

REQUEST FOR PROPOSALS

BBC Media Action nationally representative Endline Survey Girls' Education South Sudan

DEADLINE FOR PROPOSALS: 7th February 2018

1. Background

1.1 BBC Media Action

BBC Media Action is the international development charity of the BBC. Established in 1999, the organisation seeks to reduce poverty and provide information to people around the world, through media programmes and campaigns that inspire and inform. Since its foundation, BBC Media Action has worked in developing and transitional countries in Africa, Asia, the Middle East and Eastern Europe on projects that deal with issues of health, resilience, governance, education, environment, livelihoods and emergency response.

BBC Media Action is part of the Girls' Education South Sudan (GESS) initiative. An initiative of the Ministry of General Education and Instruction of South Sudan, GESS is funded by the UK Department for International Development and seeks to transform the lives of a generation of children, especially girls, through education.

GESS is a six year programme with three main outputs:

1. Enhanced household and community awareness and empowerment for supporting girls' education through radio programmes and community outreach activities.
2. Effective partnerships between the Government of the Republic of South Sudan and local organisations to deliver a community-based school improvement programme which includes cash transfers to girls and their families, capitation grants to schools, provision of practical support to schools, teachers and education managers to improve the quality of education.
3. Increased knowledge and evidence available to policy makers of what works to promote girls' education in South Sudan.

1.2 The Programme

BBC Media Action manages Output 1 of the GESS initiative: enhancing household and community awareness and empowerment for supporting girls' education. Under this Output, BBC Media Action produces a 15-minute radio programme called "*Our School*". Launched in 2014, *Our School* is a series of 15-minute factual radio programmes that include real-life stories of girls, families and schools to highlight the benefits of girls staying in school.

Our School is produced in 9 local languages¹ by producers based in 5 states. It airs on over 30 partner radio stations, including Radio Miraya which broadcasts across the country.

As part of the monitoring and evaluation activities for the programme, BBC Media Action would like to conduct an endline survey in March/April 2018 to assess people's knowledge, attitudes and

¹ These are Dinka, Bari, Simple (Juba) Arabic, Wau Arabic, Lutoko, Toposa, Azande, Madi and Nuer.

practices with respect to our education indicators, media consumption and exposure to BBC Media Action's programming.

1.3 Research background

The survey will build on the midline survey carried out in May-July 2016 and the baseline survey carried out in May 2014.

The midline survey included 3,169 cases, collected using face to face interviews and a proportional purposive sampling approach. The survey aimed at collecting a national representative sample, revisiting the areas covered in the 2014 Baseline survey to obtain a comparative sample. The six largest towns – Juba, Yei, Yambio, Aweil, Torit and Wau – were included as part of a purposive sample. Finally, 90 enumeration areas previously inaccessible during the baseline survey were covered. Considering the on-going conflict and general insecurity, accessible and safe areas were predefined before sampling the population. Areas in each stratum were randomly selected and gender proportions for each stratum considered for selecting participants within the household using a Kish grid.

1.4 The endline survey

The aim at endline is to conduct a nationally representative survey of all ten Former States using random sampling mechanisms and geographic controls to minimise the risk bias in the sample. However, we recognise that the current security situation in South Sudan means this may not be feasible. **The agency is encouraged to include in their proposal their assessment of which Former States it is feasible to plan to complete fieldwork in** (we accept that a final decision on which Former States / Payams might be included in the survey may need to be made over the course of the project).

Additionally, according to the latest available UNHCR data (31st October 2017²), the neighbouring countries hosts 2.13 million refugees from South Sudan, while there are 1.88 million Internally Displaced Persons (IDPs) in the country. **We invite the agency to suggest how we can ensure that we are capturing the views of the IDPs living inside South Sudan in the survey.**

2. Research Plan

2.1 Research Objectives

The research aims to understand:

- How people's knowledge, attitudes, behaviour and social norms around girls' education, including the importance placed on sending girls to school, compares to data collected in 2016 (midline).
- The impact of *Our School* on knowledge, attitudes, behaviour and social norms around girls' education.
- Media consumption in South Sudan and how it has changed since the midline.

The survey will consist of a nationally representative sample, and possibly an extra sample of IDPs (depending on what the agency suggests – see above).

2.2 Permission to Conduct Research

² <http://data.unhcr.org/SouthSudan/regional.php>

The agency will be responsible for obtaining permission from the relevant government ministry to conduct the survey and will also be responsible for obtaining local authority and Protection of Civilian site (POC) approval to conduct fieldwork in each region.

2.3 Instrument

BBC Media Action will provide a questionnaire and codebook that will allow us to measure education indicators in relation to exposure to our programmes. The instrument will consist of mainly closed and approximately 10 open-ended questions. The survey should be conducted in the languages that are locally appropriate. In our experience, previous surveys like this take **about an hour** to administer. We invite the agency to suggest the most appropriate method of data collection (CAPI, PAPI etc).

BBC Media Action will provide the selected agency with the final English-language version of the survey instrument. **The agency** will be responsible for translating and back-translating of the instrument and all response options and open-ended responses. Please advise which languages are appropriate in the areas where the fieldwork is planned.

BBC Media Action will also provide fieldworker guidelines on the content of the questionnaire in the local language, which should be issued to all fieldworkers and their supervisors for reference.

The agency will be responsible for piloting the instrument and providing feedback on the piloting process to BBC Media Action. Sufficient time should be allowed between the pilot and launch of full fieldwork to enable feedback discussions and any revisions to the survey instrument, or accompanying fieldworker guidelines.

2.4 Fieldwork

The agency will carry out fieldwork to a high standard within the agreed timeframe.

Fieldwork will consist of:

- Face to face interviews by trained staff. There should be a range of male and female enumerators. The agency should also advise on any cultural considerations they will be making with respect to the selection of enumerators for particular areas.

The agency will provide field reports twice a week, every Monday and Thursday, with a breakdown of interviews completed regionally.

The agency will record all unsuccessful visits in a non-response table, provided by BBC Media Action and enter non-response or failed recruitment into the final dataset so BBC Media Action is able to look at the characteristics of those who refuse to be analysed.

Throughout fieldwork, **the agency** will complete the context spreadsheet, provided by BBC Media Action, with any events, either national or local, such as power cuts, strikes etc. which could have an effect on the fieldwork.

In the proposal, **the agency** will provide a detailed timeline for fieldwork, including details on how many teams will be sent into the field, and how the process will be overseen and quality controlled.

2.5 Sampling

1. Sample Size:

BBC Media Action has calculated the sample size for this survey to be at least 3,000. The estimates and assumptions for this sample size is based on a precision calculation which gives us a confidence interval of + or – 1.64%. This assumption can, however, be reviewed and questioned by those submitting proposals.

Furthermore, the agency is invited to advise on the possibility of capturing the views of IDPs in South Sudan, either as part of this sample or as part of a separate booster sample among IDPs.

2. Target population:

The target population for this work is adults (aged 15 years and over) living in all areas of South Sudan, including IDPs. BBC Media Action will consider advice from the agency on how possible a nationally representative survey is given the security challenges in the country, as well as how possible it will be to complete a survey of IDPs.

3. Sampling design:

Agencies are required to propose a sampling design which is nationally representative or as representative of the accessible states as possible, random and self-weighting:

- The design should employ strata for states and urban/rural location.
- Random selection/self-weighting techniques should be used to sample clusters, preferably, at every level. Please specify exactly how clusters will be sampled at every level.
- The sampling frame should be based on data from Sudan's Fifth National Population and Housing Census (2008), the sample frame developed by the South Sudan National Bureau of Statistics (NBS). However, bidders are encouraged to suggest ways to incorporate verifiable and more recent data accounting for population movements into this sample frame or propose development of their own sample frame.
- Random selection techniques should be used to sample households within clusters - please outline the technique you intend to use to select households.
- Within each household, individuals should be sampled through a Kish grid. Only one person should be interviewed from each household.
- Stratification, for example by gender, should also be considered for selecting participants within the household. Please specify any stratification you intend to use at this level.

The agency should provide a description of if and how they will adapt their fieldwork plans should the situation in South Sudan become more unsafe.

The successful agency will be expected to provide the sampling frame to BBC Media Action for final checks ahead of data collection, if the sampling frame is available.

2.6 Quality Control

BBC Media Action researchers will attend and lead part of the training session with the local agents who will carry out fieldwork. They will also travel to the areas where data is collected to carry out regular spot checks and monitor the quality control of the data collection. This is standard practice for all surveys that BBC Media Action commissions and the agency and fieldwork staff should be aware of and comfortable with this degree of involvement.

BBC Media Action will also conduct a quality control check whereby 5% of the original questionnaires will be checked against the data-file. **The agency** will therefore be required to send a sample of the original questionnaires back to BBC Media Action to facilitate this process.

The agency will include its own plan for quality control in the proposal to ensure high quality of the data. **The agency** will also send the first 100 cases entered as an SPSS file to BBC Media Action for quality control no later than one week after fieldwork has commenced. **The agency** will be requested to halt fieldwork after the entry of these 100 cases and not resume fieldwork until BBC Media Action has checked these cases so any comments can be incorporated into the next phase of fieldwork. This should not normally take more than 2 days, provided there are no major issues with the questionnaire or the data.

2.7 Data Management

BBC Media Action will provide a data entry protocol / codebook to the agency to clarify expectations for set-up of the SPSS file and approach to data entry.

The agency will provide a clean and labelled (according to our specifications) dataset in Excel and SPSS format. We request that data entry occurs simultaneously to data collection.

The SPSS dataset will also contain labelled variables detailing all levels of cluster sampling, except the household level.

If any variables are derived by the agency, **the agency** will provide the syntax file to BBC Media Action.

With the proposal, **the agency** will provide a data entry plan, outlining how many people will be allocated to this task, how quality control will be implemented and whether data will be processed locally or sent to an external data processor.

2.8 Project Management

The agency will provide one point of contact for BBC Media Action, as well as a detailed description of the proposed project management structure and team to include project manager, supervisors, translators, interviewers (clearly detailing gender and languages spoken) and data processing. Please provide CVs of key personnel (no more than one page per person).

2.9 Deliverables

The agency will provide the following:

- Design of the sampling approach according to our specifications.
- Recruitment, training, supervising and monitoring the field teams (interviewers and supervisors) to BBC Media Action standards during the course of quantitative survey.
- Scripting, translating and pilot testing the research instruments provided by BBC Media Action.
- The sampling frame used for each level of clustered selection (where available).
- Preparing a research plan with field logistics and timelines for the fieldwork.
- Documented feedback from the pilot.
- Quality control and delivery of the first 100 cases after one week of fieldwork. The agency should pause fieldwork until BBC Media Action has checked these cases so any comments can be incorporated into the next phase of fieldwork.
- Field interviews with as representative a sample as possible with at least 3,000 respondents.
- Field reports twice a week with a breakdown of interviews completed regionally.
- Cleaned and labelled dataset in English in SPSS format – plus a syntax file to show any variables that have been derived.

- Topline frequencies, crosstabs and tables for variables of interest to be communicated at a later date.

2.10 Timings

Some dates below have already been fixed by Media Action (see below); please provide all other dates and narrative of how you will meet these deadlines and commit to this timeline.

Task	Date
Submission of tenders	7 th February 2018
Contract Awarded	28 th February 2018
Final amendments to sampling design if required	<i>Agency to provide proposed timings</i>
Finalise methodology and instruments (including translation)	
Training field team	
Piloting	
Check of sampling frame (where available)	
Data collection	
Data with first 100 cases given to BBC Media Action	
Data entry and cleaning	
Delivery of cleaned SPSS dataset	1 st June 2018
Checks and sign off of data set following BBC Media Action checks	18 th June 2018

2.11 Costs

The proposal should include a budget breakdown for fieldwork and all related expenses including taxes and unit costs.

3. Expectations for the tender

We will award this contract competitively and will make our decision on the basis of the following information:

- Provision of a sampling strategy that addresses our specifications and is nationally representative (or as representative as possible), random and self-weighting.
- Provision of a detailed timeline for fieldwork: This should include an explanation of how the project will be managed to deliver data to us on time and to a high standard. Please outline how long it will take to collect the data; how many teams you will send into the field and how this process will be overseen to ensure a quality deliverable.
- A data entry plan, outlining how and where the data will be entered into electronic format. Please specify how many people will be allocated to this task and how you will assure quality. We are particularly interested to find out whether your data will be processed locally or whether you intend to send it to an external data processor.
- Complete breakdown of costs including VAT, applicable taxes etc. and unit costs.

Overall assessment of proposals will be concerned with value for money, taking account of the cost and quality of each research proposal. In particular, assessment will focus on:

- Relevant skills and experience of the research agency.
- Proposed methods, including sampling and quality assurance and project management.
- The acceptability of the proposed timetable.
- The proposed costs compared to the implementation plan.

Questions about this Request for Proposal should be addressed to the Research Manager at BBC Media Action South Sudan, Henning Goransson Sandberg (Henning.GoranssonSandberg@uk.bbcmmediaaction.org).

4. Proposals

Each proposal should include:

- ✓ A one page summary of the proposal;
- ✓ A detailed plan of how the research will be carried out, including:
 - The process of obtaining any permissions necessary to carry out the research;
 - The sampling strategy;
 - Examples of previous work in the field;
 - Data entry plan outlining how many people will be allocated to this task, how you will implement quality control and whether data will be processed locally or sent to an external data processor.
 - A description of deliverables;
- ✓ An outline of the agency's skills and capacity to undertake and manage the research, including quality assurance, organisational background and references;
- ✓ A timetable for the study, a commitment to meeting the deadlines and a narrative of how these deadlines will be met;
- ✓ A financial proposal that describes in detail the costs to complete the work outlined in the specification, and unit costs;
- ✓ The names and contact details of two referees for whom your organisation has carried out similar work.

Formatting

The full proposal, including both technical and financial components, should be no more than 20 pages. **Please send the technical and financial proposals in separate files, clearly labeled.** The proposal should be written in a font no smaller than 11 point. Annexes may be included with the proposal, and will not count against the 20 page maximum limit. Proposals submitted in response to this RFP should address the research objectives set out in this brief and should be written in English. Please submit your proposal in PDF format and put "[Agency Name] proposal to BBC Media Action" as the title of the email.

The proposal should be emailed to:

Henning.GoranssonSandberg@uk.bbcmmediaaction.org – Research Manager
Kaushiki.Ghose@bbc.co.uk – Senior Research Manager

DEADLINE FOR PROPOSALS: 7th February 2018, 17.00 EAT³.

³ EAT = East Africa Time, GMT+3.