

REQUEST FOR PROPOSAL

Girls' Education South Sudan Phase2 Behaviour Change Communication (BCC) End line Survey.

RE-ADVERTISEMENT

1. Background Information

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.

Funded by the UK's Foreign, Commonwealth and Development Office (FCDO), the Girls Education South Sudan (GESS) phase2 programme is a five-year initiative running from May 2019 to March 2024. The programme is implemented by Mott MacDonald as the lead agency and supported by BBC Media Action, Windle Trust International, Montrose, and Leonard Cheshire as consortium partners. The ultimate intended impact of the GESS phase2 programme is 'transforming the life chances of a generation of South Sudanese children (particularly but not exclusively girls) through education, whilst stabilising priority areas of the education sector and concurrently seeking to deliver improved quality education'.

BBC Media Action is implementing output 1 - The Behaviour Change Communication (BCC) - component of GESS. This component contributes to GESS's intended impact by supporting the key programme outcomes of building further gains in school enrolment, improving girls' and children with disabilities educational attainment, reducing barriers to education, and promoting equity in access of education for all children. To achieve these goals, the GESS BCC strategy focuses on:

1. Greater Knowledge about school procedures & financial systems and benefits of education.
2. Positive Attitudes towards education for girls and children with disabilities and build more trust in schools and the education system for a more equitable and accessible education.
3. Supportive Behaviours & Practices around responsible use of Cash Transfers and Capitation Grants, greater parental and community involvement in school and education

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management, safeguarding of girls and other vulnerable groups at home, in school and in the community.

GESS's approach to BCC is implemented in two ways:

- **radio programming** – we utilise a 15-minute innovative magazine-style radio programme called Our School whereby a set of South Sudanese radio producers record and produce audio content through engagement with learners (girls, boys, and those with disabilities), their families/guardians and teachers as they strive and resolve the challenges linked to enrolling, attending, learning, and completing their education, as well as wider protection/safeguarding and contextual issues. The content is produced in local languages (currently production is in 7 languages: Simple Arabic, Bari, Dinka, Nuer, Lotuko, Toposa and Shilluk), and broadcast on 26 stations in all the ten states of South Sudan.
- **community mobilisation/outreach** - this approach engages community members to become agents of change in their communities. This process involves discussion, interrogation and reflection of ideas, views, behaviours, and practises and then internalising them to effect lasting change. The approach focusses on media dark areas and in locations where Our School radio programme is not being produced in the local language of the area. The approach involves community mobilisation volunteers (CMVs) taking pre-recorded Our School radio programmes on portable winded-up/solar radios to targeted communities/families to engage them in either community-level or family-level listening groups. Visual Story Material (VSM) is utilised to complement the audio content to encourage discussions and strengthen the message. Such materials are useful as they bridge communities with diverse languages, and pictorial formats specifically are not easily forgotten.

The main purpose of this endline survey is to measure the impact of the above two activities, but more specifically, to track progress against the following log frame targets:

Output indicator 1.1: Number of people over the age of 15 reached with radio programmes informing of the benefits of education to girls and children with disabilities;

Outcome indicator 6: % of adults 15+ years old in the sample who place importance on sending girls & children with disabilities to school.

Data from the endline survey will be used to report against the March 2024 milestones for these indicators.

2. Research Plan

a. Sampling

The target population for this survey is individuals aged 15 years and above living in South Sudan, including IDPs, parents/caregivers having at least one child with a functional disability and people living with disabilities (PLWDs). BBC Media Action has calculated the sample size for this survey to be approximately 3,000 people. Agencies should include design effect calculations in their responses according to the targeted sample size.

The aim is to conduct the survey in six states which are Central and Eastern Equatoria states (representing the Greater Equatoria region), Lakes and Western Bahr El Gazal states (representing the Greater Bahr El Gazal region), Upper Nile and Jonglei states (representing the Greater Upper Nile region).

States are chosen to represent a regional balance, with two states selected from each region. We also considered representation for both urban and rural areas as well as a balance of high and low reach of *Our School* based on the GESS phase2 midline findings.

The sample should be representative of the population of the six states, and it should be created using random sampling mechanisms and geographic controls to minimise the risk of bias. 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 the states and locations it is feasible to plan to complete fieldwork in (we accept that a final decision on which 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](#), the neighbouring countries host 2.3 million refugees from South Sudan, while there are 2.02 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. Furthermore, the agency is invited to advise on the possibility of capturing in the sample the views of PLWDs in South Sudan as well as parents/caregivers having at least one child with a functional disability.

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

- The design should employ strata for states and urban/rural locations.
- 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). However, bidders are encouraged to suggest ways to incorporate verifiable and more recent data accounting for population movements into this sample frame.
- Random selection techniques should be used to sample households within clusters - please outline the technique you intend to use to select households.
- Please also outline how you will select individuals in each household. 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.
- Please also outline how you will ensure that PLWDs, parents/caregivers having at least one child with a functional disability and IDPs are included in the sample and strategies for a booster sample should this be required.
- The agency should provide a description of how they will adapt their fieldwork plans should the situation in South Sudan become more unsafe.

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

b. Instrument

BBC Media Action will provide a questionnaire and codebook that will allow us to measure indicators in relation to exposure to the radio programme. The instrument will consist mainly of close-ended questions. The survey should be conducted in the languages that are locally appropriate. The agency should use CAPI method for data collection.

BBC Media Action will provide the selected agency with the final English-language version of the survey instrument. The agency will manage the translation of the instrument and all response options as well as translate all open-ended responses that will be collected from the field. Please advise which languages are appropriate in the areas where the fieldwork is planned.

c. Permission to Conduct Research

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.

d. Enumerators training and piloting

As part of the training the agency will be responsible for conducting pilot interviews with eligible respondents in one enumeration area using the pilot instrument and entering the data from the pilot survey into SPSS. This data will be sent to BBC Media Action for analysis and feedback will be given to the agency on the instrument. Sufficient time should be allowed between the pilot and launch of full fieldwork to enable feedback discussions and any revisions to the survey instrument. The agency should also provide in their proposal a breakdown of the areas of training.

e. 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 enumerators. 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 study areas.
- The agency will provide field reports on weekly basis, every Friday, with a breakdown of interviews completed regionally among other specifications to be decided by BBC Media Action.
- Throughout fieldwork, the agency will keep a record of any events, either national or local, such as power cuts, strikes etc. which could influence the fieldwork, and share these with the BBC Media Action.

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.

f. Ethical considerations and safeguarding

BBC Media Action is committed to undertaking research that is of the highest standard, and researchers within BBC Media Action adhere to a strict code of ethics and endeavour to address major concerns around consent, confidentiality, anonymity, the safeguarding of vulnerable people and the potential impact of the research on both researched and researchers. The selected agency is expected to describe how ethical considerations and safeguarding will be dealt with in all stages of the study and share any policies with BBC Media Action related to this. BBC Media Action will also share its safeguarding policies with the agency.

All proposals should include a section describing how the agency plans to meet and adhere to ethical protocols. This requires a full outline of how agencies will adhere to high quality research protocols with regards to the following stages of the survey:

- How informed consent will be gathered during piloting and fieldwork, including how informed consent will be gathered for respondents under the age of 18.
- How respondents will be assured of their confidentiality and the anonymity of data.
- Procedures relating to how data will be secured during fieldwork and how it will be stored both in soft copy in agency offices and shared in a secure manner to the BBC Media Action research team.
- How the agency will ensure that ethical and safeguarding standards are met, particularly when surveying in areas severely affected by the crisis and in areas where displaced people live.
- How the agency will ensure that data collection methods are inclusive of people with disabilities and how their needs will be catered for.

Familiarity with the BBC's Values and Editorial Policy is highly regarded. As this study involves working with groups of vulnerable adults, mandatory training will be provided on BBC Media Action's safeguarding policy and code of conduct. BBC Media Action operates a zero-tolerance policy concerning all forms of abuse and exploitation of vulnerable people.

g. Quality Control

BBC Media Action researchers will attend and lead part of the training session with the local agency 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 involvement.

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 SPSS file to BBC Media Action for quality control. This is done before the full data collection can commence. The agency will be requested to halt fieldwork after the entry of these 100 cases and will not resume fieldwork until the 100 cases are checked and feedback given by BBC Media Action so that any comments can be incorporated into the next phase of fieldwork. This should not normally take more than 2 working days, provided there are no major issues with the questionnaire or the data.

h. Data Management

The agency will provide a clean and labelled (according to our specifications) dataset in Excel and SPSS format as well as data tables with the output from any necessary descriptive analysis. If any variables are derived by the agency, the agency will provide the syntax file to BBC Media Action.

In case the sample we end up reaching does not match the sample we were aiming to meet; the agency will be required to weight the data. The agency should therefore include in their proposal any experience they have in weighting survey data and the approaches taken.

i. 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).

j. Deliverables

The agency will provide the following:

- Design of the sampling approach and sampling frame for each level of clustered selection, according to our specifications.
- Recruitment, training, supervising and monitoring the field teams (interviewers and supervisors) to BBC Media Action standards during the course of the quantitative survey.
- Scripting, translating and pilot testing the research instruments provided by BBC Media Action.
- 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 in the selected states.
- Weekly field reports with a breakdown of interviews completed in each state among other specifications to be determined by the BBC Media Action research team.
- Cleaned and labelled dataset in English in SPSS format – plus a syntax file to show any variables that have been derived.
- Excel file with topline frequencies, crosstabs and tables for variables of interest to be communicated later.

k. Timings

Some dates have already been fixed by BBC 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
Proposal submission deadline	19 July 2023
Contract signing	27 July 2023

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Final amendments to sampling design.	Agency to provide detailed timings
Finalize methodology and instruments including translation	
Training field team	
Piloting	
Check of sampling frame	
Data collection	
First 100 cases to be given to BBC Media Action	
Data cleaning	
Final dataset, excel tables and field report from the agency	15 September 2023
Sign off dataset following BBC Media Action checks	22 September 2023

I. 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 based on the following information:

- Provision of a sampling strategy that addresses our specifications and is representative of the demographics of the sampled states, random and self-weighting.
- Provision of a detailed and realistic 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.
- Complete breakdown of costs including applicable taxes 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. Assessment will focus on:

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

Questions about this Request for Proposals (RFP) should be addressed to James Kengah (kengah.james@ke.bbcmediaaction.org) or Moses Wani (wani.moses@ss.bbcmediaaction.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.
- The process of obtaining any permissions necessary to carry out the research.

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- The sampling strategy.
- Examples of previous work in the field.
- 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.
- An outline of how the agency will ensure that ethical and safeguarding standards are met including informed consent, confidentiality and secure data management.
- 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 in 6 states as outlined in the specifications, and unit costs.
- The names and contact details of two referees for whom your organisation has carried out similar work.

5. Application details

Applications are invited from qualified companies. Please send your technical and financial proposals in separate files, clearly labelled. The accepted number of pages for each file **should be no more than 20 pages**. 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. The subject should be [\(Proposals for GESS Endline Survey- Agency Name\)](#). The proposal should be emailed to: procurement@ss.bbcmmediaaction.org.

DEADLINE FOR PROPOSAL SUBMISSION: 19 July 2023, 5:00PM CAT.

NB: If you have already submitted your proposal before this re-advertisement, you do not need to reapply. Your application will be part of the applications received after the deadline of 19th July 2023.