



Sweden  
**Sverige**

**SiDA Annual Survey 2023**

**DKT Sierra Leone**

**Terms of Reference (ToR)**

# **Evaluation Study on DKT Anglophone West Africa (DKT AWA) SRH Impact Indicators**

*Issued by:* DKT Anglophone West Africa

*Deadline for Proposals:* [13<sup>th</sup> October 2023]

## **1. Introduction:**

In 2018, DKT Anglophone West Africa (DKT AWA) embarked on a mission to extend Sexual and Reproductive Health (SRH) health impact to Liberia and Sierra Leone from Ghana. The journey and accomplishments of this initiative have yielded significant results in modern contraceptive prevalence rates (mCPR) and an overall positive shift in SRH indicators in Liberia. Following the successful execution of this project in Liberia, SiDA extended their funding to the other AWA countries which included Ghana and Sierra Leone in this 2023 operational year. This ToR seeks a comprehensive evaluation of DKT AWA's (Sierra Leone) SRH initiatives based on various indicators, setting the stage for informed future interventions.

## **2. Objectives:**

The primary objective of this study is to evaluate the impact of DKT Sierra Leone's SiDA project interventions in the provinces of Eastern, Northern, Southern, and Western, from its inception to the present. This assessment specifically focuses on the distribution effects of DKT's products in these provinces and the success of their contraceptive activations and outreach in communities including Kenema, Kono, Kambia, Portloko, Bonthe, and Moyamba

## **3. Scope of Work:**

The selected research firm will:

- a. Employ quantitative and qualitative methodologies to evaluate the indicators provided, and
- b. Make use of primary and secondary data collection methods, such as surveys, interviews, mystery shopping, and data analysis.

## **4. Expected Results/Outcomes**

1. Percentage of surveyed clients who, upon seeing DKT's marketing campaigns, believes DKT ads portray men and women in a positive light
2. Reduce price gouging, as measured by the percentage of mystery shoppers receiving products at or below DKT's recommended retail pricing, disaggregated by gender
3. Improve reach in underserved communities, as measured by poverty heat map (e.g. Facebook relative poverty data) determining the percentage of outlets selling DKT products in poor communities
4. Improve reach in underserved communities, as measured by the percentage of clients who have attained primary education or less reported in exit interviews.
5. Percentage of providers (pharmacists, clinicians, etc.) who answer the following annual survey question successfully: Name at least three methods of contraception, their side effects, and effective period.

6. Percentage of individuals who rate the quality of their service at partner facilities as “good” or “very good,” disaggregated by gender, as measured through exit surveys
7. Percentage of digital support customers who rate the quality of service as “good” or “very good” (including telemedicine or contact center, where relevant), disaggregated by gender
8. Percentage of mystery shoppers receiving information, products, and counseling that is perceived to be stigma-free, disaggregated by gender
9. Determine the numeric distribution of DKT Branded products (Kiss brands, Fiesta brands, Lydia OCP, Lydia Postpil, Lydia IUD etc) in sample pharmacies, Chemical and health facilities.

## 5. Expected Deliverables:

The team leader is responsible for the timely submission of the following deliverables to DKT’s Country Manager, AWA-M&E team.

- (1) Draft Data collection tool: This should be submitted 5 days after signing the contract (the tool should be both in word and electronic format and mystery client in excel and electronic version)
- (2) Final Data collection tool : The tools will be pre-tested, finalized after training (Consumer insight tool should be both in word and electronic format and mystery client in excel and electronic version)
- (3) Draft dataset and result framework: DKT will request the Consultancy firm to produce a draft dataset and result framework in Microsoft excel format by 13<sup>th</sup> November 2023.
- (4) Draft Research Report: Submit draft research report to DKT by date
- (5) Final Research Report, Result framework and Datasets; These will include all feedback from DKT addressed. The consultant will present both electronic and hard copy of the final report, results framework and cleaned datasets. Datasets should be in an excel, SPSS and or STATA formats
- (6) Both parties agreed: that in any delay of the deliverable and incomplete or failures to meet the deadline as set in the agreement, the contractor shall be fully responsible to undertake the cost of any DKT staff or consultant labor hours that will be allocated to complete the final report. In thereof said, payment will be deducted from any outstanding payment to the contractor and compensate for the labor hours.

The final research report will be a **maximum of 50 pages** including an executive summary, background, research questions and objectives, study findings comparing the current results with those of 2020 FP insights, conclusions and recommendations.

## Proposed Payment Terms

Payment will be made based on the proposed payment structure:

- 50 percent within 1 week of signing contract;
- 20 percent upon submission of deliverable 3;
- 20 percent upon submission of deliverable 4; and
- 10 percent payment until satisfaction (deliverable 5)

## **6. Timeline:**

The research is expected to be completed in a span of 5 weeks from the date of commissioning.

## **7. Budget:**

Budgetary proposals should detail costs associated with: Cost table for the entire research;

The budget narrative must explain the assumptions behind all cost estimates including number of interviews per enumerator, number of travel days, number of field days (with due allowance for travel days). It should also explain the data entry assumptions (whether manual or direct entry using tablets for field work), as well as the time line for data collection and data entry and other items relevant to the TORs.

- a. Personnel
- b. Data collection
- c. Materials and logistics
- d. Report generation and presentation

## **8. Consultants/Firm Experience**

We plan to recruit either a team of consultants or a competent firm. Either way, the team should include a ‘lead’ consultant, who will be responsible for the overall conduct of the research.

**REQUIRED:** The consultant(s)/firm will have demonstrated experience in conducting large, multi-topic research in Sierra Leone. The Principal Investigator (PI) must have at least a Master degree in a Social Science or Public Health and a minimum of 5 years’ experience in conducting both social, consumer or public health research using technology. The PI should have a solid understanding of marketing and issues about consumer experience in Liberia? including quantitative research designs. The PI should be fluent in written and spoken English.

Applicants should provide:

1. A summary of their proposed approach to the work (no more than 4 pages)
2. CVs of their team members citing relevant experience.
3. Three references from organizations that have contracted the firm/consultant proving ability to carry out multi-topic research.
4. One or two previous reports written by firm/consultant.

These should be submitted to [soufian.sesay@dktsierraleone.org](mailto:soufian.sesay@dktsierraleone.org), Cc: [juayire\\_aduah-kabah@dktgghana.org](mailto:juayire_aduah-kabah@dktgghana.org) by 13<sup>th</sup> October 2023

## **9. Evaluation and Award:**

Proposals will be evaluated based on:

- a. Technical soundness and feasibility of the methodology.

- b. Cost-effectiveness.
- c. Relevant experience and expertise of the firm and key personnel.
- d. Quality of past work.

**10. Terms and Conditions:**

- a. Intellectual Property: All data, reports, and materials developed will be the property of [DKT Anglophone West Africa].
- b. Confidentiality: All information provided must be treated as confidential and not be disclosed without prior permission.

*For any queries related to this ToR, please contact [+232 78 569592].*

Interested firms should ensure they understand the breadth and depth of the evaluation required and ensure they have the capacity to deliver within the stipulated timeline.