**SCOPE OF WORK**

**RADIO BROADCASTING SERVICE**

South Sudan is a young country with equally young inhabitants of 73% of the population below the age of 30 and has a maternal mortality ratio (MMR) five times higher than in other low-and middle-income countries (LMICs) (1,150 versus 242 per 100,000 live births in 2017). It also has a low modern contraceptive prevalence (mCPR) rate among all women of reproductive age, at 4,3%, and a total fertility rate (TFR) of 4.6 children per woman.

South Sudan holds one of the lowest rankings on the UN Gender Development Index with high Gender-related inequalities and disparities disproportionately impacting the health of women and girls and, in turn, affecting families, communities, and health outcomes. Following MIHR’s Family Planning Social Norms Formative Assessment in project year one, gender-based challenges identified included limited decision-making on seeking FP/RH services allowed to women and girls. It was also found out that, male partners must give consent for their partner to seek FP services, and resources to access health care and services are still controlled by men. In many areas assessed, men are still not in agreement with their partners using FP methods, hence limiting the uptake of modern FP/RH care services.

MIHR plans to integrate gender context-specific information throughout all SBC activities, particularly regarding Family Planning and Maternal and Child Health (FP/RH/MNCH) and Gender Based Violence (GBV), and will establish couple-focused and separate men-to-men discussions and use Media to advocate for the importance of male support and engagement in Family Planning and Maternal and Child Health (FP/RH/MNCH) services. MIHR will implement community dialogues on GBV, gender norms, and sexual and reproductive health, adapting from MIHR’s experience and Breakthrough Action’s experience to improve gender equity, care-seeking behaviors, and shared decision-making for health.

The goal of the MIHR Radio broadcasting program in the 8 Counties (Juba CES, Kajo-Keji CES, Magwi EE, Budi EES, Wau WBS, Jur River WBS, Yambio WES, and Bor JS) in South Sudan is to support improved FP/RH/MNCH outcomes and strengthen the USAID/South Sudan resilience platform. MIHR will work with the Ministry of Health (MOH), implementing partners, and other key stakeholders to achieve the following objectives:

**Strategic Objective 1:** Increase access to and quality of integrated FP/RH/MNCH care and services in public and private health sectors.

**Strategic Objective 2:** Increase demand for and utilization of quality FP/RH/MNCH interventions and care by individuals, families, and communities.

**Strategic Objective 3:** Enhance resilience and inclusiveness of the health system in South Sudan with increased capacity to provide integrated client-centered FP/RH/MNCH care and services.

Key Assignments for the radio station include the following:

* Weekly broadcasting of 10 episodes of Radio drama on family planning (FP) and maternal and child health (MNCH) in English for three months covering the counties of implementation Juba, Yambio, Bor, Kajo-Keji, Budi, Jur River, and Magwi.
* Weekly broadcasting of 10 episodes of Radio drama on family planning (FP) and maternal and child health (MNCH) in Juba Arabic for three months covering the counties of implementation Juba, Yambio, Bor, Kajo-Keji, Budi, Jur River, and Magwi.
* Create a radio update on the next Episode of the Radio drama for the listeners
* Sharing of three months broadcasting schedule with Momentum integrated health resilience (MIHR).
* Providing biweekly episodes broadcasting reports to Momentum integrated health resilience (MIHR).
* Put questions on the Radio station’s Facebook page for feedback and comments from the radio listeners on Reproductive health/Family Planning and Maternal and Child Health (RH/FP/MNCH) radio drama by asking a few questions like:
  + What have you learned?
  + What is your best part of the drama?
  + What do you recommend about the Family Planning and Maternal and Child Health (RH/FP/MNCH) drama message?

Requested by:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_