



REQUEST FOR PROPOSALS

Sirs/Madams

Population Media Center (PMC) - Uganda, a non-profit organization is seeking proposals from qualified research firms to conduct an “Endline Survey” in Uganda as fully described in this Request for Proposals (RFP). The RFP outlines the terms of reference (TORs) for the Endline survey to be conducted in order to determine the impact of the Luganda and English language radio serial dramas that were broadcasted by PMC.

If your firm will be submitting a proposal, please submit an expression of interest to submit a proposal in electronic copy to: populationmediacenterug@gmail.com not later than 1700 hours, Kampala time on July 8, 2021. Final deadline for full proposal submission in electronic format is July 14 2021. All submitted proposals must contain a statement that proposals will be valid for a minimum of 90 calendar days from the submission date.

A committee at PMC will conduct evaluation and ranking of proposals. A contract will be awarded to the responsible firm whose proposal is most attractive to PMC in terms of cost, technical approach, capabilities and prior experience with similar work. Once the contract is awarded, the firm must return a signed copy of the final agreed upon proposal and timeline to PMC within forty-eight (48) hours of notification of award.

Sincerely,
Ronald Ahirirw
Country Director
PMC, Uganda

Terms of Reference

Endline Evaluation of Radio Serial Dramas (RSDs)

Akakunizo and Sotakai PMC-Uganda

1. Background of the assignment

Population Media Center-Uganda, a nonprofit organization based in Ntinda Kampala Uganda broadcasted two radio serial dramas in Luganda (*Akakunizo*) and English (*Sotakai*) languages in central, west, east and north east Uganda. The broadcast was launched in October 2019.

The serial drama addressed multiple social and health themes (See Appendix A) with the goal of improving the lives of Ugandans in some specific regions (See Appendix B). The target audiences are women (aged 15-49) and men (aged 15-59). This document outlines the terms of reference for an Endline Survey to be conducted after the program ends. The Terms of Reference (TOR) for this solicitation are for conducting a representative cross-sectional endline evaluation of the two RSDs *Akakunizo* and *Sotakai* in the broadcast regions. Proposals submitted in response to this solicitation will include only quantitative research proposals for the summative evaluation study.

2. Purpose of the assignment

The purpose of the Endline survey is to generate endline information on socio-economic, demographic and programmatic indicators that can be used for measuring progress in achieving project objectives and to evaluate the overall impact of *Akakunizo* and *Sotakai* radio serial dramas at the end of the project period. Guidance will be provided by PMC as to content of these items for the Endline survey.

3. Specific tasks to be performed by the consultant

For the purpose of this project, firms submitting bids are welcome to suggest different criteria for the number and distribution of interviews to be done in the survey regions, based on their knowledge of the specific situation within the country and sampling expertise. Specific tasks required by the research firm include:

- a. In light of the COVID-19 pandemic, the research firm will specify in the proposal approaches best suited to conducting data collection that adheres to the guidelines of the Uganda Ministry of Health and WHO aimed at safeguarding the health and wellbeing of the Ugandan public. These guidelines include but are not limited to wearing a facemask, social distancing, and using hand sanitizers and disinfectant wipes. The research firm will describe in detail all necessary precautions and measures that comply with health guidelines to ensure the safety of field staff, respondents, and their household members. The research firm will propose two approaches: 1) Conventional face-face interviews – the firm will describe in detail all necessary precautions and measures that comply

with health guidelines to ensure the safety of both field staff, respondents, and their household members. 2) Alternative to conventional face-face interviews - the firm will describe in detail an alternative (non-contact) method of data collection with Ugandan respondents. This may include the use of mobile phones or online surveys. However, PMC prefers one-on-one quantitative data collection if possible.

- b. Immediately upon signing of the contract, the research firm will make all the necessary arrangements for submitting a study protocol to the Uganda National Council for Science and Technology to gain a clearance certificate for the study and ethical clearance from the appropriate authorities in each sampled region. The proposal timeline for the study should include target dates for obtaining ethical clearance, finalizing questionnaires, consent forms that address human subjects' protections language, and other materials needed to submit the protocol. Having ethical clearance permissions prior to the fieldwork is critical to the success of the study and should be prioritized over any other activity.
- c. There will be one Endline survey conducted in urban and rural locations of the selected regions to reflect proportions of residents according to latest census data. The Endline survey needs to capture program indicators established by PMC and the donor. (PMC will provide the list of required indicators after contract signing).
- d. A representative sample of females and males in the appropriate ages mentioned above should be interviewed for approximately 25-35minutes each. Based on their knowledge of the country, firms should describe in detail the survey design and protocol for random selection of respondents for the sample and demonstrate that it will meet statistical confidence levels at the $P \leq .05$ level. PMC prefers the Multi-staged sampling method.
- e. The research firm will submit a technical proposal and a financial proposal that includes cost per interview (CPI).
- f. The research firm will collaborate with PMC research experts on the design of the survey instrument. The research firm will be responsible for translating all the survey instruments and consent forms into Luganda. The research firm will pretest the instrument with a small sub-sample of rural and urban respondents (at least 50). Results from the pretest will be shared with PMC and any modifications to the instrument should be justified by the pretest results.
- g. The research firm will be responsible for recruiting, training, and supervising interviewers for the survey. Fifty percent of interviewers should be women and 50% men to accommodate the necessity of females interviewing female respondents and males interviewing male respondents.
- h. The research firm will specify in its proposal the time needed to carry out the survey, including survey design, applying for ethical clearance, finalizing survey instrument, data collection, data entry, and writing of a technical report.
- i. The research firm will carry out data entry and cleaning. The research firm will collect data and plan delivery of the final dataset and technical report no more than 2 weeks after the 3rd phase. The

research firm will submit a clean fully labeled sub-dataset 2 weeks after the end of the first and second phases.

- j. The research firm will conduct survey coding and data entry with technical assistance as necessary from PMC. PMC's Research Unit must approve logical consistency checks, the actual data entry template and other technical matters prior to the actual commencement of data entry.
- k. The research firm will provide a technical report and analysis where needed.

4. Deliverables of the assignment

- a. A final version of the survey instrument for review prior to a) pretesting and b) fieldwork.
- b. Weekly progress reports during data collection including number of completed surveys by cluster, response rates, and issues that may have emerged during data collection.
- c. Data files in SPSS (*.sav) format Version 20 or higher with labels and values that match the survey instruments. The surveys should all be merged into a unified dataset after concluding the 3rd phase.
- d. There are three phases of the survey and each phase would come with data and report deliverable two weeks after the end each phase. A synthesized report will be submitted after the conclusion of all the phases using the unified dataset.
- e. Endline technical report that describes in detail the sampling design, weighting variable calculation, survey methodology/fieldwork, process for selecting respondents, response rates calculation, and problems encountered in the field.
- f. Data should be well constructed and organized to facilitate quantitative analysis. Each variable name should reflect the question in the questionnaire it is measuring. Each variable should be labeled according to the question it is measuring. Values for each variable should be coded exactly as the response categories of the question it is measuring in the questionnaire.
- g. A codebook that details the variables, labels, and values in the final dataset.
- h. Data should contain a sample weight variable and a response rate variable.

5. Duration and Timelines/Schedule of payment:

The research firm will conduct the required research, finalize the survey instrument, and submit the technical report to PMC in phases within the next 7 months period of evaluation (July 2021 to January 2022). The research firm should plan to commence the first phase no later than two weeks after the

broadcast ends ethical approval permitting. The consultancy is expected to commence the phases with attention to the table of schedule below:

	Deliverable/Output	Working Days	Percentage of fee payable
A.	<p>Attend Inception meeting with PMC focal person:</p> <ul style="list-style-type: none"> • Proposal presentation and • Final version of the survey instruments for review prior to <p>a) Pretesting b) Phase 1</p>	4 days	20%
B.	<p>Phase 1:</p> <ul style="list-style-type: none"> • Contact with focal persons at the districts. • Training of field staff. • Data collection/Interviews • Phase 1 full report- (Progress reports during data collection including number of completed surveys by cluster, response rates, and issues that may have emerged during data collection, analysis) <p>Data files in SPSS (*.sav) format Version 20 or higher with:</p> <ul style="list-style-type: none"> • Labels and values that match the survey instruments. • Female and male surveys are to be merged into a unified dataset and submitted. 	<ul style="list-style-type: none"> • Approximately 3 days per region • To commence 1st week in August 2021 	

	<ul style="list-style-type: none"> • A codebook that details the variables, labels, and values in the final dataset 		
C.	<p>Phase 2:</p> <ul style="list-style-type: none"> • Contact with focal persons at the districts. • Training of field staff. • Data collection/Interviews <p>Phase 2 full report –(Progress reports during data collection including number of completed surveys by cluster, response rates, and issues that may have emerged during data collection, analysis)</p> <p>Data files in SPSS (*.sav) format Version 20 or higher with:</p> <ul style="list-style-type: none"> • Labels and values that match the survey instruments. • Female and male surveys are to be merged into a unified dataset and submitted. • A codebook that details the variables, labels, and values in the final dataset 	<ul style="list-style-type: none"> • Approximately 3 days per region • To commence 1st week in October 2021 	20%
D.	<p>Phase 3:</p> <ul style="list-style-type: none"> • Contact with focal persons at the districts. • Training of field staff. • Data collection/Interviews <p>Phase 3 full report –(Progress reports during data collection including number of completed surveys by cluster, response rates, and issues that may have emerged during data collection, analysis)</p> <p>Data files in SPSS (*.sav) format Version 20 or higher with:</p>	<ul style="list-style-type: none"> • Approximately 3 days per region • To commence 1st week in January 2022 	20%

	<ul style="list-style-type: none"> • Labels and values that match the survey instruments. • Female and male surveys are to be merged into a unified dataset and submitted. • A codebook that details the variables, labels, and values in the final dataset 		
F	Final report: <ul style="list-style-type: none"> • Merge all datasets and analyse. • Capture the learning process at each quarter • Final Report writing 	<ul style="list-style-type: none"> • 2 weeks after the 3rd Phase. 	40%

Please prepare a proposal that addresses the needs of the survey research as described above. For the proposal, a detailed work plan with project milestones and assigned staff should be written. Budgets should reflect the work plan and include sufficient staff (in terms of number of researchers and qualifications in conducting an Endline research). Budgets should also provide a detailed line item budget including all expenses related to the study including travel of the Endline research teams to field research sites and any other related costs. The budget justification should provide a description of how the costs were determined. Each line item should be justified in terms of unit cost, number of units, duration etc. As PMC prefers to award a fixed price contract, bidders should ensure that their cost proposal constitutes a firm and reasonable reflection of all costs associated with implementing the proposed activities in the TOR. **Please include a cost per interview (CPI) estimate for each phase.** PMC reserves the right to reject any and all proposals received and to award no contract as a result of this TOR.

Please include a one-page cover letter signed by the responsible official of the bidding firm. The letter should contain the name, mailing address, telephone number and other relevant contact information of the bidder. Please also include the curriculum vitae (CVs) of all key personnel as well as list of references of three former or current clients for whom similar work was done (address, telephone number and email).

Timing:

TORs Released: June 30, 2021

Proposals due: July 14, 2021

Contract signing: July 20, 2021

Dataset and report due Phase 1: August 2021

Dataset and report due Phase 2: October 2021

Dataset and report due Phase 3: January 2022

Final synthesized report: January 2022

Please submit proposal and financial offers to Ronald AHIRIRWE at populationmediacenterug@gmail.com; cc: lreid@populationmedia.org ; krisbarker@populationmedia.org; fjah@populationmedia.org rahirirwe@populationmedia.org and abiiodun@populationmedia.org . Proposals due **July 14, 2021 at 17:00 Kampala time** and expressly marked "Proposal for Endline Survey of Radio Dramas, *Akakunizo* and *Sotakai* 2021".

Appendix A: The dramas were developed to address the following key issues:

- Family Planning
- Sexual Reproductive Health for young people
- Sexual and Gender based violence
- Maternal and Child Health (Nutrition)

Appendix B:

Phase 1: 1st Week August 2021

SN	Region	Drama	Start Time	Est.End Time
1	Central	<i>Akakunizo</i>	Dec'19	May'21
2	Central I	<i>Akakunizo</i>	Dec'19	June'21
3	Central II	<i>Akakunizo</i>	Oct'19	June'21
4	Western I	<i>Akakunizo</i>	Nov'19	Jul'21
5	Western II	<i>Akakunizo</i>	Feb'20	Jul'21
6	Eastern	<i>Sotakai</i>	Jan'20	Jul'21
7	West Nile	<i>Sotakai</i>	Nov'19	Jul'21

Phase 2: 1st Week October 2021

8	Central	<i>Akakunizo</i>	Mar'20	Aug'21
9	Central I	<i>Akakunizo</i>	Nov'19	Aug'21
10	West Nile	<i>Sotakai</i>	Mar'20	Sept'21
11	West Nile	<i>Sotakai</i>	Mar'20	Sept'21

Phase 3: 1st Week January 2022

12	Eastern	<i>Akakunizo</i>	Jan'20	Dec'21
13	Central II	<i>Akakunizo</i>	April'20	Nov'21

