



(Aga Khan Rural Support Programme)

**AQCESS to Quality Care through Extending and Strengthening Health-Systems
(AQCESS) Project**

Awareness and Promotional Material – Video Documentary

Background

Under “Access to Quality Care through Extending and Strengthening Health Systems (AQCESS) Project”, one of the outputs (1313) is “Community and facility health workers and managers enabled to collect, analyze and apply relevant HMIS data.” For this output, one of the activities is to prepare, print and disseminate awareness and promotional material (print, video, exhibits etc.) on GE Gender Equality), mother and child rights and birth registration. As per activity, during Q4 of Y3, a video documentary is to be developed to capture key issues and messages, with appropriate tone and content for target audiences and its dissemination will be ensured to broad range of community stakeholders including: LSOs, WOs, other civil society actors, local government – including UCs and is shared in a range of venues and forums: community meetings, schools and colleges, libraries, conferences, workshops and posted online on relevant LSO and AKDN websites.

Objectives

- Overall introduction of AQCESS project and its interventions,
- Provide information on the need and importance of gender equality, mother and child rights and birth/death registration,
- Sensitize the audience about importance and need of civil registration (registration of birth, death, marriage and divorce),
- Tell the audience about process of the registration,
- Bring forth opinions of the stakeholders on GE, mother child rights and birth registration, key issues and how to address the issues in sustainable way.

Target Audience

- Parents of new born children, children and adolescents up to 18 years without registration, and to be parents,
- Community members, local elders, Women Organizations (WOs), Village Organizations (Vos), Local Support Organizations (LSOs) and Civil Society Organizations (CSOs)

- Union council (UC) and Village Council (VC) secretaries, elected members and nazims, LG&RD and NADRA officials,
- Educational institutions, hospitals and health centers and related departments
- Government departments and NGOs working for children and child rights,

Methodology

For development of the documentary, an integrated approach will be adopted, so that the content covered, message delivered and the medium used, will convey the message clearly, concisely, and effectively. The documentary will cover both Gilgit and Chitral, where the resource person/s will visit different locations to capture views, news, activities, people, places, surroundings, and other sites of interest. AKRSP core and regional offices will facilitate the whole process of documentation by arranging meetings of the resource person/s with relevant stakeholders, identifying the sites to be captured, providing guidance on project interventions.

Content of the Documentary

The documentary will capture the following:

- AKRSP staff members' description of the AQCESS project, its purpose and need, mechanism of working with community and other stakeholders, expected outcomes and sustainability,
- Views of community members and community organizations' views of GE, mother and child rights, civil registration, current status and future perspective on the subjects
- Views of other government departmental heads and elected representatives on the subject, key issues, what needs to be done for resolution of issues and opportunities through programs such as AQCESS,
- Showcasing offices of UCs/VCs, LSO offices and office bearers, registration process and procedures, and sample of copies of registration forms and certificates, schools, students (male and female), hospitals, patients being treated,
- Showcasing AKRSP's promotional activities being carried out under AQCESS for promotion of mother and child rights and civil registration,
- Video clips and photos from training on mother and child rights and stakeholder forums, and photos of community meetings and dialogues,
- Views on way forward for GE, mother and child rights and civil registration and their sustainability
- Cover CHRF component

Final Product

High quality documentary of 7 to 10 minutes length with voice over (should be approved by AKRSP) in Urdu, and subtitles in English, while local languages having coverage while speakers speak. Equal gender participation is expected; however, more women should be represented in the documentary.

Resource Person/s

For development of the documentary, services of resource person/s will be hired at core office, who in line with the concept note and guidance from AQCESS project staff will undertake this activity. Knowledge Management and Communication along with AQCESS staff will oversee the resource person. The resource person/s will cover activity in both Gilgit and Chitral, and submit the final product to the project lead, who will provide with feedback together with Knowledge Management and Communications and other sections of AKRSP for finalization and once finalized the documentary will be disseminated to the relevant stakeholders and events.

Please submit your application to Shahid Jan on shahid.ahmad@akrsp.org.pk. Last date of submission of bid is March 4, 2019.