Deadline for applications is **June 28, 2024**.