

Ref: UNAIDS/SSD/2025/SBCC/001

May 7<sup>th</sup> 2025

**Terms of reference for the design and production of Social and Behaviour Change Communication (SBCC) Materials for UNAIDS's Together for Sexual and Reproductive Health and Rights (2gether 4 SRHR) in South Sudan**

**Title of the assignment:** Development, production and dissemination of Social and Behaviour Change Communication (SBCC) materials on HIV for Adolescent and Young People (AYP), community gatekeepers and religious setups among the population of humanitarian concern.

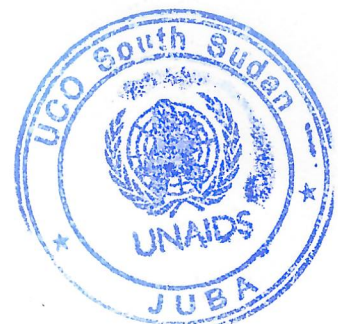
**Duration of the assignment:** 12 weeks

**Introduction**

The Joint United Nations Programme on HIV/AIDS (UNAIDS), with funding from the Swedish International Development Agency (SIDA) in partnership with the WHO, UNICEF and UNFPA, is implementing the Sexual Reproductive Health and Rights (SRHR) project under the "2gether 4SRHR" initiative. This project is being carried out in Malakal and Renk counties in Upper Nile to improve access to essential SRHR, GBV and HIV services among young populations in humanitarian concern. The project activities include SRHR demand creation through active engagement of community gatekeepers, Adolescents and Young People in SRHR awareness raising and referral, and access to SRHR services. Some of the critical gaps the project seeks to address include, but are not limited to, low levels of awareness of SRHR services, high levels of stigma and discrimination leading to limited uptake of HIV testing and disengagement from treatment, and limited use of condoms and family planning services. The project aims to increase access to SRHR information and uptake of services among adolescents and young people. UNAIDS has contracted a civil Society organisation – Young Positives South Sudan (YPSS) to lead community engagement with adolescents and young people to increase awareness on SRHR services in the two counties. The joint project conducted an assessment and has identified gaps in SRHR services, gaps in the level of knowledge of HIV prevention, limited access to HIV testing and a high level of stigma. On this basis, UNAIDS seeks to contract the services of a company/organisation to develop and produce SBCC materials in English and classical Arabic languages for use by community volunteers to raise awareness on HIV services in the two locations.

**Target population**

Adolescents and Young people in humanitarian settings in South Sudan



Getting to zero

**Main Objective:** The contracted company/organisation will develop, print and deliver to UNAIDS SBCC materials targeting AYP, community gatekeepers and religious setups among the population of humanitarian settings to facilitate AYP access to integrated HIV, GBV and SRHR services.

### **Specified objectives**

1. Design and produce SBCC materials that address knowledge gaps in HIV prevention, SRHR services, and GBV in humanitarian settings.
2. Based on the SBCC materials developed, the consultant will plan and conduct Training of Trainers (TOT) on the use of the developed materials

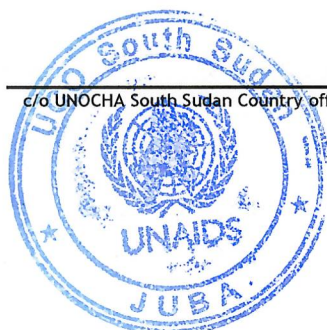
### **Activities per objectives**

**Objective 1:** Design and produce SBCC materials that address knowledge gaps in HIV prevention, SRHR services, and GBV in humanitarian settings.

#### **Activities:**

1. Using available in-country documents, the consultant will conduct a desk review and communications audit of related literature on SRHR/HIV and GBV in emergencies to identify gaps and inform the SBCC Plan and development of SBCC materials, with emphasis on relevance to the South Sudan humanitarian context.
2. Plan and conduct a 2 to 3-day co-creation workshop with key stakeholders, including but not limited to adolescent and young people, MoH, SSAC, UNAIDS, UNESCO, UNICEF, UNFPA, WHO, to appreciate and validate outcomes of the desk review, understand contextual gaps related to HIV services in emergency settings for AYP and to co-create priority messages and initial SBCC material prototypes using human-centred design principles.
3. Based on the key messages agreed, the consultant provides an estimate itemised cost of production and includes it in the proposal to be submitted to UNAIDS for review and final consensus on the final copies and cost to be produced.
4. Develop a concise SBCC Plan and creative brief outlining the behaviour change objectives, segmented audiences, key messages, draft list of materials to be developed, tone, formats, and delivery channels, and submit them to UNAIDS for feedback and formal approval before proceeding to materials development.
5. Design draft concepts and materials based on the approved brief, applying human-centred design principles to ensure audience relevance and usability.
6. Work with UNAIDS to plan and conduct pretesting of draft materials with adolescents and young people, including participants in Juba and those from or reflective of Malakal and Renk, to assess comprehension, appeal, emotional resonance, and the effectiveness of the calls to action in the materials.
7. Revise and finalise the materials, incorporating all feedback agreed upon with the relevant stakeholders.
8. Develop a rollout and practical dissemination plan detailing how materials will be distributed, promoted, and reinforced through local structures and existing community platforms.

Getting to zero





**Objective 2:** Based on the SBCC materials developed, the consultant will plan and conduct Training of Trainers (TOT) on the use of the developed materials

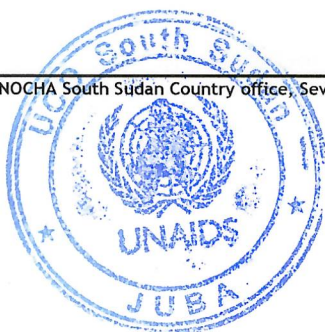
**Activities:**

1. Using the SBCC materials developed, the consultant will prepare the training content and deliver a two-day training of trainers for trainees identified by UNAIDS
2. Prepare and submit a detailed training report

**Methodology**

- **Literature review and communications audit:** Conduct literature review using online information and program reports to obtain updated literature on SRHR/GBV/HIV in emergencies from global, regional and local perspectives. This process will include a communications audit to review existing SBCC materials, campaigns, and approaches used in similar humanitarian settings in South Sudan. The audit will identify gaps, lessons, and opportunities to inform both the SBC Plan and the development of new materials.
- **Co-creation with stakeholders:** The consultant working with UNAIDS will identify key stakeholders from adolescent and young people, the MoH, the SSAC, the NASOSS, the UN agencies (WHO, UNFPA, UNESCO, UNICEF) and facilitate a 2 to 3-day co-creation workshop. The workshop will apply human-centred design principles to generate actionable insights, co-create priority messages, and develop initial content prototypes for the SBCC materials. The process will validate audience needs, sharpen behavioural focus, and ensure that the materials are context-appropriate and user-driven.
- **Development of an SBCC Plan:** The consultant will develop a concise Social and Behaviour Change (SBCC) Plan to guide the design, pretesting, and dissemination of SBCC materials. The plan will define priority behaviours, communication objectives, audience segments, key messages, and a feedback and dissemination mechanism.
- It will draw on findings from the co-creation workshop and desk review, and will be fully aligned with relevant national SBC, HIV, and SRHR strategies in South Sudan.
- **Application of a Behaviour Change Framework:** The consultant will apply a recognised behaviour change framework to guide the development of SBCC materials. The selected model will support the identification of behavioural drivers, barriers, and enablers, ensuring that messages and materials are strategically targeted and responsive to the needs of adolescents and community gatekeepers. The framework will be documented and referenced in the SBC Plan and applied throughout material design and message development.
- **Pre-testing of tools:** The consultant, in collaboration with UNAIDS and Young Positives South Sudan (YPSS), will conduct pre-testing of draft SBCC materials with adolescents and young people within a duration not exceeding one week. While initial pretesting may be conducted in Juba, the consultant will ensure that perspectives from or reflective of the target regions of Malakal and Renk are included to enhance contextual relevance. Findings will be used to refine both content and format before final production. The consultant will propose and apply simple tools to document and analyse feedback in a structured and consistent manner.

Getting to zero



- **Gender and Inclusion Safeguards:** The consultant will apply appropriate safeguarding measures when engaging adolescents and other participants, especially during co-creation, pretesting, and training activities.
- **Monitoring and Evaluation:** The consultant will propose a simple monitoring approach to track the reach, use, and relevance of the SBCC materials. The M&E approach will support learning and adaptation and will be aligned with existing reporting systems where possible.

### Deliverables

- Document Desk Review and Communications Audit Report
- Consultation and Co-creation Workshop Report (including Draft SBCC Plan and Creative Brief)
- Draft SBCC materials
- SBCC pre-testing report
- Final SBCC Materials
- Dissemination Plan
- TOT Training Report

### Timelines

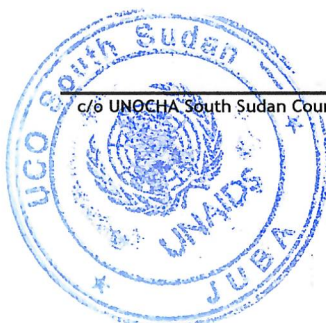
S/No	Task	Timeline
1	Finalisation of the Terms of Reference	24-Apr-25
2	Proposal submissions	21-May-25
3	Complete and sign the contract, and onboard the selected vendor	31-May-25
4	Conduct a literature review and communications audit	9-Jun-25
5	Conduct consultations and a co-creation workshop (Submit final SBCC Plan and Creative Brief for approval)	17-Jun-25
6	Design and share the first draft of the SBCC materials for review and input from core partners.	20-Jun-25
7	Refine materials for pretesting, conduct pretesting, and submit the Pretesting Report.	23-Jun-25
8	Finalise and submit SBCC materials (English and Classical Arabic) for final approval	28-Jun-25
9	Prepare for, conduct, and report on the ToT	29-Jun-25
10	Submit of end-of-project report	30-Jun-25
	<b>Total number of weeks</b>	<b>10</b>

**Reporting:** The consultant will report to Samuel Bojo, the manager of the project and provide regular updates on the progress.

Submission of quotations should be addressed to the following: -

1. KENYI, Margaret Kwaje [kenyik@unaids.org](mailto:kenyik@unaids.org)
2. BOJO, Samuel Scopas Wani [BojoS@unaids.org](mailto:BojoS@unaids.org)

Getting to zero



c/o UNOCHA South Sudan Country office, Seventh Day Adventist Church Compound, Gudele Road, Juba - South Sudan, Mob: +211912130585

E-mail: [kenyik@unaids.org](mailto:kenyik@unaids.org)