

COMMUNICATIONS FOR ADVOCACY CAPACITY STRENGTHENING

Request for proposals

Contract period: October 2019 – September 2020

The Partnership to Inspire, Transform and Connect the HIV response (PITCH) is looking for a consultant/trainer who will strengthen the capacity of civil society organisations in 9 countries in using communications as an integral part of their advocacy work.

The current HIV and AIDS landscape

An estimated 770,000 people died from AIDS-related illnesses in 2018. Although this is a decrease from 2017, it is still unacceptably high. Ending AIDS is now part of a broader health goal within the Sustainable Development Goals (SDGs). Those who are committed to ending the AIDS epidemic realise that a purely medical response is not effective. The AIDS response must also focus on gender equality, human rights, economic empowerment and education.

Stigma and discrimination are driving new infections urgent action is needed to address the barriers that prevent marginalised people from accessing prevention services.

Background

PITCH is a 5-year strategic partnership that started in 2016 between Aidsfonds, Frontline AIDS and the Dutch Ministry of Foreign Affairs. The partnership aims to enable people most affected by HIV to gain full and equal access to HIV and sexual and reproductive health services. By strengthening the capacity of community-based organisations we support them to engage in effective advocacy, generate robust evidence and develop meaningful policy solutions.

PITCH encompasses partner organisations in countries that carry some of the highest HIV burdens in the world: Indonesia, Kenya, Mozambique, Myanmar, Nigeria, Uganda, Ukraine, Vietnam and Zimbabwe. These organisations are led by and work for communities of lesbian, gay, bisexual, and transgender (LGBT) people, sex workers, people who use drugs and adolescent girls and young women.

The aim of PITCH is not only to change policies affecting these groups, but to build the lobbying and advocacy capacity of community-based organisations that is sustainable beyond the 5-year life cycle of the programme.

Purpose and objectives

The purpose of this project is to strengthen the capacity of country partners, in nine countries, in using communication effectively and strategically in their advocacy work.

The capacity of country partners varies greatly between countries but also within countries. Some are well established and registered organisations, whilst others are less formalised groups of community activists. One training approach will therefore not fit all participants, and we will require a flexible approach that can be tailored according to specific country needs and capacity.

We are keen that the capacity strengthening efforts support partners to deliver on their planned and on-going advocacy work in 2020 and are therefore looking to focus the training and any other support around real campaigns or other advocacy activities.

The planning and content of the trainings will require close collaboration with PITCH staff of Aidsfonds and Frontline AIDS and with in-country PITCH and partners' staff. The consultant will report to the PITCH Communications Lead and will be supported by the Communications Working Group.

The objectives of the project are as follows:

- Increased capacity of partners to use (strategic) communications in support of their advocacy work through a training delivered in country and based on the advocacy priorities defined in work plans for 2020.
- Build capacity to assess risks and put in place mitigation measures of communicating on sensitive topics in high-risk environments.
- Established cooperation and cross-partner learning among country partners on communications for advocacy during the training.
- Increased practical knowledge of partners on implementation tools (such as online campaigning, traditional media, social media and developing evidence-based messaging) to deliver the communications for advocacy strategy, .

Deliverables

Design a generic curriculum

- Design a generic curriculum for a 3-day training for partners on how to develop a (joint) 'communications for advocacy strategy' that could be used as the basis for training in 9 countries.
- Develop and manage a detailed training schedule
- The training set up should be practical and context specific tips and build towards a joint 'communications for advocacy strategy' for all the partners.
- The training should also include several practical core elements, to be identified beforehand in conversation between the trainer, PITCH communications lead and the country teams, and could include:
 - How to run an online campaign
 - How to work with the media
 - How to effectively engage on social media
 - How to write engaging messages that are informed by (anecdotal) evidence

- How to write for news pieces and/or press releases
- How to develop and audio and visual documentation
- Develop a measurement framework based on existing performance indicators to measure the effectiveness of the overall project and the in-country trainings. This includes capturing satisfaction rates of the training and partner feedback.

Deliver tailored trainings in nine countries

- Tailor and deliver the generic training curriculum to each of the nine PITCH countries taking into account social/cultural/societal factors (PESTLE-analysis), communications capacity and PITCH country Theory of Change and work plans.
- During the training participants should jointly work on developing a communication for advocacy campaign based on a priority from their work plans to be implemented in 2020.
- Identify high-quality, professional trainers in each of the nine countries to support and translate the delivery of the country trainings.
- Source and/or develop training materials in local language for each country, including course handbook and hand-outs.

Evaluation

- Evaluate the project based on the measurement framework and give advice on further steps needed to improve and take forward future trainings.
- Document trainings through photography and/or video and notes for learning papers and news items.
- Run 5 Facebook Live events to assist partners in the implementation of their strategies.

Outputs

- Generic curriculum package for a 3-day training for partners to build their communications capacity and how to develop a (joint) 'communications for advocacy strategy'
- Day-by-day training schedule
- Measurement framework to measure success of the in-country trainings
- Tailored trainings in nine PITCH countries, including training materials based on generic curriculum package
- Joint 'Communication for advocacy' strategy developed by partners in nine PITCH countries
- Training report from nine country trainings
- Evaluation report
- 5 virtual learning events to support partners with the implementation of their strategies.
- Audio and visual documentation from nine trainings

Timeframe

Below is a proposed timeframe for the planning and delivery of the programme. We request that a detailed work plan and timeframe is developed as part of the negotiation and contracting phase by the consultancy, including number of days per phase.

Phase	Timeframe	
Preparation: <ul style="list-style-type: none"> • Development of measurement framework • Development of training package • Country assessment • Country planning • Country customisation 	Q4 2019	<ul style="list-style-type: none"> • Measurement structure: 1 day • Training package: 3 days • Country assessment and planning: 9 days • Country customization: 9 days
Delivery of in-country trainings	Q1 and Q2 2020	3 days training, 2 days travel x 9 countries
Delivery of content for learning papers and news items	Q1 and Q2 2020	1 day
Delivery of 5 virtual learning events to support partners in the implementation of their strategy	Q2 and Q3 2020	2.5 day
Evaluation	Q3 2020	2 days

Requirements

The organisation or consultant submitting the proposal must meet the following requirements:

- Strategy development (including PESTLE-analysis) and practical implementation of strategy
- Senior communications for advocacy specialist and trainer.
- Strong and demonstrable project management skills.
- Demonstrable expertise in and experience of delivering capacity building trainings in communication for advocacy.
- Experience of working in at least 2 of the PITCH countries.
- Access to high-quality local trainers in the nine PITCH countries (in consultation with PITCH communications staff) who would support the training.
- Demonstrable experience in managing and quality assuring an international project of this nature.
- Strong understanding and experience of HIV and AIDS, international development, community and international advocacy and social justice movements.
- Experience working with key populations (LGBT, sex workers, people who use drugs, adolescent girls and young women).
- Ability to work flexibly in order to meet the needs of each country partner, all the while ensuring a consistently high standard of services.

- Strong knowledge and experience to deliver practical communications trainings, such as social media, media, copywriting and video/photography.

Local trainers must:

- Have a good understanding of the political, societal and media landscape in the country where they deliver the training and should ideally be based in the country (i.e. one trainer for each country) or have significant experience of working in that country.
- Be able to deliver the training in the common language of each country.
- Have previous experience of working with community advocates.
- Have significant experience in delivering communications trainings, including campaign development, (social) media, message development and evidence harvesting.

Proposal

The proposal should include the following:

- A cover letter responding to the objectives and scope of work and summarizing the candidate's experience and qualifications, including a daily rate (no more than 2 pages)
- A detailed C.V. (or track record) presenting work experience and other relevant qualifications.
- A cost breakdown (see budget below)
- Minimum of two examples of experience delivering a similar training programme
- An example of a communications for advocacy strategy
- An example of training materials, posts and or social media content you have written, attached as appendices.

In addition to the above we would also like to see your answers to:

- What key elements would you include in the training curriculum?
- How the provider will manage the diversity of capacity and needs of participants in the same country.
- How the provider proposes to quality assure and oversee the (local) trainers
- How the provider proposes to measure the effectiveness of the project and in-country trainings.

Budget

The total rate for the consultant is max. € 29,000.00. This includes VAT, per diem and insurances. International and local travel cost and accommodation will be covered by PITCH. Please note that breakfast, lunch and dinner is included in the accommodation.

How to submit a proposal

Proposals should be submitted by email to Linas Cepinskas at lcepinskas@aidsfonds.nl by 13 October 2019 before 12 p.m. CET.

Any queries should be directed to Nina Hoeve, PITCH Communications Lead, (nhoeve@aidsfonds.nl) and supervisor for the project.

For more information on PITCH visit: <https://aidsfonds.org/work/pitch-partnership-to-inspire-transform-and-connect-the-hiv-response>