

UGANDA YOUTH AND ADOLESCENTS HEALTH FORUM

Plot 1238, Bukoto 1 - UCB Zone, P.O Box 25914 - Kampala, Uganda
Email: info@uyahf.com - Tel: +256 776385819/+256 200902407 - www.uyahf.com

Terms of Reference: Consultancy for the development of quarterly analysis media reports on key Power To Youth issues

Overview

Title: Consultancy for the development of quarterly analysis media reports on Key PtY issues to catalyze media café dialogues.

Type of contract: Individual Consultant(s) or Consulting Firm / Institution

Duration of contract: 2 months from late November - January 2024

Summary:

The consultant/consulting firm is required to develop a quarterly analysis of media reports on key Power To Youth issues (teenage pregnancies, SGBV, and harmful practices (FGM and child marriage). The media reports will be developed with an overall objective of guiding conversations/dialogues held with journalists in the Power To Youth districts of implication. The media reports will highlight the magnitude of teenage pregnancies, SGBV, and harmful practices (FGM and child marriage) and what role the media can play to positively contribute to the reduction of these challenges experienced by adolescents and young people.

1) Background and overview

Uganda Youth and Adolescents Health Forum (UYAHF) is a dynamic Youth-led and Youth Serving Health, Human Rights, and Girl Centred Organization that seeks to advance quality health and well-being for young people. Specifically, UYAHF works to address and advance young people's specific needs as regards their sexual reproductive health and rights (SRHR), gender equality and health promotion, livelihoods, climate change, and SGBV among others by mobilizing and amplifying youth voices to inform policy and decision-making on these issues and strengthening the role of policymakers, key gatekeepers including community leaders, religious and cultural leaders, teachers, health workers, police, policymakers, parents, men and boys to take action, support and empower young people to live quality lives with equity, dignity, and opportunities to realize their full potential.

2) Description of the consultancy Assignment

UYAHF is seeking the services of a consultant to undertake a national comprehensive media scan and analysis of trending issues and stories speaking to teenage pregnancies, harmful practices such as FGM and child marriage, and SGBV among young people. The target period is three years from 2020 to date with emphasis on the Power To Youth districts of implementation (Bukwo, Busia, Mbale, Isingiro, and Kalangala).

The media scan will focus on articles published in print, digital media outlets, and broadcast to gather the data and take note of the trends to have a broader picture of how much advocacy has been done around these issues and the level of awareness created through these platforms. The consultant will consult various district departments to gather data on key issues affecting young people.

The information gathered will be used to develop a comprehensive media report which will be used to build the capacities of the mapped journalists within the Power To Youth districts of implementation. The report will enlighten the journalists on how to improve their reporting to ensure that the articles they publish create more actionable advocacy opportunities.

3) Purpose and Objectives of the Assignment

The overall purpose of this consultancy is to support UYAHF in having a detailed media report for them to understand the trends of key PtY issues (teenage pregnancy, harmful practices like child marriage FGM, and SGBV). This information will be used to build the capacities of various media personalities around the magnitude of these issues and how best they can report on them to steer more advocacy from the public.

More specifically, the objectives of this consultancy are:

-  To conduct a national comprehensive media scan and analysis of trending issues and stories related to the Power To Youth issues among young people over the past three years (from 2020 to date) with emphasis on the Power To Youth districts of implementation (Bukwo, Busia, Mbale, Isingiro and Kalangala). The media scan should focus on the scan on print, broadcast, and digital media outlets
-  Gather the data and trends to paint a picture of the progress made toward raising awareness about the magnitude of these issues.
-  Develop a comprehensive media report that will be used to build the capacities of the mapped media personalities within the Power To Youth districts of implementation.

4) Roles of the consultant

-  Analyze and compare the data from the five districts over the three years (from 2020 to the present) and present the findings visually.
-  Collaborate with district health offices and, in particular, district biostatisticians from PTY districts to access district data concerning specific adolescent health indicators, such as adolescent pregnancy, adolescent childbirth, Antenatal Care (ANC), contraception uptake, postnatal care, and unsafe abortions.
-  Incorporate additional data from the District Community Development Officers (DCDO) and probation offices on issues related to rape, SGBV, and child marriages.
-  Within the report, outline strategies for encouraging journalists and reporters to take a deeper interest in reporting on SRHR, SGBV, and Harmful Practices among young people, emphasizing accurate, evidence-based, and impartial reporting.
-  Include in the report an examination of emerging social media trends and provide insights into how journalists and reporters can leverage social media for reporting on SRHR, SGBV, and Harmful Practices.
-  Offer an analysis of the key challenges faced by journalists and reporters when reporting on young people's SRHR issues, assess what has been reported and published in the past three

years, and provide recommendations and lessons that can enhance accurate and impartial reporting on SRHR, SGBV, and Harmful Practices.

5) Expected outcome

-  Comprehensive report based on the analysis and media scan, including visual representations of adolescent health data for the five districts.
-  A PowerPoint presentation derived from the report, which will be delivered at the media cafe.
-  A comprehensive media report that will be used to build the capacities of the mapped media personalities within the Power To Youth districts of implementation.
-  Compilation of links, and screenshots of media articles reviewed for the assignment.

6) Methodology

This assignment will involve nationwide media scans, online media monitoring, desktop reviews, and consultations with media personalities within the districts of Isingiro, Mbale, Kalangala, Kampala, Bukwo, and Busia. This will be facilitated by the consultant with the active participation of the power to youth advocates as key players in all the processes.

7) Time frame

The assignment is for 60 working days from the date the contract is signed. The assignment is expected to be implemented in the months of late November and early January 2024.

8) Required skills and experience

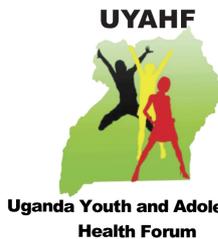
Educational Qualifications:

Interested individual consultants or lead developers for consulting firms should hold:

-  University degree in mass communication or journalism. Reporting on SRHR issues as a beat is a strong asset.
-  Should possess at least three years of experience in active media reporting
-  Certificate or Bachelor in media and media studies such as arts in mass communication.

Experience:

-  At least three years of experience in active media reporting and working with reputable media houses. Good research, analytical, reporting, presentation, and drafting skills are an added advantage.
-  The consultant should also have experience in project management, with a focus on sexual and reproductive health rights.
-  Minimum of 5 years work experience in strategic communications, marketing, media and public relations
-  Expertise in the implementation of communication projects in the development space, with a focus on media relations and content production



UGANDA YOUTH AND ADOLESCENTS HEALTH FORUM

Plot 1238, Bukoto 1 - UCB Zone, P.O Box 25914 - Kampala, Uganda
Email: info@uyahf.com - Tel: +256 776385819/+256 200902407 - www.uyahf.com

- ✚ Familiarity with regional and international media and an established network with respective journalists is an added advantage
- **Languages:** Fluency in written and spoken English is essential; the ability to understand any other local languages spoken in Isingiro, Bukwo, Kalangala, Mbale, and Busia is an added advantage.

9. Application procedure:

Submissions:

Interested individual consultants/consulting firms must submit the following documents/information to demonstrate their suitability for the assignment:

- ✚ Up-to-date Curricula Vitae (CV) for each of the expert(s) proposed to work on this assignment including experience in similar projects and 3 (three) references.
- ✚ Technical Proposal presenting methodology of work and approach
- ✚ Financial proposal expressed as a Lump sum for 60 working days.

Evaluation criteria:

The award of the contract shall be made to the consultant who has received the highest score out of pre-determined technical and financial criteria specific to the solicitation.

- Technical criteria weight – 70 %
- Financial criteria weight – 30 %

Deadline for submissions: The submissions must reach the following address infouyahf@gmail.com and copy to akamoti@uyahf.com by **24th November 2023**.