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Passages

Transforming Social Norms for
Sexual & Reproductive Health

SCOPE OF WORK

Consultant

This scope of work defines the key parameters, responsibilities and deliverables expected for this agreement, which is to support a baseline stakeholder analysis, and the development of a baseline stakeholder results report and PowerPoint presentation for the Passages Project.

- ✓ **Estimated period of performance:** April – June 2016
- ✓ **Estimated # Days:** Up to 20
- ✓ **Location:** Remote

- ✓ **By April 22, 2016** please submit a CV and cover letter that includes: described competency in survey and interview analyses and summary report writing, and daily rate (details below).

About the Institute for Reproductive Health, Georgetown University

The Georgetown University Institute for Reproductive Health (IRH) is dedicated to improving the sexual and reproductive health of women, men and youth through a research-to-practice agenda. Our emphasis is on increasing access to and use of family planning, increasing fertility awareness through life-stage appropriate interventions, expanding access to fertility awareness-based family planning methods in an informed choice context, and developing scalable interventions to transform gender norms and catalyze the diffusion of social norms that support family planning. Cross-cutting themes in the Institute's work include the diffusion of social norms that support sexual and reproductive health, scale up of innovations, and incorporating gender perspectives in reproductive health. In partnership with a wide range of international and local organizations, IRH conducts research, builds capacity, and provides technical assistance to public and private-sector organizations in lower and middle-income countries and the U.S. The Institute is supported by grants from U.S. foundations and government agencies, including the U.S. Agency for International Development (USAID). [Learn more](#)

About the Passages Project

Passages project aims to address a broad range of social norms, at scale, to achieve sustained improvements in family planning and reproductive health. This research project is building the evidence base and contributing to the capacity of the global community to strengthen normative environments that support reproductive health, especially among very young adolescents, newly married youth, and first-time parents. Passages capitalizes on these formative life course transitions to test and scale up interventions that promote collective change and foster an enabling environment for healthy timing and spacing of pregnancies and family planning. [Learn more](#)

Passages is currently undertaking a stakeholder analysis, with a goal to gauge evidence needs, existing knowledge about social norms and scale-up (including measurements, mechanisms and theories), current access to such knowledge, and current use or application of that knowledge among project stakeholders. This information will be used to better address our community's needs when it comes to social norms and

scale up-related evidence—guiding our project’s knowledge management, research utilization and communication strategy—but will also be shared as key learnings for our global sexual and reproductive health (SRH)/family planning (FP) community in the form of a report. This report will include “big picture” recommendations or conclusions on how to engage with various stakeholders and audiences, based on their evidence needs and information access points.

Methods for baseline stakeholder assessment included:

1. In-Depth Interviews

The Passages team conducted in-depth interviews with 25 key influencers identified through the Stakeholder In-Take Form and Passages consortium network. At least one individual from each of the following categories was interviewed: mission, donor, international NGO, national/local NGO, cooperating agency program, cooperating agency research, government, UN agency, university, other.

2. Online Survey (and PDF fillable form alternative)

The Passages team conducted an online survey (via SurveyMonkey) with 140 participants who were identified by the Passages team through the Stakeholder In-Take Form, are on the Passages listserv, or are in our general SRH/FP community. The survey was translated into French, with six participants completing it in French. The survey was open from February 15-March 14, 2016.

Responsibilities & Terms of Reference

- Review of relevant documents to achieve working knowledge of social norms and scale up concepts necessary for understanding questions and answers
- Possible travel to IRH’s DC office for a brainstorming session about the analysis framework and key thematic areas to capture, as well as structure and design of the report; remote meeting via Skype or Zoom an option
- Undertake 5-8 in-depth interviews with additional key influencers to inform the stakeholders analysis
- Analyze qualitative and quantitative data collected from in-depth interviews and online survey according to framework developed together at in-person working session (second bullet)
- Draft a visually compelling summary report of the findings. Integrate feedback from IRH into a final version to be shared with the Passages team and the greater SRH community
- Develop a draft presentation of the top-line results, organized by theme of findings, and integrate feedback from IRH into a final version to be presented at the Passages partner meeting in July, 2016

Expected Deliverables & Activities

- Systematic coding structure for the data, most likely organized by type of question
- Analyze/summarize qualitative themes from 140 English/6 French online surveys and ~25 interview notes from in-depth interviews (French translation support available if necessary)
- Analyze/summarize quantitative themes from online survey, producing supportive graphics
- Identify top-line overarching themes across all data from online surveys and in-depth interviews
- Select key/most memorable quotes from online survey and in-depth interviews for use as call-out quotes in report and PowerPoint presentation
- Outline of final report, organized by domain or theme
- Draft detailed summary report and PowerPoint presentation, including key conclusions and recommendations

- Submit final report and PowerPoint presentation following input from IRH

Planning & Support

IRH will provide the following support and information to the selected consultant:

- Internal background materials to facilitate the SOW (for example, the stakeholder analysis domains chart, Passages project overview documents, etc.)
- Access to the SurveyMonkey online account and survey results
- Access to series of in-depth interview notes folder
- Report and presentation design support, including data visualization pointers
- Regular check-ins to answer questions and agree next steps to facilitate progress toward deliverables

Submission of Proposals

Please submit a CV, contact information, and cover letter that includes: described competency in survey and interview analyses and summary report writing, and daily rate by **APRIL 22, 2016 to Sophie Savage** at sophie.savage@georgetown.edu. Selection criteria will include:

- Previous work/experience in sexual and reproductive health
- Demonstrated experience with stakeholder assessments/audience evaluations, and synthesis report writing
- Cost and budget competitiveness
- Demonstrated understanding of social norms a plus
- Presentation design a plus
- French language a plus