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**TÉKPONON JIKUAGOU**  
INSTITUTE FOR REPRODUCTIVE HEALTH GEORGETOWN UNIVERSITY  
CARE INTERNATIONAL  
PLAN INTERNATIONAL

## Terms of Reference

### Development of a ‘How to’ handbook for planning, implementing, and monitoring a community-driven social networks package to address unmet need for family planning

**Consultancy dates.** To be completed between 1 September 2014 and 15 January 2015

**Estimated number of days.** 33 days

**Background.** The six-year Tékponon Jikuagou (TJ) Project, led by Georgetown University’s Institute for Reproductive Health (GU/IRH) in collaboration with CARE-International and Plan-International, launched in September 2010 to test new ways to address unmet need for family planning (FP). The project was initially located in Mali, but the March 2012 coup d’état ended project operations. The TJ project relocated to Benin in September 2012. Eighteen months later, with support from USAID, the MOH and other FP stakeholders, a package of pilot social network activities are in full implementation in Couffo Health Zone. Community groups and influential individuals in the 90 pilot villages are implementing the complete TJ package as of April 2014. The endline study will be conducted in March/April 2015 to assess effectiveness of the social network intervention.



The TJ intervention package (see graphic) aims to leverage social networks to diffuse information and ideas, in order to create an environment where women and men can exercise their desire to space or limit births. Community-identified influential social groups and opinion leaders catalyze discussions related to planning births and using modern FP methods. Radio programs and linkages between health services and influential individuals and groups create an enabling environment for FP use. Rigorous monitoring and evaluation is allowing us to test the effectiveness of the TJ package in changing FP attitudes, FP efficacy, and couple communication. Related research investigates qualitatively the impact of social networks on FP and the dynamic nature of unmet need for FP.

Assuming that the endline evaluation of the pilot shows that the TJ package is effective in reducing social /gender barriers to women, men, and couples wishing to space their families but not acting on their desires, an expansion phase is planned to begin in April 2015, with the TJ package being implemented by new NGOs and by several health and development projects within CARE and Plan.

To prepare for this expansion phase, we plan to engage a consultant to work with TJ staff in Benin and the US to develop a ‘how to’ handbook for use by new organizations and projects. In terms of product, we currently envision a simple-to-read, easy-to-use handbook for field workers and supervisors who are charged with supporting implementation of the TJ package by community actors. The handbook would provide an overview chapter of TJ’s social network approach and how

it specifically takes into account gender and other social barriers that lead to unmet need of women, men, and couples; discuss how it differs from conventional social mobilization approaches; and introduce the package and organization of the handbook. Subsequently, five chapters, one for each component, would serve as mini-guides to implementation. Three additional chapters would be devoted to: i) orienting/ training staff on TJ's concepts (social network approaches and reflective dialogue for social change, importance of gender in addressing unmet need and cross-cutting integration of gender themes in materials, approaches, and results) and 'unlearning' classic social mobilization in order to embrace a social networks approach; ii) adapting the TJ package to new community contexts using formative assessments; and iii) monitoring and evaluating TJ package implementation.

As TJ is a pilot effort with a strong research and documentation focus, ample materials exist from which to base development of the handbook. Concept notes, briefs, presentations, and research reports are available as resource documents. TJ's 'scalable materials' are in use by community members and considered final products. Tools, orientation plans, and implementation guidelines for each package component have been developed and used by TJ staff during the pilot phase and are considered draft products, pending additional field use. Suggested changes have been documented elsewhere and these materials will be actually adjusted and finalized during the consultancy. New content (or rather, content written from the perspective of the audience for the 'how to' handbook) will be needed throughout, including content for the three additional chapters and overview chapter, noted above.

**Approach to handbook development.** While much of the consultancy can be handled from the consultant's home base, one visit to Benin is critical to understand the package, its implementation context, and to work with our field staff who are implementation experts. TJ managers will orient the consultant, including accompanying him/her on a trip to observe TJ package implementation. After, we envision one workshop in-country facilitated by the consultant with Benin TJ staff as participants. Designed as a participatory exploration of TJ package implementation, the workshop will provide a venue for the consultant to gather ideas on what is important to include in the 'how to' handbook and what adjustments should be made to existing component guides and materials. We imagine that the development of the handbook will be iterative, with frequent feedback loops established between the consultant and TJ staff in Benin and the US. The handbook would be a print product for use in-country, although later it could become a digital resource material for wider distribution. The consultant will be responsible for handbook organization and content only; a graphics designer will be engaged later to create the final print product.

To facilitate the task, TJ will assign one staff person (proposed Mariam Diakité of IRH) to work with the consultant during the Benin visit to organize meetings and help co-plan/co-facilitate the proposed workshop, contribute to chapter development/tools adjustment efforts, and facilitate feedback by partners in-country as different chapters are developed. At HQ level, the consultant will be assigned a focal point at IRH to ensure timely feedback by US-based partners in developing the handbook outline and reviewing chapters during the handbook development process.

**Consultant responsibilities.**

- Become familiar with the project and TJ package by reviewing resource materials provided by IRH and discussing/meeting with TJ staff (HQ staff from CARE, IRH, Plan) to talk about the project and expectations for the proposed handbook. (3 days)
- Propose a handbook outline, with detailed descriptions of each chapter, and engage TJ staff in Benin and the US in the outline review. (3 days)
- Visit Benin to learn about the project and gather information to be used in the handbook development (staff workshop, field visit, etc.). (12 days)
- Develop different chapters of the handbook, following a schedule developed by the consultant, to allow frequent feedback by TJ staff. (15 days)
- Submit a draft handbook for final review and comment by TJ staff in Benin and HQ, and after adjustment based on reviewer comments, submit the final document.

**IRH responsibilities.**

- IRH will support the consultant visit to Benin financially and administratively, eg, international travel (as necessary) and providing logistics and administrative support when in Cotonou and Couffo field sites.
- If an English-writer is engaged, we will translate materials to allow Benin staff engagement throughout the review process.

**Schedule of deliverables.**

- Submission of guiding outline of the “How to” Handbook – 2 weeks after signing contract
- Draft Chapters 1 through 4 – to be determined, after Benin trip in October
- Draft Chapters 5 through 9 - to be determined with consultant
- Final draft of entire handbook with changes integrated for final review – by 15 December
- Final handbook – by 10 January

*NB: Discussions with consultant will lead to a decision on estimated length. As a practitioner’s handbook, the core content of each chapter should be short – between three to six pages.*

**Necessary skills and experiences.****Required:**

- Writer with experience using conversational language to explain concepts and processes to practitioner audiences, e.g., managers and supervisors of community-based programs.
- Fluency in spoken French, with high-level proficiency in reading French (e.g., project technical documents).
- Strong interpersonal and collaborative skills that foster trust by field agents and confidence in sharing ideas and analyses.
- Experience using participatory approaches for data- gathering and/or facilitating workshops.

**Desirable:**

- Prior experience developing ‘how to’ manuals a plus.
- Prior experience working with community-based SRH/HIV programs desired, experience with programs that use social mobilization approaches highly desired.