



**USAID**  
FROM THE AMERICAN PEOPLE

**Passages**

## **SCOPE OF WORK**

### **Consultant(s) or Organization**

This scope of work defines the key parameters, responsibilities and deliverables expected for this consultancy/contract that will support the development of a strategic communications plan for the Passages+ project umbrella for Georgetown University's Institute for Reproductive Health.

✓ **By February 8, 2019**, please submit a concept note and budget clearly describing competency in the design and implementation of a global dissemination strategy. Please direct the submission to [irhresumes@gmail.com](mailto:irhresumes@gmail.com)

**Timeline:** The activities in this SOW will take place between March – September 2019. Days and exact timeframe to be determined based on the submitted concept notes and budgets by bidders.

**Location:** Washington, D.C., or elsewhere/open.

#### **About the Institute for Reproductive Health, Georgetown University**

The Georgetown University Institute for Reproductive Health (IRH) is dedicated to improving the reproductive health of women, men and youth through a research-to-practice agenda. Our emphasis is on increasing access to and use of family planning, increasing fertility awareness through life-stage appropriate interventions, expanding access to fertility awareness-based family planning methods in an informed choice context, and developing scalable interventions to transform gender norms and catalyze the diffusion of social norms that support family planning. Cross-cutting themes in the Institute's work include the diffusion of social norms that support reproductive health, scale up of innovations, and incorporating gender perspectives in reproductive health. In partnership with a wide range of international and local organizations, IRH conducts research, builds capacity, and provides technical assistance to public and private-sector organizations in lower and middle-income countries and the U.S. The Institute is supported by grants from U.S. foundations and government agencies, including the U.S. Agency for International Development (USAID). [Learn more](#)

#### **About the Passages Project**

The Passages Project aims to address a broad range of social norms, at scale, to achieve sustained improvements in family planning and reproductive health, with a focus on very young adolescents, newly married youth, and first-time parents. This research project is building the evidence base and contributing to the capacity of the global community to strengthen normative environments that support reproductive health, especially among the aforementioned groups. Passages capitalizes on formative life course transitions to test and scale up interventions that promote collective change and foster an enabling environment for healthy timing and family planning and healthy timing and spacing of pregnancies. [Learn more](#)

#### **About the Activity: Strategic Communications Plan**

The USAID-funded Passages Project is now in year four of five. The projects' initial phases centered on establishing an evidence base, providing technical assistance, and building a network of partners and programs. This included developing and launching new initiatives at the country, regional, and global levels that share goals of advancing the work on scaling up normative change. As Passages enters its final year, global leadership and dissemination efforts will focus on information synthesis, knowledge sharing, and capacity building.

**Purpose of Consultancy/Contract:** IRH is seeking an individual or organization to support key aspects of this dissemination phase, with an overall aim of developing and supporting the implementation of a strategy to ensure the project's legacy is well-communicated to key stakeholders and audiences.

The *objectives* of this initiative are fourfold:

1. Develop a **costed strategic communications plan** and operationalize it;
2. Create or support the creation of **a suite of visually compelling communications products**;
3. Support the **implementation of in-person and digital dissemination efforts**; and
4. **Capture feedback from stakeholders** on dissemination efforts.

*The specific activities and approach are flexible and can be carried out depending on the proposed consultant/contractors plan of action.*

### **Responsibilities & Terms of Reference**

- Review relevant documents to achieve working knowledge of the Passages Project, this initiative, and social norms concepts necessary for understanding the content
- Participate in meetings with IRH (and, as relevant, Partner and USAID staff) to develop consensus on design and framing for the strategic costed communications plan
- Draft, revise and finalize strategic costed communications plan; develop operational actions to execute the communications plan including holding dissemination events and developing materials as well as assessing stakeholder engagements

### **Expected Deliverables**

- Work plan for this initiative
- Costed strategic communications plan
- Actionable list and plan to develop communication materials and hold dissemination events
- Report on stakeholder reactions and feedback to materials

### **Planning, Logistics & Support**

IRH will provide the following support and information to the selected consultant:

- Internal background materials to facilitate the SOW
- Meeting set up and logistics
- Regular check-ins to answer questions and agree next steps to facilitate progress toward deliverables
- Access to shared platforms for communication and outreach efforts
- Report/review development and design support

### **Key Contacts**

- Rebecka Lundgren, Research Director | [lundgrer@georgetown.edu](mailto:lundgrer@georgetown.edu)
- Anjalee Kohli, Senior Research Officer | [ak1684@georgetown.edu](mailto:ak1684@georgetown.edu)
- Courtney McLarnon-Silk, Program Officer | [cjm296@georgetown.edu](mailto:cjm296@georgetown.edu)

### **Submission of Proposals**

By **February 8<sup>th</sup>, 2019**, please submit a concept note and budget clearly describing competency in the design and implementation of a global dissemination strategy. Please direct the submission to [irhresumes@gmail.com](mailto:irhresumes@gmail.com). The selection criteria will include:

- Demonstrated experience in developing and executing large-scale knowledge management, dissemination, and/or strategic communications plans
- Demonstrated understanding of and experience in gender, normative change, social norms and a diverse background in development sectors (beyond reproductive health)

- Familiarity with social norms theory and policy frameworks relevant to normative changes in multiple development sectors
- Experience with USAID structure, programs and policies
- Competitiveness of cost and budget