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Passages

SCOPE OF WORK

Consultant

This scope of work defines the key parameters, responsibilities and deliverables expected for this consultancy that will support a landscaping of social norms interventions on social media within the Passages Project at Georgetown University's Institute for Reproductive Health at the Center for Child and Human Development.

☑ **By January 9th 2022**, please submit a CV and with daily rate to info@passagesproject.org.

Timeline: The activities in this SOW will take place over 20-25 days between January 2022 & end of July 2022. Days and exact timeframe to be determined with selected consultant.

Location: Global/flexible

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: Norms-shifting on Social Media: Landscaping and Consensus Building

Throughout the project's years, Passages' 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. Through various global leadership technical events and workshops unexplored questions continue to emerge; one such question is whether, how, and to what extent social norms can be shifted through and on social media platforms.

This effort will seek to begin to develop a consensus on the ways that social media can shift and sustain norms by bringing together an expert group to look at the considerable guidance that Passages and the Learning Collaborative has generated over the last six years and consider how it might apply in the realm of social media. These deliberations will be informed by a review of evidence on norms-shifting interventions on social media. A guiding consultation will take place to gather experts and review the literature, before finalizing a product for the field. The following activities will take place to execute this activity:

- Convene an expert group to provide overall guidance, refine objectives, and provide technical input into key activities.
- Provide a landscape of AYSRH social media norms shifting interventions - their objectives, reach, design and effectiveness.
- Review and synthesize evidence on the effectiveness, reach, and change pathways of social media norms shifting interventions.
- Develop a consensus document (working paper) which shares: 1) proposed social norms shifting interventions attributes, change mechanisms and pathways; 2) emerging lessons related to implementation, ethical issues, monitoring, learning and evaluation; and 3) priority research questions to advance the field.
- Develop and disseminate final working paper, and any other accompanying briefs or blogs, on social media norms-shifting interventions to inform future work.

Purpose of Consultancy/Contract: To support the Passages Project in these efforts, IRH seeks an experienced consultant to support the literature review, development of a working paper, and to guide planned consultations. The consultant will work closely with the Passages Project team to execute the above-activities, while focusing their efforts on the landscaping efforts and consultations.

Note: This work has begun, and as such, the specificity of deliverables will be determined once the consultant is recruited and initial planning is done in executing a contract.

Responsibilities & Terms of Reference

- Establish strong working relationship with IRH, experts, and project partners.
- Review relevant documents to achieve working knowledge of the Passages Project and the social norms/social media activity.
- Participant in team meetings.
- Develop online expert survey, depending on experience, identify experts to survey for input into this activity.
- Review the literature review protocol and provide input.
- Review selected literature and develop a literature review matrix to determine key findings.

- Develop outline for working paper.
- Produce initial draft of working paper to guide the consultation.
- Participate in planning an expert consultation, depending on skills and experience, attend and present at expert consultation.
- Produce revised working paper for Passages Project finalization.

Expected Deliverables

- Online expert survey.
- Record of literature review.
- Draft of working paper.
- Presentation for consultation.
- Revised draft of working paper.

Planning, Logistics & Support

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

- Overall technical supervision of the SOW, technical and research leads overseeing the activity
- Internal background materials to facilitate the SOW
- Meeting set up and logistics
- Supportive oversight to all activities
- Regular check-ins to answer questions and agree next steps to facilitate progress toward deliverables
- Access to shared platforms for communication and outreach efforts
- Review of deliverables outlines, deliverables, and where relevant finalization of deliverables for submission to donors or for graphic design

Submission of CV

By January 9th, 2022, please submit your CV along with a daily rate quote for the days associated with this work. Please direct the submission to info@passagesproject.org.

The selection criteria will include:

- Demonstrated extensive previous experience in conducting similar consultancies, including technical writing, editing, literature reviews, consultation presentations (for/within global health programs, AYSRH programs, violence prevention programs, or of community-based norms-shifting programs, a plus)
- Demonstrated experience in social norms and gender norms, and norms-shifting interventions
- Demonstrated experience in social media programming, mass media programming, mobile programming, etc. a plus
- Demonstrated understanding of and experience in gender/gender-transformative programs, violence prevention, and/or normative change, in development sectors (beyond reproductive health)
- Demonstrated experience in international development research a plus
- Competitiveness of cost