Terms of Reference (ToR)

# Consultancy for Developing a Gender-Responsive Social Behavior Change Communication (SBCC) Strategy

Aga Khan Rural Support Programme (AKRSP)

Project Locations: Gilgit-Baltistan & Sindh

Duration: 28 Days

Reporting to: Programme Manager – Health & Nutrition, AKRSP

## 1. Background

The Aga Khan Rural Support Programme (AKRSP) has been at the forefront of implementing community-driven health and nutrition interventions in Gilgit-Baltistan and Sindh. To strengthen its Social Behavior Change Communication (SBCC) efforts, AKRSP seeks to develop a Gender-Responsive SBCC Strategy with a strong focus on immunization and nutrition, particularly emphasizing dietary diversity, promotion of local recipes, and multimedia-based educational tools (animations, booklets) in Sindhi, Urdu, and Shina.

## 2. Objectives of the Consultancy

* Design a culturally sensitive, gender-responsive SBCC strategy for promoting improved immunization and nutrition behaviors.
* Develop engaging and locally tailored multimedia materials (animations and booklets).
* Establish behavior change indicators for ongoing evaluation.

## 3. Scope of Work

## 3.1 SBCC Strategy Development

* Draft a comprehensive SBCC strategy promoting immunization and nutrition (with emphasis on dietary diversity and local food).
* Embed gender and cultural considerations throughout the strategy.
* Define key behavior change outcomes and indicators.

## 3.2 Design of Educational Materials

* Develop 2-3 minute animations in Urdu, Sindhi, and Shina.
* Design illustrated awareness booklets with messages on immunization and nutrition using local recipes.
* Ensure content is multimedia-friendly and accessible.

## 3.3 Community Engagement & Review

* Collaborate with AKRSP staff, local communities, and public health experts.
* Conduct review workshops to pilot test content.
* Revise content based on feedback from local stakeholders.

## 3.4 Finalization & Recommendations

* Submit final versions of all materials.
* Provide recommendations for dissemination, monitoring, and integration into AKRSP’s health programs.

## 4. Expected Deliverables & Timeline

### Deliverables & Timeline

|  |  |  |
| --- | --- | --- |
| Deliverable | Description | Timeline |
| Inception Report | Work plan and methodology | Week 1 (Day 3) |
| SBCC Strategy Document | Comprehensive strategy with behavior indicators and community engagement plan | Week 2 (Day 10) |
| Draft Multimedia Materials | First draft of animations and booklets in all three languages | Week 3 (Day 18) |
| Stakeholder Feedback Workshop | Review session with AKRSP teams and community reps | Week 3 (Day 20) |
| Final Multimedia Materials | Revised and finalized versions of animations and booklets | Week 4 (Day 25) |
| Final Report & Recommendations | Summary of development process, feedback integration, and monitoring guidelines | Week 4 (Day 28) |

## 5. Location

* Remote Work: Core development of strategy and multimedia materials.
* Fieldwork (if required): Short visits to GB and Sindh for community and stakeholder engagements.

## 6. Consultant Qualifications

* Advanced degree in Communication, Public Health, Social Sciences, or a related field.
* Demonstrated experience in SBCC strategy development, especially in health and nutrition.
* Proven capacity to create animated content and multilingual educational materials.
* Strong understanding of gender dynamics and cultural norms in GB and Sindh.

## 7. Reporting & Supervision

The consultant will report directly to the Programme Manager – Health & Nutrition, and collaborate closely with the Communications, Gender, and Field Teams at AKRSP.

## 8. Payment Terms

The payment will be made in accordance with completion of the following deliverables endorsed by Programme Manager Health & Nutrition:

### Payment Schedule

|  |  |
| --- | --- |
| Milestone | Payment |
| Submission & Approval of Inception Report & SBCC Strategy | 30% |
| Submission & Approval of Final Multimedia Materials | 40% |
| Submission of Final Report & Recommendations | 30% |

## 9. Confidentiality

All outputs will remain the intellectual property of AKRSP. The consultant shall not disclose or reproduce any part of the work without prior consent and must adhere to AKRSP’s ethical standards and confidentiality clauses.

## 10. Application Process

Interested consultants/firms should submit:

* - CV(s) or firm profile
* - Cover letter detailing relevant experience
* - Technical proposal (methodology and timeline)
* - Financial proposal (inclusive of all taxes)
* - Sample of previous SBCC or multimedia health communication work

Deadline: 25th April 2025

Submit to: procurement\_akrsppk@akdn.org

Subject Line: “SNIP BCC Consultancy”

## 11. Equal Opportunity Statement

AKRSP is committed to inclusivity and encourages applications from women, minority groups, and candidates with diverse backgrounds.