



## REQUEST FOR PROPOSAL

BBC Media Action

Amplifying Women's Voices End Line Survey

November 2022

### 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.

Global Affairs Canada (GAC) funded BBC Media Action to undertake the Amplifying Women's Voices (AWV) project from 2019 to December 2022. Under the AWV project, BBC Media Action is producing the factual radio programme, Let's Talk About Us, aimed at improving knowledge, attitudes and behaviour related to sexual and reproductive health and rights. The project is also providing funding for storylines related to gender-based violence (GBV), particularly violence against women and girls (VAWG), power dynamics in relationships and household decision-making in the Life in Lulu radio drama produced under a separate project. The aim of the project is to contribute to women and girls being empowered to make their own decisions regarding their sexual and reproductive health and rights in a more peaceful environment.

The purpose of the endline survey is to measure the reach and impact of the AWV radio programmes on audiences' knowledge, attitudes, and behaviour in relation to their respective project objectives.

### 2. Research Plan

#### a. Sampling

The target population for this survey is 15 years and above living in South Sudan, including IDPs and PLWDs. The sample size should be approximately 1,200 people across 3 of the states of South Sudan: Central Equatoria, Western Equatoria and Lakes.

The sample should be representative of the population of the 3 states, and it should be created using random sampling mechanisms and geographic controls to minimise the risk of bias in the sample.

There is the potential for the sample to be extended later to additional states. The agency should be prepared to update the sampling framework and hire additional enumerators should the need arise. The

additional costs for the extension of the sample would be agreed at a later date and do not need to be included in the proposal at this stage.

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 the views of Persons Living with Disabilities (PLWDs) in South Sudan, within the sample.

Agencies are required to propose a sampling design which is as representative of the 3 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.
- 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.
- Please also outline how you will ensure that people with disabilities 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.
- 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 our programmes. The instrument will consist of mainly close-ended questions. The survey should be conducted in the languages that are locally appropriate and 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.



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

**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. Cognitive debriefing will also be conducted using the translated questionnaires. 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.

**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 bi-weekly, with a breakdown of interviews completed regionally among other specifications to be decided by BBC Media Action.
- 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 influence 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.

**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 children and 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 days, provided there are no major issues with the questionnaire or the data.

#### **h. Data Management**

BBC Media Action will provide a data entry codebook and an analysis plan to the agency to clarify expectations for the set-up of the SPSS file and will contain instructions for how to calculate derived variables and conduct simple descriptive analysis.

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 the descriptive analysis.

The SPSS dataset needs to include 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.



**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 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 sample as possible with at least 1,200 respondents.
- Field reports weekly with a breakdown of interviews completed regionally 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	16 <sup>th</sup> November 2022
Contract signing	25 <sup>th</sup> November 2022
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	17 <sup>th</sup> Jan 2023
Sign off dataset following BBC Media Action checks	24 <sup>th</sup> Jan 2023

### 1. 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 country's demographics, 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 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. 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 Wani Moses  
([Wani.Moses@ss.bbcmmediaaction.org](mailto:Wani.Moses@ss.bbcmmediaaction.org)) and Catharine Buckell  
([Catharine.Buckell@ss.bbcmmediaaction.org](mailto:Catharine.Buckell@ss.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.
- The process of obtaining any permissions necessary to carry out the research.
- 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 3 States as outlined in the specifications, and unit costs.



- The names and contact details of two referees for whom your company 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. 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 Endline Survey- Agency Name)**. The proposal should be emailed to: [procurement@ss.bbcmediaaction.org](mailto:procurement@ss.bbcmediaaction.org).

**DEADLINE FOR PROPOSAL SUBMISSION: 16<sup>th</sup> November 2022, 5:00PM.**

