

## CALL FOR CONSULTANCY

### USAID Healthy Behaviors Activity

#### Gender Equality and Social Inclusion (GESI) and Youth Inclusion Analysis

##### I. Background

ActionAid Ethiopia (AAE) is an international organization striving towards Gender Justice, Good Governance and Poverty Eradication. AAE has been a human rights advocate and a development partner in Ethiopia for 34 years. AAE is implementing a consortium project entitled as “USAID Healthy Behaviors Activity” with FHI 360, the lead; Zeleman and Fraym as partners. AAE in the consortium provides and oversees technical support in ensuring gender and youth inclusion across.

USAID Healthy Behaviors works to increase sustained adoption of appropriate health and nutrition behaviors in Ethiopia using evidence-based, theory-informed social and behavior change (SBC) strategies. We achieve this goal by supporting communities to design, implement, and evaluate SBC strategies that strengthen knowledge and skills, foster community support, facilitate healthy norms, increase provider motivation, and engender institutional commitment and capacity for new behaviors. Underlying this approach, the USAID Healthy Behaviors Activity advances SBC-focused institution and capacity strengthening strategies to enable local actors to positively engage households and communities to address barriers, leverage assets, and achieve and sustain positive change.

##### Purpose and Objectives

The Healthy Behaviors Activity project will undertake GESI/youth inclusion analyses to inform Activity programming, building on 2019 Gender Analysis Report of USAID. This report identified the impact of social and gender norms, life stage, setting (rural/urban) and other factors, including for some USAID Healthy Behaviors’ priority behaviors. This GESI/youth inclusion analyses is expected to expand on this, seeking to examine and understand factors for Activity priority behaviors across these domains, employ a different set of analytical tools, follow the Feminist Research Principles of ActionAid, and add an overarching focus on contextual differences, including those related to setting, language, or other relevant factors.

**The GESI and youth analysis will be anchored on the FHI 360 Demand, Design, and Delivery Model (ADDED) that underpins the USAID Healthy Behaviors Activity.** Based on a Socio-ecological Model for Change, the ADDED Framework seeks to understand and address a range of barriers and facilitators to SBC that impact outcomes at each of three levels – individual, social, and structural. For the GESI analysis, the ADDED model will be used as a framework to focus on:

- i. Social and gender norms, cultural practices, and stigma/discrimination as they relate to GESI/youth inclusion for Activity priority behaviors and overarching objectives
- ii. The structural and policy enabling environment for GESI/youth inclusion for Activity priority behaviors and overarching objectives, including considerations of conflict and fragility
- iii. Analysis of impact of **power** using power framework, of differential access to **resources**, and **trust** as they related to GESI/youth inclusion for i-ii.

- iv. ActionAid's Power Analysis Frameworks to help explore different forms of power (visible, hidden and invisible; public, private and intimate) men and women have and how these are manifested. We particularly use the 3Ps (the personal/intimate, private and public); the Access and Control Matrix; the Body Map tools through the data collection process. Further reference can be found here [https://www.reflectionaction.org/tools\\_and\\_methods/](https://www.reflectionaction.org/tools_and_methods/).

The GESI and youth analysis will focus primarily on understanding issues of power, trust, and resources as it relates to gender, youth, disability, and other social inclusion considerations, structural factors (influence of conflict, fragility and the policy and enabling environment), as well as dovetailing with other formative research as it relates to social and gender norms.

This Terms of Reference is therefore designed to guide and frame the GESI/Youth Inclusion Assessment and calls for qualified and interested applicants

## **II. Goals and Objectives**

### **Goal**

The GESI and youth analysis will contribute programming under the USAID Healthy Behaviors Activity that is gender transformative, inclusive of youth, and sensitive to special considerations of other vulnerable populations, including people with disabilities, through a deeper understanding of social and gender norms around gender, youth, and other vulnerable populations, and how they play out in systems and structures.

### **Objectives**

- To identify gender inequality reinforcing social and gender norms in project regions and across target audiences.
- To identify existing and emerging positive gender norms that promote gender equality across the project
- To identify inclusion considerations for youth in project regions, including differential autonomy, voice, and access; as well as relevant norms. This will include consideration of how gender norms and disability intersect with youth
- To identify inclusion considerations for people living with disabilities in project regions, including relevant norms around disability, autonomy, and access. This will include consideration of how gender and youth norms intersect with disability.
- To identify and understand how norms are embedded in communities, organizations, and systems, including a special consideration for conflict and fragility, with attention for how this may underpin programming as it falls along the gender equality continuum
- To identify gaps on policy and legal frameworks to advocate systems and structural transformation.
- To identify the relationship and integration of trust, power, and resources towards intended behavior outcomes

## **III. Methods**

The GESI and youth assessment and analysis will use qualitative data collection as outlined below, with purposive sampling of the different audience groups.

The proposed methodology has been outlined below:

**A) Literature Review:**

The consultant(s) will conduct an extensive desk review of the secondary data sources, including reports on international human rights and gender equality; Ethiopian legal frameworks, policies, strategies, and action plans on youth and gender equality; literature on social, political, and economic inclusion and gender equality in Ethiopia; USAID policies and provisions on gender equality and women's and girls' empowerment, persons with disabilities, and social inclusion; and USAID/Ethiopia strategy, previous GESI analyses conducted in Ethiopia, and research documents.

Through the literature review and in consultation with USAID/Healthy Behaviors Activity, the consultant(s) will identify key stakeholders for primary data collection considering project focus, and geographic and ethnic diversity and sectoral representation.

**B) Primary Data Collection—Fieldwork:**

A consultant(s) will conduct primary data collection in selected regions of Ethiopia. The GESI and Youth assessment will include semi-structured key informant interviews (KIIs), focus group discussions disaggregated by priority audiences, sex and ensuring gender sensitive data collection approaches (timing of sessions, location, all female /all male teams), an online survey tailored based on the gaps in data identified during the secondary data analysis of project information and relevant statistics. Given the extensive research on gender issues in Ethiopia, the fieldwork will be designed to confirm the factors identified in the document review and solicit context-specific recommendations that address identified gaps and challenges and highlight effective practices relevant to social and behavioral change planned areas of focus.

A preliminary data collection plan for priority audiences and type of data collection is below.

	<b>Region</b>	<b>Number of woredas</b>	<b>IDI/KII (2 per woreda)</b>	<b>FGD (2 per woreda)</b>
1	Amhara (Enjibara, Durbete(Achefer); Libo Kemkem, Efratana gidim, Farta)	5	12	12
2	Oromia (Lume, Ameya, Jimma, Omo Nada)	4	8	10
3	SNNP (Mareko, Sheshego, Halaba)	3	8	8
4	B/Gumuz(Assosa and Bambasi)	2	6	6
5	Gambella(Gambella Town and Etang)	2	6	4
6	National level		4	
	sub total	16	44	40

**Preliminary Priority Audiences**

- Adolescents and youth (m/f) 15-19, 20-24 (married and unmarried), including from marginalized groups
- Pregnant women (first time moms, experienced moms), including from marginalized groups
- Partners of pregnant women, including from marginalized groups
- Caregivers of children under five, including from marginalized groups

- Healthcare workers
- Local leaders, policymakers, religious leaders
- Other health system actors of interest
- National-, regional-, and sample woreda- level key actors (civil society organizations, associations, policy bodies, etc) working in areas relevant to the Activity priority behaviors (family planning, malaria, MNCH) as well as the cross-cutting objectives (youth, disability, gender-based violence, couple communication, other gender norms programming)

## C) Data Analysis

### Data Analysis Set-ups

#### Geographic Scope

The analysis will take place in 16 woredas in the project implementation regions of Amhara, Oromia, SNNPR, Benishangul-Gumuz, and Gambella, and with stakeholders in woreda- and national-level systems and structures. The specific woredas are indicated in the table above.

**Duration** - The report shall be submitted within 60 consecutive days starting from signing of agreement.

#### Human Subject Consideration

The process requires basic training for the research team on research subjects of privacy and confidentiality. Processes will be put in place to ensure consent forms have appropriate protection throughout. The human subject protection and do no harm principles will be critically monitored by the analysis team in cases of meeting individuals/cases/. Data protection policies of AAE, the FHI-360 and USAID will be adhered. Moreover, consent forms will be administered and documented for the safety of participants and the program in general.

## V. Data Analysis

Data analysis will be done using the ADDED model, along with AAE's Intersectional Feminist Analysis tools to do the analysis of the GESI. **The GESI analysis** will devote focus on the following, with a particular focus on implications for Activity priority behaviors not included in the 2019 gender report (malaria, early and exclusive breastfeeding):

1. **Cultural norms and beliefs:** Assess the social and gender norms and cultural beliefs relevant to priority behaviors, particularly around a) care-seeking for youth and b) for household health practices. This will include how norms around gender, life stage, disability, and setting (rural/urban/peri-urban) intersect, and how they are embedded in communities.
2. **Gender roles, responsibilities, and time use:** Examine and understand the ways that gender, life stage (with a focus on unmarried and married youth), disability, and setting (rural/urban/peri-urban) influence household roles and responsibilities, other unpaid work, and paid work, and analyze how these may be relevant for priority behaviors, especially care-seeking behaviors.
3. **Access to and control over assets and resources:** Identify and understand the ways that gender, life stage, disability, and setting (rural/urban/peri-urban) influence

control over household and community assets and resources and analyze how this may be relevant for priority behaviors, with a focus on youth and migrant workers.

4. **Laws, policies, regulations, and institutional practices:** Identify and understand the health facility policies and practices relevant to care-seeking behaviors for women, youth (particularly for MNCH and FP care, where life stage differences emerged in the 2019 gender analysis), people living with disability, those living in rural settings, and those communities living under social exclusion.

**Data Analysis:** To analyze the data, the consultant(s) will review the interview notes and identify key themes that align with the framework. The team will then analyze and interpret the data and draw conclusions around the main research questions.

#### **D) Report Development and Dissemination:**

Preliminary findings will be synthesized into a GESI /Youth Analysis Report. Once the initial report is drafted, Action aid in collaboration with FHI360 will conduct a validation workshop with both USAID and partners and will incorporate inputs and feedback from the workshop into the final report. The final report will be structured as follows: Executive summary; purpose; context and background; methodology and limitations; findings, conclusions, and recommendations; and Appendices. The report must not exceed 30 pages in length (without including the executive summary, appendices, lists of key informants, etc.). Submitted separately will be any databases in an Excel sheet in electronic format.

A PowerPoint presentation of the findings and recommendations will also be developed and shared with the Action aid Ethiopia, FHI360 and consortium partners, and USAID/Ethiopia.

#### **IV. Coordination, roles and responsibilities**

AAE will lead the overall process and supervision of the task through its Programme Team along with the relevant team of FHI360. The consultant (s) will work closely with the GESI/Youth Advisor, PQLI and MEL leads, Women Rights Manger, and program leads. The overall accountability of this work rests with Programme Head at AAE. Transport and logistics shall be incurred by the consultant as the consultancy.

#### **V. Expected Deliverables:** The Consultant will be required to deliver the following:

1. The GESI/Youth Analysiswork and report outline (draft and final) together with executive summary. The work plan will include a detailed description of how the gender analysis will be carried out from beginning to end. It must include a detailed methodology for the Gender Analysis, detailed activities for the operationalization of the desk review and potential primary data collection, including proposed localities and timeline for both fieldwork and the entire work, and annexes to include any other relevant material. The consultant (s) is expected to conduct comprehensive desk research in preparation for the analysis, based on which it will identify remaining gaps that necessitate additional field work for primary data collection or validation of secondary data. The Work Plan will include a proposed schedule of desk review activities and fieldwork, the timeline for data processing and analysis and drafting of the final report, and any other relevant information regarding the GESI/ Youth

analysis. It should be regarded as a living document; adjustments can be made in accordance with learning and in consultation with the Action and and FHI360 team.

2. Draft GESI/Youth Analysis Report: The analysis report must not exceed 40 pages, (excluding annexes) as a Word document written in plain and concise English with minimal jargon. The report will include cover page, Contents table, Executive summary of no more than 2 pages outlining the purpose of the Analysis, main points of analysis, key findings, conclusions and recommendations; Introduction outlining the background to the intervention and the Analysis need; Purpose and objectives of the assessment ; Methodology/approach, indicators used, and limitations of the assessment ; Major findings with Analysis; lessons learned, challenges, ways to mitigate challenges and maximise lessons learnt and recommendations)
3. **Power Point presentation summarizing key findings and recommendations** that can be used to disseminate findings within ActionAid and with external stakeholders. The consultant and team are required to make a presentation of key findings and recommendations to the AA Ethiopia and AA UK project team.
4. Annexes: details of data collection tools, schedule of field visits and meetings; list of people interviewed; FGD, IDI, and KII participant's profile; bibliography of key documents consulted; TOR for the
5. The raw data (all transcripts, quantitative data, data collection tools) must be handed over to ActionAid together with the assessment report. Where photos are included, these should be provided to ActionAid in high resolution JPEG format and catalogued by ActionAid on Stories hub according to our photo guidelines. The assessment team must ensure photos are obtained in line with ActionAid guidelines on consent. Diagrams/flowcharts/infographics developed by the assessment team can be included but the original artwork should also be submitted as separate files along with the evaluation.

**Note:** ActionAid reserves the right to modify artwork as appropriate. All deliverables must be based on evidence collected during the process e.g. photos, case studies, qualitative data.

## VI. **Required expertise, qualifications, and competencies,**

We are looking for an evaluator/researcher with the following key skills and capacity.

### **General criteria:**

- The proposed lead consultant should have at least master's degree in Gender studies, social sciences, human rights, development and/or health background.
- Sound knowledge of gender issues in health and development settings, particularly GBV, women empowerment and leadership, human rights, and established international standards and principles.
- Experience conducting at least two similar assignments in Ethiopia .
- Demonstrable expertise and experience in behavior and social change programs in health sector
- Proven cross-regional experience and Experience with socio-ecological community approach would be preferable
- Excellent reporting and writing skills.
- Proven excellent facilitation skill

- Proficient in English and local languages

### Technical criteria

- Familiarity with and experience in designing and conducting key informant interviews and focus group discussions with the local communities and with key government representatives.
- Proven and hands-on experience on gender analysis, gender audits, power analysis; community participatory approaches
- Experience in qualitative methodology, methods, tools and analysis and visualization. Knowledge of qualitative data analysis software like Nnivo, Dedoose ,MAXQDA, ATLAS etc.
- Experience in participatory and community-led approaches preferably socio-ecological model.
- Demonstrable knowledge and skills in development and use of online data collection methods and software and tools for data collection and analysis.
- Evidence of use of ethical considerations and methodological measures that respect the rights of all stakeholders
- Evidence of successfully designing and managing large-scale, rigorous, and robust analysis, research processes and evaluations.
- Evidence of producing clear, concise, and high-quality reports in English

### Application process

All applications should include the following documents in a technical offer to ActionAid Ethiopia.

- The **CV(s)** of the lead consultant and the team of applicant(s)
- A covering letter or expression of interest - highlighting relevant experience and skills to the specific assessment or study, and the reasons for interest in the work
- A brief **technical proposal** with a cover letter demonstrating how the consultant or assessment team meets the consultant experience and expertise specification. (1page Cover letter and 8 pages maximum of the proposal)
- **A separate financial proposal** with a clear distinction between fee rate and expected logistics costs (3 pages maximum)
- Reports/documents or **links of similar work** / assessment reports
- The consultant should be licensed in consultancy and should attach their **VAT registration and TIN Number registration certificate**
- The names and contact details of at **least 2 previous clients to contact for reference.**
- The last date for submission of tender document is on Feb.1<sup>st</sup> 2023, before 3:00 PM (bid closing time) through [HROD.Ethiopia@actionaid.org](mailto:HROD.Ethiopia@actionaid.org) or at our office indicated below.
- Only short-listed candidates will be contacted,
- The Employer reserves the right to reject any or all bids.
- For further information, call us at +251118550750/7 or email us at [Comms.Ethiopia@actionaid.org](mailto:Comms.Ethiopia@actionaid.org)

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