

## **CALL FOR PROPOSALS**

Mobile App Developer/Designer

### **Strengthening Midwifery Education and Practice in Somalia (SMEPS) Project**

#### **TECHNICAL ACTIVITY**

The Canadian Association of Midwives (CAM) is seeking a Mobile App Developer/Designer or Design Team to develop a digital application for youth that focuses on Sexual and Reproductive Health and Rights (SRHR). The goal of the app is to increase access to information primarily among marginalized women and girls by promoting quality and rights-based youth focused midwifery services. This product will be utilized as a part of the **Strengthening Midwifery Education and Practice in Somalia (SMEPS) Project** which is supported by the Government of Canada through Global Affairs Canada and is led by UNFPA in partnership with Somalia's Ministry of Health and the Canadian Association of Midwives (CAM).

**Time frame:** August 2021- December 2021/ possibility of extending to 2022

**Location:** Remote work, but preference will be given to those based in Canada.

**Deadline:** Interested parties should apply through the submission of an expression of interest, as outlined below by **August 11, 2021**.

#### **ASSIGNMENT CONTEXT AND OBJECTIVE**

Somalia has one of the highest maternal mortality ratios globally and has been ranked as one of the worst 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. 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 women's health and rights, evidence suggests that young children and women of childbearing age are disproportionately affected in this complex and challenging environment. As such in this context, the SMEPS project seeks to improve the availability and accessibility of professionally trained and certified midwives able to provide quality, rights-based SRHR services to women (ages 14-49) in Somalia.

Overall, the goals and objectives of the SMEPS project are:

- 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 (MAs) in Somalia and Somaliland.
- Utilizing technologies in mHealth to increase communities' access to health care information.
- 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.

### Objective

The Mobile App Developer/Designer objective is to establish a mobile app in the Somali language, aimed at youth which addresses common questions and concerns about SRHR (including contraception, available resources for victims of Gender Based violence, Family Planning, etc) and identifies local midwifery clinics in order to create a demand for services.

The Selected candidate (s) will work closely with CAM's Midwifery Technical Expert and Communications Co-ordinator and may be asked to remotely attend meetings with key stakeholders and focus groups.

### **EXPECTED DELIVERABLES**

- Based on consultations with CAM/MAs/UNFPA, internet access and bandwidth, Developer is to Identify the appropriate platform to be used
- A final mock up of the design of the application for review
- A functional prototype (content which will be translated into Somali by CAM)
- A protptype will be ready to be site tested in a location identified by CAM-MAs-UNFPA in early 2022.

## PROPOSED SCHEDULE

TIMEFRAME	ACTIVITY	LEAD
July – September 2021	Detailed project plan developed	Developer/CAM
	Focus group meetings with Somali youth are held	CAM/MAs/UNFPA
	Draft content is developed	CAM
	Draft information architecture is developed	CAM/Developer
October – December 2021	Draft content is sent for translation	CAM
	Mock up of app developed	Developer
	Mock up presented to stakeholders	Developer
January – June 2022	Prototype developed	Developer
	Somali content reviewed with focus groups	CAM/ MAs/UNFPA
	Pilot site (s) confirmed Draft prototype ready for piloting	CAM/ MAs/UNFPA
	Final app delivered	Developer

## SELECTION CRITERIA AND SUBMISSION FORMAT

### Selection Criteria

Expressions of interest will be evaluated on the following criteria:

- Portfolio and links to previous work
- Approach and Methodology
- Budget and Timelines
- Proven ability to manage deadlines

Priority will be given to an expression of interest that has:

- a. Experience with creating SRHR apps or apps aimed at youth.
- b. Familiarity and/or experience with health systems in conflict/post-conflict environments (previous experience in Somalia or the Horn of Africa region is considered a strong asset).
- c. The ability to work remotely and strong multi-stakeholder engagement.
- d. Ability to work in challenging environments
- e. Link or portfolio to relevant work.
- f. A budget up to **\$40,000 CAD**, though exceptional proposals exceeding this amount may be considered.

Submission Format

The expression of interest should not exceed four pages and outlines:

1. An overview of your skills and experience and/or the composition of your team (if applicable). Please include CV's indicating any relevant experience in mobile app development/design or other forms of interactive media and technology (with additional consideration given to quality work in global health, sexual and reproductive health and rights (SRHR), youth empowerment, and gender equality; any relevant experience in developing digital tools or mobile apps for education or advocacy in low resource settings.
2. The proposed approach to develop the mobile app, including:
  - a. Timeline
  - b. Methodology
  - c. Tool validation
  - d. Working remotely and communicating with CAM, project partners, the Midwifery Associations and UNFPA
3. Budget not to exceed \$40 000 CAD.
4. Please include the following table, along with appropriate CVs:

Team Member	Relevant Experience (bullet point form)	Links and Related Work

CAM is a bilingual organization and consultants have the choice to communicate in French or English. However, the selected consultant or team must be fluent in English in order to work in the Somali context.

**APPLICATION INSTRUCTIONS**

Please follow these instructions:

- Send the proposal documents as one PDF file and ensure that your full name (as lead developer, if in a team) and the title “SMEPS MobileApp” are included in the file name
- Send your PDF file by email in the subject line, “SMEPS Mobile App” to [admin@canadianmidwives.org](mailto:admin@canadianmidwives.org).
- **The deadline for applications is August 11 at 5 pm EST.**