

Terms of Reference.



Short Term Technical Assistance for Communications Consultant

Across sub-Saharan Africa, health systems are making slow progress to save the lives of mothers and infants, despite experiences in resource constrained countries demonstrating that maternal mortality can be reduced through the use of effective advocacy, deploying sound evidence to inform and influence public opinion and holding decision makers accountable. Since starting in 2012, the Evidence for Action (E4A) programme has used a combination of evidence to drive accountability for maternal and new-born outcomes.

E4A-MamaYe acts as a catalyst for action, using evidence strategically to generate political commitment, strengthen accountability and improve planning and decision making at sub-national and national levels.

Options Consultancy Services Limited is a leading global health consultancy established in 1992 as a wholly owned subsidiary of Marie Stopes International. We manage health programmes that ensure vulnerable women and children can access the high-quality health services they need. We work with partners to co-create and implement locally informed solutions to complex health problems. This includes governments, development partners, NGOs, civil society and health workers. Our programming is flexible, evidence-based and politically informed. This means we adapt to changing contexts, use data to inform our decisions and ensure our approach is appropriate. Our focus is always on building local skills and systems that last.

A. Background

E4A-MamaYe has been working towards packaging, communicating and tailoring our learning tools for easy access by various stakeholders. There is need to support the E4A team and coalitions in documenting and packaging their learning, results, and impact in innovative ways for external audience; identifying and leveraging opportunities to enhance the coalitions and projects visibility (e.g. through videos, conferences, publications etc.).

B. Purpose of the assignment

Work with the E4A-MamaYe programme communications team and supported coalitions to package and tailor our learning, tools, and products to make these appropriate and accessible to the stakeholders, including partners and potential funders. To support coalitions in Nigeria to gather, package and communicate information for strategic advocacy, share lessons learnt and disseminate evidence.

C. Scope of Work

- Support coalitions in documenting their stories of change in short documentaries and videos for publication in project website and make these appropriate and accessible to stakeholders.
- Work with E4A team and supported coalitions to design and package our learning, tools, and products
- Work with the coalitions in Nigeria to gather, package and communicate information for strategic advocacy, share lessons learnt, and disseminate evidence.

D. Deliverables

The following outlines the key deliverables the Consultant is expected to work towards and/or complete under this Assignment and in response to the Scope of Work in Section C.

#	Deliverable	Description	Due date
1.	Identify and document Coalitions stories of change	Work closely with the coalition in Lagos, Bauchi and Niger E4A team to identify stories of change and document these in approved templates, short videos and documentaries.	2 days/week for each coalition starting 20 th October - 10 th November 2021.
2	Design and package learning tools /products	Work with E4A team and the coalitions to design and package our learning tools/products.	2days/week for each coalition starting 11 th – 29 th November 2021
3	Disseminate learning products	Work with the coalitions to disseminate learning products and tools using various means (social media handles, 1 online events/ state and Abuja) - Planning for the event - Organize and implement the event	2days per state and 2 days for dissemination at Abuja. December 1 st - 31 st 2 days per state

E. Deliverables and Invoicing Payment

The Consultant is paid based on successful completion of the deliverables as detailed above. An invoice will be submitted using the template provided in Attachment 2 and paid upon completion of the deliverables once agreed by Helen Ekpo, Senior Impact and Sustainability Advisor H.Ekpo@options.co.uk and E4A-MamaYe Country Lead Dr Vincent Ahonsi v.ahonsi@options.co.uk

Duration of Assignment.

The assignment is to be conducted between 10th October 2021 and 31st December 2021. Any changes to the deliverable date will be discussed in advance with Dr. Vincent Ahonsi in consultation with the, Project Director, Marleen Vellekoop.