

Terms of Reference

Media consultancy for “Let’s talk” Malawi:

A national campaign on early and unintended pregnancy (EUP)

Introduction

In 2017, Members of the Technical Coordinating Group (TCG) for the ESA Ministerial Commitment¹ comprised of UNESCO, UNFPA, SAfAIDS and Save the Children Sweden and other regional civil society organisations, agreed to focus on a single regional campaign to amplify efforts to reduce early and unintended pregnancy (EUP) in the Eastern and Southern Africa region (ESA). What followed were a series of actions led by core members of the TCG, which include: a UNESCO commissioned situational analysis on EUP; a regional meeting to discuss the findings of the analysis; a partnership with a communication organization - PCI Media, and the development of a regional multimedia campaign. On July 31 2019, after two years of intensive work and consultation, the “Let’s Talk!” campaign was launched at regional level.

Subsequently, country level launches and implementation will take place in the 21 ESA commitment countries, Malawi being one of them. The Malawi campaign will use the regional level branding, approach and key messages tailored to speak to the Malawian context. Based on country-level analysis of early and unintended pregnancy, unsafe abortion, and child marriage, the campaign will involve relevant stakeholders with a focus on youth. This concept note provides details of the planned activities to prepare the national campaign before its launch in early October.

Background

The ESA region has one of the highest adolescent fertility rates in the world, at 102 per 1,000 live births.² Many of these early pregnancies are unplanned, as evidenced by the high rate of unintended pregnancy in Africa at 89 per 1,000 overall and 112 per 1,000 in Eastern Africa, resulting in an estimated 21.6 million unintended pregnancies per year.³

Adolescents are more likely to have complications during pregnancy, including unsafe abortion.⁴ After AIDS, the second highest cause of death for adolescent girls are pregnancy-related complications in the ESA region.⁵ Their babies also face a substantially higher risk of dying than those born to women aged 20

¹ For more information refer to www.youngpeopletoday.org

² UNESCO (Aug 2018). Baseline Study: Our Rights, Our lives, Our future: Making positive sexual and reproductive health and education outcomes a reality for adolescents and young people in Sub-Saharan Africa. Harare, Zimbabwe: UNESCO.

³ Singh, S, Remez, L, Sedgh, G, Kwok, L, Onda, T (2018). Abortion Worldwide 2017: Uneven progress and unequal access. New York: Guttmacher Institute.

⁴ No reliable data was found for how many adolescent girls die from unsafe abortion.

⁵ UNESCO (2016). Fulfilling our promise to young people today: 2013-2015 progress review. Paris: UNESCO, UNAIDS, UNFPA.

to 24, and are at greater risk of malnutrition, poor mental and physical development, and low educational attainment.⁶

The primary drivers of EUP are: poverty and related low education levels; lack of comprehensive sexuality education (CSE); lack of access to sexual and reproductive health (SRH) services including contraception; lack of parent-child communication regarding sexuality; cultural norms that support child marriage (both leading to and resulting from EUP), and peer/partner pressure.⁷⁸ Once a person experiences a EUP, the negative impacts can include poor physical, emotional, educational, and economic outcomes. EUP may lead to such physically harmful outcomes as maternal mortality or morbidity (including obstetric fistula), HIV and other sexually transmitted infections (STIs).

Malawi fits well into this picture as statistics report high fertility rates and high rates of early childbearing, with 29% of 15–19 year-olds having had a child or been pregnant, 41% of which are unintended.⁹ Particularly, young uneducated women start childbearing early. An increased socio-economic status is associated with increased pregnancy planning and intention.¹⁰ Factors associated with teenage pregnancy in Malawi resemble those outlined above; early sexual debut and marriage, low contraceptive use, low educational levels, low economic status, and lack of sexual and reproductive health knowledge as well as gender inequity and physical/sexual violence.¹¹

Campaign Vision

The Malawi EUP campaign will adopt the regional campaign's approach whose thrust targeted social and behaviour change (SBC) as was the case with the regional campaign, the Malawi EUP campaign will be evidence-based, and will combine innovation and creativity to deliver messages that motivate individuals, families, communities, organizations/institutions, policymakers and social systems to change behaviours and social norms. The regional EUP campaign for ESA aims to create momentum for change at each level of the social system in each of 21 ESA Commitment nations.

UNESCO Malawi and key partners will implement the campaign at national level, taking into consideration the specific needs, interests and barriers that apply in Malawi.

6 World Health Organization (2014). Adolescent pregnancy factsheet. WHO: <http://www.who.int/mediacentre/factsheets/fs364/en/>; Ganchimeg T, Ota E, Morisaki N, Laopaiboon M, Lumbiganon P, Zhang J, Yamdamsuren B, Temmerman M, Say L, Tunçalp Ö, Vogel JP, Souza JP, Mori R (2014). Pregnancy and childbirth outcomes among adolescent mothers: A World Health Organization multicountry study. WHO Multi-Country Survey on Maternal Newborn Health Research Network, BJOG, 121 Suppl 1:40-8.

⁷ UNESCO (February 2018). Situation analysis on early and unintended pregnancy in Eastern and Southern Africa. Paris, France.

⁸ Yakubu, I and Salisu, WJ (2018). Determinants of adolescent pregnancy in sub-Saharan Africa: a systematic review. Reproductive Health, 15:15.

⁹ National Statistical Office Malawi and ICF (2017). Malawi Demographic and Health Survey 2015-16: <https://dhsprogram.com/pubs/pdf/FR319/FR319.pdf>

¹⁰ World Bank (2016) World Bank Policy Brief: Keeping Girls in School; Adolescent Girls in Malawi: Introduction and Overview.

¹¹ UNESCO (February 2018). Situation analysis on early and unintended pregnancy in Eastern and Southern Africa. Paris, France.

Campaign mission

To engage relevant stakeholders to motivate policy, social, and behaviour change that contributes to reducing and ultimately eliminating early and unintended pregnancy among adolescents throughout Malawi.

Target audience

The “Let’s Talk!” campaign is intended to reach different audiences across Malawian societies whose actions have an impact on the prevention and management of EUP for adolescents. In line with sustainability. The campaign has been designed with true community participatory approach, stimulating ownership and engagement of young people and other stakeholders as true partners (Government inclusive).

The following target audiences will be targeted:

- Policy makers and high-level influencers
- Teachers and school administrators
- Health service providers
- Community, traditional and religious leaders
- Parents and caretakers
- Adolescents and young people

Consultancy activities and rationale

The aim of the consultancy is to support the EUP campaign “Let’s talk” with media activities that support the campaigns mission and vision, taking into account different audience groups, communication channels and different contexts. This includes designing media tools, presenting them to the campaign’s key partners, producing them according to the campaign needs, and sharing them with journalists trained by UNESCO.

Scope of work

i) Videos

The regional campaign has created a series of first-person narrative videos of real-life campaign “Champions” (young men and women). The Malawi campaign needs three to four comparable videos that are specific to youth in Malawi.

ii) Social media campaign

In an effort to engage media-savvy populations, the campaign will use social media presence on Facebook, Twitter, YouTube and websites in order to provide correct information about EUP prevention and policies in an easy to-understand and digest format.

iii) Media tools

The consultant is asked to suggest and create a variety of engaging, creative and Malawi-specific media tools to be used in print, radio and TV. This should take into consideration different target audiences.

iv) Champions

The consultant will select national and community leaders to become spokespersons for EUP, and embed this in the media campaign.

Deliverables

There will be four main deliverables.

- 1) Presentation of ideas and M&E strategy
- 2) Production of three to four videos
- 3) Production of media tools, media roadmap, and engagement of champions
- 4) Report on engagement of various target audiences

Timeframe

The assignment will start on September 17, 2019 and end on December 20, 2019.

Activity	Estimated number of working days	Deadline
Presentation of ideas, selection process. M&E strategy	5 days	September 22
Production of videos and media tools	15 days	October 12
Selection of champions	2 days	October 20 th
Running campaign	Approx. 45	October - December
Report	1 day	Mid term: November 15 Final: December 20

Qualifications

The successful consultancy will possess:

- Experience in leading (social) media campaigns and video production
- Strong technical background in sexual reproductive health (SRH), comprehensive sexuality education (CSE) and HIV education,.
- Excellent communication skills, in both written and spoken English.

Interested candidates should submit their quotation by Tuesday, September 10, 2019 to vacancies.harare@unesco.org with copy to m.wildt@unesco.org, and clearly state in the email subject "EUP Campaign Media Consultancy".