

TERMS OF REFERENCE

CONSULTANCY FOR THE DEVELOPMENT OF HIV PREVENTION SBCC MATERIALS AND COMMUNICATION STRATEGY

1. Introduction

LVCT Health is an established Kenyan NGO that is renowned for the implementation of health programs at scale in Kenya. Through its vision of **Empowered, Heathy and Resilient Communities**, LVCT Health is a leader in designing and implementing innovative HIV prevention and treatment approaches, sexual and reproductive health and gender-based violence programs reaching the most vulnerable populations. LVCT Health works with the government and other stakeholders at the national and county levels.

LVCT Health is the country lead for the USAID MOSAIC (Maximizing Options to Advance Informed Choice for HIV Prevention) project with a vision that after five years women in Sub-Saharan Africa will have access to multiple, effective biomedical prevention options that meet their changing needs and desires.

LVCT Health, therefore seeks to engage the services of a consulting firm to undertake an assignment that will apply a brand positioning finding to produce high-quality communication products on HIV and communication strategy.

2. Objectives of the assignment

The objective of this assignment is to develop and produce PrEP SBCC materials, updated digital content for HIV prevention and a communication strategy.

3. Scope of work

Demand for oral PrEP among AGYW and other populations has been lower than hoped, uptake has been low, and among those who initiate oral PrEP, continued use remains low. As the PrEP category expands to include new products, marketing and demand generation efforts must remain relevant to a youth population and understand how to communicate the choice of method to today's adolescent girls and young women (AGYW). There is, therefore, a need to review existing PrEP materials and create new information and strategies for a multi-product market. The SBCC materials should provide clear, impactful, and positive communication, which will get the attention of AGYW and, make a lasting impression and eventually increase uptake and effective use.

The consultant is expected to apply the PrEP positioning validation outcomes to co-create SBCC materials with Adolescent and young people for increased awareness, demand and uptake of PrEP products. In addition, the consultant will support review, finalization and designing of national HIV prevention materials including updating of HIV information on the national digital App. The consultant will also review and finalize the LVCT Health communication strategy for increased impact in HIV prevention. The strategy will build on already ongoing efforts in communications and positioning. Finally, the consultant will produce SBCC materials to be used in PrEP demand generation. It is intended as an evolving, organic document that will adapt and change over the period of the project implementation and beyond.

4. Outputs/Deliverables

The consulting firm is expected to submit the following deliverables:

1. Submit an inception report detailing the proposed methodology, approach and detailed work plan and budget/ financial proposal for delivering the assignment

2. Submit a detailed reference list indicating the scope and magnitude of similar and relevant assignments undertaken in the last eight years
3. Co-creation plan for SBCC materials for increased awareness, demand and uptake of PrEP products
4. Updated digital app
5. Finalized national HIV prevention materials
6. Comprehensive and designed communication strategy

5. Duration

The estimated time for this consultancy is **60 days** between **January to June 2024**. All deliverables should be finalized by end of June 2024.

6. Work Arrangement

The consultant will work under the supervision of the MOSAIC Project Manager and the Communications and Knowledge Management Manager including working in liaison with the project focal staff. The consulting firm is expected to schedule and hold frequent virtual and in-person meetings with project and communications staffs during the period of the consultancy.

7. Pricing

LVCT Health is obliged by the Kenyan tax authorities to withhold taxes on service contract fees as well as ensure VAT, at 16%, is charged where applicable. Applicants are advised to ensure that they have a clear understanding of their tax position with regards to provisions of Kenya tax legislation when developing their proposals.

8. Qualifications, Skills and Work Experience

Candidates for the consulting firm will be required to have the following:

- Master's degree or its equivalent in communication studies, public health education or equivalent academic credentials
- At least 8 years experience in designing and implementing SBCC strategies and activities particularly focusing on demand creation for public health products and behaviour change services
- Working knowledge and experience in designing communication and marketing strategies/campaigns for HIV prevention programming at national level
- Demonstrate experience in developing communication strategy for NGOs
- Demonstrate excellent interpersonal and professional skills in interacting with government and development partners
- Skills in facilitation of stakeholder engagements/workshops
- Excellent and proven analytical skills
- Excellent organizational and communication skills, ability to prioritize and work with minimum supervision

9. Application process

Interested Consultant(s) will be required to submit the following documents:

- Technical proposal outlining how they meet the selection criteria and their understanding of the ToR
- The lump-sum fee which you propose for the consultancy should indicate the breakdown of all costs. This fee should be inclusive of ALL considerations.
- Sample of similar projects recently undertaken

Note: *The fee for the consultancy will be discussed and agreed upon between the parties.*

If you have the required qualifications and are interested in carrying out the assignments, please submit a soft copy of their proposal with the subject **“Consultancy for Development of HIV Prevention SBCC Materials and Communication Strategy”** to: recruitment@lvcthealth.org on or before **Monday 11 December 2023**

10. Disclaimer

LVCT Health reserves the right to determine the structure of the process, number of short-listed participants, the right to withdraw from the proposal process, the right to change this timetable at any time without notice and reserves the right to withdraw this tender at any time, without prior notice and without liability to compensate and/or reimburse any party. Please visit our website www.lvcthealth.org for more information about the organization.

LVCT Health **DOES NOT CHARGE** any fee whatsoever in any part of the recruitment process

LVCT Health is committed to preventing any type of unwanted behaviour at work including sexual harassment, exploitation and abuse, stigma and discrimination of individuals of various diversity, lack of integrity and financial misconduct. LVCT Health expects all staff and volunteers to share this commitment. Failure to adhere will result in disciplinary action.