

REQUEST FOR PROPOSALS

BBC Media Action GESS 2 Midline survey

DEADLINE FOR PROPOSALS: 10th December 2020

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.

Funded by the UK's Foreign, Commonwealth and Development Office (FCDO), the Girls Education South Sudan (GESS 2) 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 2 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: behaviour change communication (BCC) which seeks to support the ultimate impact through building on gains already achieved in Girls' Education South Sudan 1 (GESS 1) in increasing school enrolment, improving girls' educational attainment and reducing barriers to education and promoting equity in access for all children.

1.2 The Programme

Our School is a fifteen-minute magazine style radio programme produced under the GESS 1 project targeted at girls, their parents, community leaders and teachers. Made by a team of South Sudanese producers, the programme explored the lives of girls and their families as they struggled to resolve the challenges of going to school.

The first phase of the GESS 2 project, currently underway, sees the Our School radio programme, Public Service Announcements (PSAs) developed for GESS 1 rebroadcast and delivered to a wider audience. Episodes are being broadcast in simple Arabic, Toposa, Lotuko, Zande, Bari, Nuer, Dinka, Murle and Shilluk.

Community mobilisation will increase focus on inclusivity by expanding activities in 'hard to reach areas' and developing a sustainable model allowing activities to continue beyond the lifetime of the Programme.

The second phase will see a new set of behaviour change communication activities developed (new episodes of Our School and Public Service Announcements) that will build on the issue areas addressed in GESS 1 and specifically focus on the new objectives for GESS 2 and reinforcing social accountability.

As part of the monitoring and evaluation activities for the programme, BBC Media Action would like to conduct a survey in January-February 2021 to assess media consumption, exposure to BBC Media Action's programming and people's knowledge, attitudes and practices with respect to our indicators.

1.3 Research background

Baseline, midline and endline quantitative surveys were conducted in GESS 1 to track the reach of the radio programmes and progress towards achieving project outcomes. For GESS 2 we will use the GESS 1 endline data as the baseline and we will also conduct midline and endline surveys to track listenership and progress towards project outcomes.

The GESS Endline survey sample included 3,040 cases, collected using face to face interviews and a proportional purposive sampling approach. The survey aimed at collecting a nationally representative sample, and the sample was stratified by large-town payams and other accessible areas. The nine payams containing the six largest towns – Juba, Yei, Yambio, Aweil, Torit, and Wau- were selected purposively and the sample size for each was approximately proportional to the estimated population. The locations were chosen based on their safety and accessibility, taking into account the on-going conflict and general insecurity.

In addition, to capture the internally displaced population in South Sudan, protection of civilians (PoC) sites and internally displaced persons (IDP) camps were also included in the sampling frame. A quota of 600 for this population was set to ensure that this population would be representative of the population at large. 3 PoC sites (Juba, Bor and Bentiu) and 2 IDP camps (Wau Cathedral and Rimenze) were selected for inclusion in the survey mainly based on their safety and accessibility.

Households were selected randomly and enumerators used a Kish grid to select a respondent for interview.

1.4 The survey

The aim is to conduct a nationally representative survey. The sample should be representative of all key demographics including age, gender, disability, ethnicity and internally-displaced persons (IDPs). The agency should use random sampling mechanisms and geographic controls to minimise the risk of 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 states and locations it is feasible to plan to complete fieldwork in** (we accept that a final decision on which 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 2020), the neighbouring countries host 2.2 million refugees from South Sudan¹, while there are 1.6 IDPs in the country². **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, preferably using a similar approach to that of the GESS 1 endline survey.**

Precise statistics about the prevalence of people with disabilities (PWDs) in South Sudan are not available. However, estimates suggest that PWDs account for 15% of the population globally, and this is likely to be higher in South Sudan due to the impact of conflict.³ **Agencies should suggest**

¹ <https://data2.unhcr.org/en/situations/southsudan>

² https://reliefweb.int/sites/reliefweb.int/files/resources/south_sudan_humanitarian_snapshot_september.pdf

³ https://assets.publishing.service.gov.uk/media/5af96f2fe5274a25dbface4c/Disability_in_South_Sudan.pdf

an approach to ensure that we capture the views of PWDs and to ensure that the process of recruitment and data collection is inclusive of people with disabilities.

2. Research Plan

2.1 Research Objectives

The research aims to understand:

- The reach and audience profile of listeners of BBC Media Action programming
- The impact of Our School on knowledge, beliefs, confidence and behaviour related to the education of girls, boys, children with disabilities and IDPs.
- Barriers to education including the impact of social norms, conflict, the economic crisis and COVID-19 on decisions around and access to education.
- Media consumption in South Sudan and how it has changed since 2019.

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

2.2 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.

2.3 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 closed and up to 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 (preferably using CAPI).

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 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.

2.4 Enumerators Training & Piloting

The agency will arrange a five day training session, supervised by **BBC Media Action**, to train enumerators on the aims of the research, the methodology, and following BBC Media Action policies and guidelines related to anti-bribery, respect at work, research ethics, safeguarding, child protection and disability inclusion. 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 BBC Media Action 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, or accompanying fieldworker guidelines.

2.5 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.

2.6 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 and in South Sudan, ideally following a similar approach to the GESS 1 endline. The agency should also outline how they will ensure the views of PWDs are captured, either as part of this sample or as part of separate booster samples.

2. Target population:

The target population for this work is adults and children (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 representative survey is given the security challenges in the country, as well as how possible it will be to complete a survey of IDPs and PWDs.

3. Sampling design:

Agencies are required to propose a sampling design which is nationally representative, 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), and 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.
- Please also outline how you will ensure that IDPs and people with disabilities are included in the sample.

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, including if the situation with COVID-19 worsens during fieldwork.

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.

2.7 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 commissioned agency is thus expected to describe how ethical considerations and safeguarding will be dealt with in all courses of actions of the study.

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 transported securely during fieldwork and how it will be stored both in hard and soft copy in agency offices
- 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 respect and accommodate PWDs' differences as research subjects by facilitating alternative forms of communication (e.g. providing interpreters for respondents with hearing impairments where possible), allowing for breaks where needed and allowing for the presence of a support person during the interview. What guidelines will be included in enumerator training with respect to working with PWDs.
- How the agency will protect respondents and enumerators from COVID-19 and any other risks to their health and security.

2.8 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 first 100 cases need to include some data from PWDs. **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 2-3 days, provided there are no major issues with the questionnaire or the data.

2.9 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.

The agency will also provide data tables in excel with all questions in the survey broken down by key demographics and the reach of Our School. BBC Media Action will provide specifications for these data tables in advance.

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.

2.10 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).

2.11 Deliverables

The agency will provide the following:

- Design of the sampling approach according to our specifications.
- Any protocols they are following to safeguard staff and respondents during the COVID-19 pandemic and any special guidelines they have for working with PWDs.

- 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.
- 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.
- Data tables in excel with all questions broken down by key demographics and the reach of Our School – specifications to be communicated at a later date.

2.12 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	10 th December 2020
Contract Awarded	15 th December 2020
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 and data tables in excel	
Checks and sign off of data set and data tables following BBC Media Action checks	26 th March 2021

2.13 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, 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.
- Training / safeguarding procedures when working with vulnerable groups such as PWDs and IDPs
- 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, especially experience of conducting large scale quantitative surveys during the COVID-19 pandemic and any data collection conducted with PWDs.
- 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 should be addressed to the Project Manager in South Sudan, Manza Emmanuel (Manza.Emmanuel@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, 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, work during COVID 19 and work with PWDs 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 with vulnerable groups such as PWDs and IDPs;
- ✓ 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:

Manza.Emmanuel@ss.bbcmmediaaction.org - Project Manager, South Sudan

DEADLINE FOR PROPOSALS: 10th December 2020, 17.00 EAT⁴.

⁴ EAT = East Africa Time, GMT+3.