



Term of Reference

Video documentary, photography and success stories' writing

Type of Contract: Consultancy

Dead line for the application: Eight working days after the announcement

1. Introduction

Amref Health Africa, headquartered in Kenya, is the largest Africa based international non-governmental organization currently running programs in over 35 countries in Africa with lessons learnt over 65 years of engagement with governments, communities and partners to increase sustainable health access in Africa.

Since 2002, Amref Health Africa in Ethiopia has partnered with communities and the Government of Ethiopia to implement diverse health and development project portfolios throughout the country. With communities at the center of our work, we focus on health solutions across our thematic areas, while strategically engaging cross-cutting issues including gender and social inclusion, advocacy, research, innovation and technology, in addition to emergency and resilience building. Amref Health Africa also incorporates programme development, fundraising, partnership, advocacy, monitoring and evaluation, and has offices in Europe and North America as well as subsidiaries; Amref Flying Doctors, Amref Enterprises and the Amref International University.

2. Project Background

Amref Health Africa has been implementing “Enhancing Reproductive Health Care Quality” project in Jimma and East wollega zones of Oromia region. With ultimate outcome to increase access to quality community based reproductive health/ FP services, the project has targeted 250 health posts of selected woredas.

Currently, the project implements its third phase intervention, and works towards improving the quality of Family Planning/SRHR services at the primary health care unit level and thereby bringing sustainable change towards achieving universal health coverage (UHC). In order to truly achieve Universal Health Coverage, Sexual Reproductive Health and Rights information and services must be available, accessible, acceptable, affordable and of good quality.

Amref Ethiopia would like to document the successes of the project and lessons learnt through video documentary, photographs and stories writing of different kinds. We will thus hire

professional video maker and photographer, and story writing who can take travel to six project intervention woreda; namely Omo nada, Tiro Afata , Dedo, Mancho, Shebe Sombo and Seka Chokorsa in Jimma Zone and will also include photos from east wollega zones at Oromia region.

3. Objectives

Project Objective: Improve the quality of FP/SRHR services at the primary health care unit levels to bring measurable and sustainable changes towards achieving universal health coverage in Jimma and East Wollega Zones, Oromia region.

Specific objectives:

- ◆ Increased demand creation among population, including youth engagement (addresses equitable access and acceptability dimension of UHC)
- ◆ Improved access to quality SRHR services at the primary health care unit (addresses the quality of health services of UHC)
- ◆ Improved accountability and bringing change through advocacy (evidence generation and advocacy)

4. Objectives of the Consultancy

The main purpose of this assignment is to document the successes achieved through implementation of the three phases of the project interventions based on key result areas. We would like the following specific areas to be covered in the filming and photography. However, we are open to accept an expert's opinion that would best suit our needs and make the documentary complete.

- ✓ Highlights of the project's objectives, where it works and what it does
- ✓ Project initiatives and key achievements:
 - Long acting family planning services at health posts Quality improvement initiatives at health centers
 - Youth Friendly Service (YFS) implementation both at health post and health centers Community couple group conversation
 - Best practices with beneficiary testimonials
 - Partnership with the local government and their testimonies as well
 - Awareness creation on family planning and Sexual Reproductive Health and Rights
 - Awareness raising of young people using mobile technology called LEAP
- ✓ Data (photo and success story)
 - Trends of trained health provider's /health extension workers (all types of training)
 - Trends of quality improvement projects and its outcome with measurement

- Trends of service utilization
- Trends of health facilities renovated

The consultant should in general be able to ensure the vision and aspiration of Amref Health Africa Ethiopia is reflected in the documentary film, photos, stories and photo book, ensure the effort that the project has made in assisting the regional government and woredas well addressed in the film and photobook.

More specifically the consulting firm is expected to:

- Conduct a desk review of relevant project and other related documents including annual reports as provided in order to familiarize with project issue.
- Meet in person with Amref Health Africa in Ethiopia and the project's team for technical advice.
- Produce a script and shooting plan in close collaboration with Amref and other project program implementers, communication and SBCC team.
- Prepare and share a detailed work plan.
- Travel to **six** project intervention woredas and 5 health centers and 10 health posts for filming, photographing and interviewing beneficiaries in their natural setting.
- Work with the Amref Health Africa's communication, SBCC and program team to ensure Amref Health Africa's and donor's brand identity as well as consent guidelines for logo, language use and related brand identity for comment.
- Share draft copies of the videos, photos and stories to be reviewed by the project team and the communication unit to get approval for final packaging.
- Make necessary change after discussing with Amref Health Africa in Ethiopia project team and communication unit.
- Produce the final master copy of the video documentary, success stories, photos and professionally designed photobook and deliver with flash disc for approval by Amref Health Africa.
- Ensure the video documentary is of broadcast standard for use on website, TV transmission, for dissemination of external and internal audiences in events.
- Deliver the final and approved materials within 30 days.

5. Target Groups to be featured

- **Project beneficiaries:** women of reproductive age, young people, health extension workers, health workers, supervisors, woreda health office members, members of women development army, individuals benefited from extended service at the health post level or through couple group discussions.

6. Technical Details

- Produce a three-minute high quality video documentary, 20 success stories in English language, 50-60 high resolution photographs, a well-designed photobook
- Interview project beneficiaries and relevant stakeholders as testimonials for the project impact.
- File onsite project activities and communities benefiting from the project.
- Use professional standard equipment both for sound and image for highest quality standard.
- Complete the project and submit the film and success story (photobook) within one month after contract agreement is signed.

7. Deliverables

- High quality video documentary (3 minutes long)
- 50-60 photographs with captions (name, place, and story behind each photo)
- 20 success stories in English language (not more than one page each),
- Professionally designed photobook comprising of 20 selected photos with short descriptions drawn from the success stories written.
- Raw footages and photos

All characters featured in the stories, photos and videos need to sign a consent, which will be facilitated by Amref project person.

8. Competence and skills

- Proven advanced skill in film making, producing documentaries, developing success stories, communication and media, and related areas.
- Professional experience in filming, photography, interviewing and packaging for different audience, specially experience working for health organization.
- Demonstrable professional writing and narrative skill
- Ability to deliver on time

9. Evaluation Process and Method

Each proposal will be first assessed on its technical merits. A maximum of 70 points is allocated to the technical proposal, and a further 30 points for the price component, with a maximum possible score of 100 points. Technical proposals will be evaluated based on a desk review. Scores from the desk review will be allocated according to the table below:

- Understanding of the TOR-10%
- Video documentaries' production approach and work plan - 10%
- Practical experience in writing success stories and its approach, taking quality photos and packaging (10%)

- Composition of the team for the video documentary, photography and success story writing (10) %
- Relevant experiences as organization working for health NGOs in relation with the work stated in this TOR with samples provided – (20%)
- State –of –the art filming, audio, video and studio equipment to be used for the production (filming, editing, photography, delivery devise...) -10%

List of selected health posts with distance from Jimma

1. Omo cala :_ 80km
2. Buyo kechema:_ 14km
3. Shashamane :_ 25km
4. Usha ne qoche 30km
5. Atiro gafare :_ 32km
6. Sabeka walla :_ 58km
7. Bilo adicho :_ 24km
8. Ilana hp :_ 30km
9. Garima gudda :_ 30km
10. Sayo Adami:_ 68km

NOTE: The financial proposal will be considered when only the technical assessment score is above 50%g out of 70%.