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**PROPEL**  
Health

## **TERMS OF REFERENCE (TOR) FOR ADVOCACY AND COMMUNICATION STRATEGY CONSULTANCY**

### **a) BACKGROUND**

A 2020 study by Guttmacher found that between 2015 and 2019, majority (56%) of pregnancies in Ghana were unintended and about a third (36%) of those pregnancies resulted in abortions. According to the Ghana Statistical Service (2022), about 15.2% of female adolescents in Ghana aged 15-19 have ever been pregnant, underscoring the prevalence of teenage motherhood as shared. This confirms that the work of Family Planning (FP) is crucial and unending. Ghana is determined to ensure equitable and timely access to quality family planning (FP) information, products, and services among all people of reproductive age. This is backed by a clear political will and leadership solidified by Ghana's FP2030 commitments, which seeks to: improve implementation of FP benefits within the National Health Insurance Scheme (NHIS); increase government procurement of FP commodities through domestic financing (10% of need by 2026, 20% of need by 2030); increase modern contraceptive prevalence rate (mCPR) among married women/women in union from 30% in 2020 to 44.4% by 2030; reduce unmet need for contraception among adolescents; and ensure social and behaviour change communication activities focus on a rights-based approach.

### **b) PROJECT OVERVIEW**

PPAG is currently implementing a subaward project that focuses on **Mobilizing and Strengthening the Capacity of Youth for Family Planning/Sexual Reproductive Health Budget Advocacy in Ghana** towards achieving government FP financing. This project forms part of the USAID-funded Promoting Results and Outcomes through Policy and Economic Levers (PROPEL) Health project awarded to Palladium. PROPEL Health aims to improve the enabling environment for equitable and sustainable health services, supplies, and delivery systems through policy development and implementation; adequate, predictable, and sustainable health financing; enhanced government stewardship, transparency, and accountability; and use of evidence-based advocacy approaches at global, national, and subnational levels to promote best practices. In Ghana, PROPEL Health will focus on the following broad results areas:



- Improve accessibility, accountability, affordability, and reliability of quality FP/RH and integrated services, supplies and information through sustainable, resilient, and context-responsive policies.
- Optimize adequate, predictable, and sustainable financing for health services, supplies, and information to meet program needs and promote equity and quality.
- Improve environment for government stewardship, accountability, and transparency, and
- Ensure evidence-based advocacy approaches are used to promote and implement best practices in health policy, financing, and governance.

PPAG under this project is seeking a qualified consultant (individuals, universities or organisations) to develop an Advocacy and Communication Strategy that delivers on the communication components of this project.

#### **c) PURPOSE OF THE CONSULTANCY**

The primary objective of this consultancy is to develop an advocacy and communication strategy that effectively informs stakeholder engagement, improves advocacy impact, and promotes an environment conducive to FP/SRHR financing in Ghana, with a focus on the subnational level.

#### **d) SCOPE OF WORK**

1. Conduct a comprehensive assessment of communication needs of various stakeholders (emphasizing young people) and preferences of target audiences, especially policy makers.
2. **Design an advocacy and communication strategy that among other things informs youth advocates on the national and subnational budget cycle, highlighting the importance of FP/SRHR financing:** The communication strategy aims to empower young people with the knowledge and understanding of how budgetary decisions are made at both local and national levels, particularly regarding allocations for FP/SRH initiatives. The communications strategy will be tailored to effectively reach and engage young people through various channels such as social media platforms, community outreach programs, and educational workshops. It will include clear and accessible information about the



budget cycle, explaining key concepts such as budget formulation, allocation, execution, and monitoring. Additionally, the strategy will highlight the importance of young people's involvement in the budgetary process and how their advocacy can influence resource allocation towards SRHR priorities.

3. **Develop communication materials tailored to various identified audiences as specified in the strategy:** These advocacy materials and informational materials will serve as tangible resources to convey key messages, statistics and evidence related to FP/SRH issues. By developing and producing these advocacy tools, we aim to provide stakeholders with comprehensive and accessible information on the importance of SRHR, the targets and indicators outlined in the SDGs, the objectives of FP2030 commitments, and the principles of UHC. Secondly, these advocacy tools will serve as educational resources, raising awareness about the current state of FP/SRH in Ghana, existing challenges, and opportunities for improvement. These materials are expected to highlight the benefits of investing in SRHR, including improved health outcomes, gender equality, poverty reduction, and sustainable development. Ultimately, by leveraging these advocacy tools, PPAG seeks to amplifying the visibility and credibility of our advocacy initiative, enhancing reach and impact across various audiences and platforms.
4. Create a costed implementation plan for executing the advocacy and communication strategy.

#### e) **EXPECTED DELIVERABLES**

The following are the expected assignment deliverables:

1. An inception report detailing the process and workplan for the development of the strategy.
2. Detailed assessment report on communication needs and target audience preferences.
3. A comprehensive advocacy and communication strategy document and a costed implementation plan.
4. Communication materials designed for different target audiences as outlined in the strategy.
5. Training material for building the capacity of staff and stakeholders, especially young people, on the implementation of the strategy.



#### **f) CONSULTANT'S QUALIFICATIONS AND REQUIREMENTS**

- The selected consultant must demonstrate the following:
- Technical Proficiency: Technical knowledge of Health and FP/SRHR financing, with a good understanding of FP/SRH issues in Ghana.
- Proven experience in conducting communication needs assessments.  
Expertise in developing advocacy and communication strategies, particularly in the SRHR/FP sector. A portfolio showcasing previous consultancy on communication duties and/or evidence of similar assignments conducted within the last 2-3 years. (links for evidence will be appreciated).
- Have at least five (5) years of progressively advanced experience in strategic communications, and public advocacy, which must include developing communications and advocacy strategies and material at the global, regional or national level.
- Ability to collaborate effectively with diverse stakeholders and work in a multicultural environment
- Excellent project management skills, with a focus on costed implementation planning.
- Language skills: Proficiency in the English language is required.
- Strong understanding of advocacy best practices, youth engagement, and budget cycle.

#### **g) DURATION AND TIMELINE OF THE ASSIGNMENT**

The consultancy is expected to span 20days, starting from the start date. The timeline for deliverables and consultations will be mutually agreed upon at the commencement of the consultancy.

#### **h) REPORTING AND COMMUNICATION**

PPAG will supervise the work in progress, to ensure that it is in line with expectations. The consultant will report to the project manager and maintain regular communication with other relevant team members throughout the consultancy period. The Consultant will be responsible for sharing work in progress with PPAG and will set up regular meetings to discuss progress.

#### **i) BUDGET**



PPAG welcomes your estimation of the costs required to produce these deliverables. The consultancy fee will be negotiated based on the consultant's qualifications, experience, and proposed approach.

#### **APPLICATION SUBMISSION: HOW TO APPLY**

Interested consultants meeting the qualifications are invited to submit their CV, a cover letter describing their experience in advocacy communication strategy development, a detailed proposal on the execution of these deliverables and examples of relevant work to [consultancy@ppag-gh.org](mailto:consultancy@ppag-gh.org) by **15<sup>th</sup> August, 2024**.