



Developing a strategy and action plan for Social and Behaviour Change Communication in Leh Wi Lan

1st February 2024

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Document reference:

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1 Terms of Reference: Developing a strategy and action plan for Social and Behaviour Change Communication in Leh Wi Lan

Background

The second phase of the Sierra Leone Secondary Education Improvement Programme (SSEIP 2) will deliver in three priority areas, referred to as 'pillars'.

The programme's three pillars are as follows:

- Pillar 1: Support policy and planning reform to improve education provision for girls and young people with disabilities.
- Pillar 2: Strengthen government systems to deliver improved education for adolescent girls and young people with disabilities.
- Pillar 3 Engage with communities to help adolescent girls and young people with disabilities access and thrive in school, particularly in underserved rural areas. (Note that the award of Pillar 3 is postponed indefinitely.)

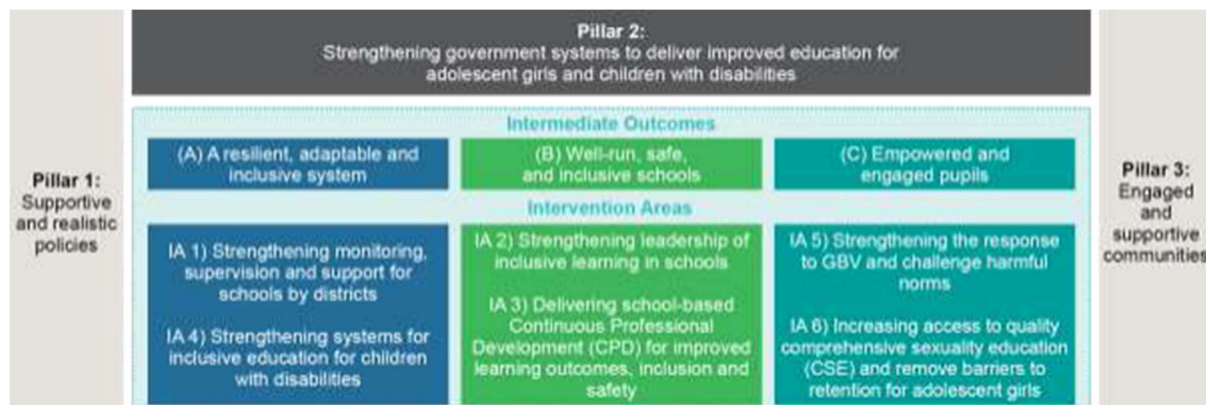
SSEIP 2 will support the Ministry of Basic and Senior Secondary Education (MBSSE) to improve learning outcomes for boys and girls at secondary level and to increase the enrolment, retention and well-being of girls and children with disabilities in school.

The programme will work at national scale to deliver outputs including:

- Improvement of the secondary education system in Sierra Leone and to create safer and more enabling environments for girls, boys, and all children with disabilities to access education and achieve learning results.
- Overall systems strengthening to improve areas such as teaching and learning including teacher capacity building, school leadership, data systems for decision-making, PFM, and systemic approaches to supporting girls (e.g., CAHLS, GBV)¹
- Supporting the implementation of recent major policies (Free Quality School Education and Radical Inclusion) and support policy development in new areas, potentially including pre-service, teacher allocation, distance to school and COVID19 resilience.
- Gender and Disability inclusion (linked to the national policy for Radical Inclusion), with improved access and results for girls, pregnant girls in particular, students with disabilities, and other vulnerable students.
- Community engagement and community messaging to challenge social norms, improve links to good healthcare for girls, improve access to services, and build positive messages for education of girls, boys, and individuals with disability.
- Using data, research, and adaptive management to identify what works and inform programme direction.

¹ Child and Adolescent Health and Life Skills education is the MBSSE's new name for Comprehensive Sexuality Education.

In April 2023, a consortium of organisations led by Mott MacDonald was selected to implement Pillar 2 of SSEIP 2, also known as Leh Wi Lan. The six intervention areas under Pillar 2 are shown in the diagram below.



Background to the ToR

Many of the root causes of children's exclusion go deeper than education policies. These causes are entrenched in social norms, or ingrained in attitudes and behaviours that fall outside of the mandate of MBSSE and the education sector. SSEIP's systems strengthening approach is anchored in the recognition that people drive system change. To ensure adolescent girls and children with disabilities stay in secondary school or alternative safe spaces, we need to develop effective interventions that ensure that sustainable behaviour and attitudinal change happens.

To develop these interventions, Leh Wi Lan will work with an organisation with knowledge and skills in Social and Behaviour Change Communication (SBCC) to develop a strategy and action plan for effecting social and behaviour change, and to support its implementation.

Scope of Work

The organisation selected will work with the Leh Wi Lan team to:

1. Develop a shared understanding of the programme priority objectives and outcomes, key audiences, key behaviours, and key geographies.
2. Establish knowledge gaps for each key audience identified in the programme's theory of change and on that basis, prioritise audiences whose behaviour change the core team considers will have the greatest impact on the overall programme objectives.
3. Develop a research plan to gain insights into the priority audience(s) - to include primary research and a rapid literature review of relevant documentation about work in Sierra Leone and elsewhere.
4. Conduct the planned research. Leh Wi Lan will support this task with introductions to schools and communities and other stakeholders where required.
5. Present key findings to Leh Wi Lan, the MBSSE and other stakeholders in a validation workshop.
6. Leverage the insights gained from the research to develop and prioritise strategies for changing target audiences' behaviours.
7. Develop a comprehensive action plan describing how these strategies will be implemented and by who, a timeline for implementation.

8. Develop a budget with Leh Wi Lan to implement the action plan, based on the action plan and agreed roles.

Deliverables

Payments will be made on achievement of agreed deliverables and submission of means of verification (MoVs) and will be subject to approval by Mott MacDonald and FCDO.

Deliverables	Means of Verification	Indicative Timeframe
Reports on steps 1 and 2 to include priority audiences for behaviour change and a plan for the next phase of work	<ul style="list-style-type: none"> • A short, written report in a format agreed with LWL • Work plan detailing key milestones, deliverables, timeframes and resource needs as well as a stakeholder engagement plan 	3 weeks from contract start date
Validation workshop after the conduct of secondary literature review	<ul style="list-style-type: none"> • Workshop report detailing knowledge to build on, gaps in knowledge and detailed research plan • Primary Research Tools 	5 weeks from contract start date
Presentation on key research findings with LWL and key stakeholders	<ul style="list-style-type: none"> • Presentation • Research Report 	8 weeks from contract start date
Activation workshop	<ul style="list-style-type: none"> • Comprehensive action plan document. • Consultant budget for implementation* • Consultant ToR for implementation 	12 weeks from contract start date

*This budget may not be the full implementation budget. The consultant budget will depend on their role in implementation which will be agreed with LWL.

How to Apply

Timeframe

The sub-consultant is expected to begin work in March 2024. The estimated time period to complete the assignment is 12 weeks.

Accountability

The sub-consultant will report to the LWL Deputy Team Leader. They will coordinate closely with LWL Output Leads and other Leh Wi Lan team members.

2 Response

Submissions must include:

- Technical proposal
- Financial proposal
- Company Profile outlining experience of conducting similar assignments
- Valid business registration certificate.
- Valid NASSIT clearance certificate (if based in Sierra Leone).
- Valid tax clearance certificate (if based in Sierra Leone).
- Proposed Terms and Conditions of Business.
- Any relevant accreditations or quality certificate(s) such as ISO standards, etc.
- Any other relevant information such as ethics policy, anti-slavery policy, safeguarding policy, etc.

3 Submission

Tenderers based in or having representatives or agents in Sierra Leone must submit sealed bids in hard copy, by the deadline, to the following address:

Mott MacDonald (Sierra Leone) Limited
24 Regent Road, Opposite Orange Office
Hill Station
Freetown, Sierra Leone

Bid envelopes must be clearly marked “**RFP 1088.28 Developing a strategy and action plan for Social and Behaviour Change Communication in Leh Wi Lan.**” and addressed for the attention of the **Deputy Team Leader**. Bids will remain unopened until after the Deadline.

Tenderers based outside Sierra Leone and having no representative or agent in Sierra Leone may submit bids in Portable Document Format (PDF) by email attachment to the Company’s designated contact, by the deadline: Victoria.Barber-Richards@mottmac.com

Bid submission emails must bear the subject line “**RFP 1088.28 Developing a strategy and action plan for Social and Behaviour Change Communication in Leh Wi Lan.**”. Bids submitted by email will remain unopened and unread until after the deadline.

Tenderers’ RFP responses must contain the following, set out clearly and unambiguously:

- A breakdown showing the tax component(s) of the unit price.
- The total fully-inclusive Tender price.
- The currency in which the Tender price is specified
- Any relevant additional information

Bids will be opened at or after **09:10 hrs** (Sierra Leone time) on **12th February 2024** , at the address given above, in the presence of any bidders and/or their representatives who wish to attend the bid opening.

Late bids will be rejected and returned unopened to bidders, or deleted/destroyed by the Company, at the Company’s discretion.



