



TERMS OF REFERENCE (TOR)

National Individual Consultancy to Develop Family Planning (FP) Advocacy Guide and Media Toolkits

Hiring Office	UNFPA Kenya Country Office
Background	<p>Family planning is central to gender equality and women’s empowerment, and it is a key factor in reducing poverty. When countries maximize investments in Family Planning, the benefits incurred are substantial, helping drive social and economic development. For every Kshs 115 the Kenyan government spends on family planning, the country will save Kshs 460 in direct healthcare costs. It is estimated that Kenya could save an additional Kshs 2.2 billion (USD 60 million) annually in direct healthcare costs associated with unintended pregnancies if county governments maximize investments in family planning.</p> <p>However, despite existing evidence on the importance of Family Planning as a key driver of socio-economic development, this aspect is often overlooked and not adequately communicated to policymakers, planners, the general public and other stakeholders. Advocacy to position Family Planning as an instrument to spur economic growth and development is therefore essential in order to integrate Family Planning into other development programs beyond the health sector.</p> <p>In line with ICPD25 commitments, Kenya has developed investment cases for the achievement of the three transformative results, which outline a prioritized set of investments needed to achieve the transformative results and Sustainable Development Goals by 2030. The Investment Case timeframe is aligned to the development cycles of the MTPs, CIDPs, Sectoral Plans, UNSDCF, and ICPD25 Commitments. The proposed advocacy tool guide will therefore be used to strengthen advocacy activities under the Family Planning investment case advocacy strategy by providing a pre-packaged and comprehensive list of recommended activities, messages, and advocacy measures that can strengthen advocacy action targeting policymakers and planners at the national and county levels.</p> <p>A review of the existing advocacy and media toolkits on Family Planning in Kenya developed in 2018 shows gaps in the content that will need to be addressed in order to bring the toolkits up to date with recent developments in the Family Planning sector. The toolkits require significant updating in line with the new government policies such as the Population Policy, UNFPA 2022-25 strategic plan, ICPD25 and FP 2030 commitments, and the ongoing sustainable financing mechanism for commodity security. In addition, the toolkits require updating to reflect developments in the Family Planning 2030 agenda including the focus on rights-based family planning, the necessary shift from funding to financing, as well as building strong and sustainable partnerships in the promotion of Family Planning.</p>

	<p>Further, there exists no updated FP advocacy guide and media advocacy tool kit to guide journalists on reporting on Family Planning as a key development agenda. The advocacy toolkits will be strengthened through the inclusion of a step-by-step guide on developing advocacy strategies, key messaging, best practice examples, and an M&E component to facilitate learning and impact measurement.</p> <p>Once developed, the Family Planning advocacy guide and media toolkits will guide the rolling out of the Family planning investment case and also serve as key instruments to position Family Planning as an important driver of social and economic development. When implemented by the Government, UNFPA, and partners, the toolkits will help contribute to ensuring the advocacy efforts are strategic, inclusive, and participatory, thus contributing to a high impact and effective approach to policy influencing.</p>
Purpose of the Consultancy	Develop and design for publication an advocacy guide and media tool kit on the role of Family Planning as a key driver of social and economic development and to guide the roll out of the Family Planning investment case.
Scope of work	<ol style="list-style-type: none"> 1. Develop an inception report outlining the implementation plan and road map for the execution of the assignment. 2. Desk review of relevant documents including existing advocacy materials and toolkits, reports, policies, and other documents on Family Planning. 3. Conduct consultation sessions/forums with stakeholders including relevant Government departments, the media, civil society and youth organizations, multilateral agencies, academic institutions, donors, and private sector partners 4. Develop the advocacy toolkit outline 5. Develop the media toolkit outline 6. Generate advocacy toolkit content based on the needs identified. 7. Generate media tool kit content with inputs from stakeholders 8. Facilitate technical review and validation of the advocacy and media tool kits 9. Edit, format, and design the advocacy and tool kits 10. Submit final advocacy guide and media toolkits
Duration and working schedule:	The consultancy will be for a period of 30 days spread over 2 months.
Place where services are to be delivered:	UNFPA, Nairobi
Delivery timelines and how work will be delivered (e.g. electronic, hard copy etc.)	<p>The following deliverables are expected:</p> <ul style="list-style-type: none"> ● Inception report detailing implementation plan and deliverables ● Outlines of the FP advocacy guide and media tool kits ● Reports on validation and other technical workshops. ● One (1) advocacy guide on the role of Family Planning as a key driver of social and economic development. The guide will support the roll out of the advocacy strategy on the family planning investment case.

	<ul style="list-style-type: none"> ● One (1) Media toolkit on reporting on the role of Family Planning as a driver of socio-economic development ● Power point presentations summarizing the final documents to be used for the launch. <p>The documents should be submitted in electronic format (PDF and Word)</p>
Monitoring and progress control, including reporting requirement, format and deadline.	<p>The consultants will have regular scheduled meetings with the Communication Specialist with support from the FP/RHCS Specialist and SRH/FP Advisor to ensure the results are delivered on time and the results are of required quality.</p> <p>The draft documents will be validated by the government, UNFPA, and other stakeholders before finalization.</p> <p>The finalized documents should be submitted in PDF version and also available in in-design format by August 30th 2023.</p>
Supervisory arrangements	The consultant will work under the direct supervision of the Communication Specialist with support from the FP/RHCS Specialist and SRH/FP Advisor
Expected travels	Travel to workshop events outside Nairobi is expected.
Required expertise, qualifications, and competence, including language and other requirements:	<ul style="list-style-type: none"> ● Bachelor’s Degree in Public Policy, Social Sciences, Health, Economics or related field , preferably with a focus on sustainable development. ● Minimum of 10 years of relevant experience in advocacy, policy review and program management ● Experience in development of SRH/Family Planning policy and strategy documents is a strong advantage ● Proficient written and oral communications skills in English ● Demonstrate excellent interpersonal and professional skills in interacting with government, civil society, and development partners ● 2-3 Samples of relevant previous work required ● Experiences in working with the United Nations will be an added advantage
Inputs/ services to be provided by UNFPA or implementing partner (e.g. support services, office space, equipment), if applicable.	<ul style="list-style-type: none"> ● Reference materials and access to partners will be provided by UNFPA. ● The consultant is expected to use their own equipment and office space for the duration of the assignment.
Other relevant information or special conditions, if any	NONE
Signature of Requesting officer in hiring office:	
Date:	

Tabulation of Consultancy Days

	Assignment	No. Units –FP Advocacy Guide and Media tool kits	Total No of Days
1.	Desk review of relevant documents including existing advocacy materials and toolkits, UNFPA reports, national policies, manuals, and other documents related to family planning in Kenya	2	3
2.	Develop an inception report outlining the implementation plan and schedule of activities	2	3
3.	Consultation (online interviews, focus groups) with UNFPA partners, the media, and key stakeholders including civil society and youth organizations, international non-government organizations, multilateral agencies, academic institutions, donors, and private sector partners to identify their needs and challenges in terms of advocacy tools.	2	5
4.	Generate FP advocacy guide and Media toolkits outlines based on the needs and challenges identified.	2	5
5.	Validate with stakeholders for inputs	2	2

6.	Development and design the final toolkits content according to desk review and consultation with partners and stakeholders	2	8
7.	Present the drafts for technical review and validation	2	1
8.	Incorporate inputs and finalize on graphic design and submit the final versions of the advocacy tool and media tool kits	2	3
Total number of days			30