

**REPUBLIC OF KENYA**



**MINISTRY OF HEALTH**

**Transforming Health Systems for Universal Care Project (THS UCP)**

**STEP Ref No.: KE-MOH-319471-CS-INDV**

**Activity name: Consultancy Services:** Video Documentary on Projects Impact on Vulnerable and Marginalized groups (VMGS) upon implementation of VMG Plans

**TERMS OF REFERENCE**

**FOR THE**

**PRODUCTION OF A VIDEO DOCUMENTARY ON THE OUTCOME/IMPACT OF  
IMPLEMENTATION OF VULNERABLE AND MARGINALIZED GROUP PLANS UNDER THS UCP**

**April, 2023**

## **A. Introduction/ Background**

The Ministry of Health (MoH) and the Council of Governors are jointly implementing the Transforming Health Systems for Universal Care Project (THS-UCP) supported by World Bank. The project aims to improve utilization and quality of Primary Health Care (PHC) services with a focus on Reproductive, Maternal, Newborn, Child, and Adolescent Health Services (RMNCAH).

The THS UCP triggers the World Bank's Operational Policy (OP) 4.10 on Vulnerable and Marginalized Groups (VMGs) and the applicable laws and in particular article 21 and 27 of the Kenyan 2010 constitution among others. The policy aims at ensuring that the project development process fully respects the dignity, human rights, economies and cultures of indigenous people. It also seeks to ensure that there is no exclusion of VMGs in the development process and that they are engaged in a process of free, prior, and informed consultation and have access to "culturally appropriate social and economic benefits accruing from the project." Social safeguard's purpose in the project is to enhance inclusivity and avoid, reduce and mitigate social risk and impacts on the VMGs.

To ensure social inclusion, at the beginning of the THS UCP project, the Vulnerable and Marginalized groups Framework (VMGF) was developed and disclosed (April 2016). The VMGF outlines: the processes and principles of screening to determine if a proposed investment impacts adversely on vulnerable communities; the process of social assessment consultations and stakeholder engagement; disclosure procedures; communication and grievances redress mechanism. A social assessment that sought to provide detailed information in terms of cultural practices, values and special consideration was done among the VMGs. It identified several challenges hindering uptake of health services that include inaccessibility due to poor road networks and distance, cultural beliefs, lack of education or sensitization on the importance of the services like immunization and hospital deliveries.

This resulted in development of 28 site-specific Reference VMG Plans (VMGPS) spread across 23 counties. The reference VMGPs provided a list of priority activities that would potentially address some of the barriers facing communities in accessing Reproductive Health services. Counties were expected to include the identified priorities of the 28 reference VMGPs in the annual work plans. However, by 2019, it was unclear how much the 23 Counties had budgeted and implemented in VMG areas,

During the Mid Term Review of 2019, it was noted that there was no explicit budget that was set out for implementation of the reference VMGPs in county annual work plans. It was thus recommended that 5% of THS-UCP county budgetary allocation in 30 VMG counties be allocated for VMG activities. Towards this goal, 52 VMG community representatives in 31 counties were involved in the development of their

priorities – (known as VMGPS) for inclusion in the THS UCP County Annual Work Plan for 2020 /2021. The VMGPS were disclosed on MOH website on 25/5/2021 (<https://www.health.go.ke/resources/policies/>) and in the World Bank Infoshop. The VMGPS were disclosed through five (5) regional meetings held with VMG communities and are now being implemented and constantly monitored at the County and national level.

In addition, since 2016, the Kenya Medical Training College (KMTTC) in collaboration with the THS UCP actively sought and incorporated students from the VMG communities into the Kenya Enrolled Community Health Nurse (KECHN) course with sponsorship from the project. It was anticipated that, after graduation the trainees will be hired by their respective County Governments to support provision of health care services within health centers and dispensaries located within their communities (hard-to-reach areas).

As the project comes to a closure, there is need to document the outcome/effectiveness of the implementation of the VMGPS and the impact the project has had on the VMGs

The MoH is therefore seeking to recruit the services of a short- term consultancy firm to support the Project Management Team (PMT) produce a video documentary that highlights the implementation of VMGPS and the outcome and or impact on VMG communities.

## **B. Rationale**

The project aims to improve utilization and quality of Primary Health Care (PHC) services with a focus on Reproductive, Maternal, Newborn, Child, and Adolescent Health Services (RMNCAH).

The project objective was to be achieved through:

- i. Improving access to and demand for quality PHC services;
- ii. Strengthening institutional capacity in selected key areas to improve utilization and quality of PHC services;
- iii. Supporting cross-county and intergovernmental collaboration in the recently devolved Kenyan health system.
- iv. Strengthening M&E system, including the routine HIS, to improve the quality of data for monitoring progress toward the achievement of PDO

Given that the project is being implemented in areas with VMG communities, the WB OP4.10 sets the requirement for engagement of VMGs in a process of free, prior, and informed consultation which culminated in the development of the VMGPS. The plans consolidated priority activities that potentially address the barriers that the VMG communities face in accessing Reproductive Health (RH) services. These plans were implemented in a period of 4 years (Fy 2018/2019 – Fy22/23).

The video documentary will focus on the implementation of VMGPS, covering the achievements, success stories of communities or beneficiaries, challenges, lessons

learnt from the project and recommendations that could form a basis of sharing with the community of practice in similar projects.

### **C. Objective/Purpose of the consultancy**

The overall objective of the consultancy is to produce a video documentary that highlights the achievement and lessons learnt during the implementation of the VMGPs to determine the overall outcome/impact of the project on the target VMG communities. This will also include recommendations that could be used to inform future VMG related programmes.

### **D. Specific tasks of the assignment**

1. Develop the documentary video overall concept (and scenarios, with the PMT and key stakeholders)
2. Develop and provide the documentary script and storyboard that will be used using the provided thematic areas
3. Present a workplan for the assignment specifying the travel itinerary
4. Travel to the targeted project areas (at least 10 communities-covering 8 VMG counties- namely Kajiado, Narok, Baringo, Uasin Gishu, Bungoma, Tharaka Nithi, Samburu and Taita Taveta), and obtain Prior informed consent (PIC) with those individuals and communities who will be included in video footage
5. Capture the raw digital video footage as agreed with THS UCP PMT and according to the script prepared in English and or Swahili language (with subtitles and necessary translation of the interviews wherever required) and submit to the PMT for comments on contents
6. Shoot high quality and high-resolution photographs for the project documentation
7. Produce the final edited videos /documentary of 20-30 min long as per the feedback provided by the PMT
8. Final videos should be provided in different formats (for TV, online)
9. Compress finished project to make for easy uploads

The consultants should use their own HD quality video camera and professional editing software for recording and editing.

### **E. Outputs/Deliverables**

The consultant will be required to deliver the following:

1. Present the documentary overall concept and scenarios
2. Submit a storyboard and script for the documentary
3. Submit the draft documentary to the PMT for comments and feedback
4. Submit the edited 20-30 min documentary video in soft copy to the PMT and selected stakeholders
5. All raw footage of videos and quality photo gallery

### Expected outputs/Deliverables and time frame

The consultant is expected to carry out the exercise for 30 working days and submit all deliverables within five months of signing the contract. The exercise is expected to start from 31st January 2023 to 31<sup>st</sup> May 2023.

Payment for each deliverable will be subject to submission of acceptable deliverables as agreed upon.

Phase	Deliverable	Time Frame	Percentile Payment
Inception Phase	<p>The Consultant inception report to consist of the following The consultant will prepare an Inception Report One (1) week of commencing the assignment outlining methodology, timeline Inception meeting report including detailed work plan, Review the project's relevant and required documents,</p> <ul style="list-style-type: none"> <li>• Creation of the general overall concept of the videos;</li> <li>• Development of the detailed scenarios of the videos;</li> <li>• Coordination and approval of the scenarios with PMT</li> </ul>	5 days	20% of the contract price
Phase 1 – Field activity	<ul style="list-style-type: none"> <li>• Submit a storyboard and script for the documentary as per the provided thematic areas</li> <li>• Present a workplan for the assignment specifying the travel itinerary</li> <li>• Field work as outlined in the detailed work plan</li> <li>• Obtain Prior informed consent (PIC) from target individuals and communities who will be included in video footage</li> <li>• Capture the raw digital video footage as agreed with THS UCP PMT and according to the script prepared in English and or Swahili language (with sub-titles and necessary translation of the interviews wherever required) and submit to the PMT for comments on contents</li> <li>• Shoot high quality and high-resolution photographs for the project documentation</li> <li>• Produce the final edited videos /documentary of 20-30 min long as per the feedback provided by the PMT</li> </ul>	15 days	40% of the contract price

<b>Phase</b>	<b>Deliverable</b>	<b>Time Frame</b>	<b>Percentile Payment</b>
<b>Phase 2- First draft documentary</b>	<ul style="list-style-type: none"> <li>• Production of 5-10 videos with various type of durations ranging from 30 sec to 20 min.</li> <li>• Video production (mini documentary, short journalistic reports, short human-interest video stories, etc.) -</li> </ul>	5 days	30% of the contract price
<b>Stakeholders consultation// workshop</b>	<ul style="list-style-type: none"> <li>• Consultative meeting with PMT, MOH, Counties, VMG leaders, WB and other key stakeholders on the draft documentary</li> </ul>	2 days	10% of the contract price
Phase3: Consultancy report	<ul style="list-style-type: none"> <li>• Post-production (assembly, sound, processing, etc.);</li> <li>• Delivery of the final documentary in different formats (for TV, Radio, online).</li> </ul>	3 days	10% of the contract price

#### **F. Management and Reporting/Coordination**

1. The consultant will directly report to the Project implementation Team, under the leadership of the PM and Social Safeguards Officer
2. The consultant will collaborate with other VMG stakeholders at national and county level whose contacts will be availed by the PMT

#### **G. Specific inputs to be provided by the client**

- I. Relevant documents for the project such as the THS-UC Project Appraisal Document, disclosed VMGPs,
- II. Technical review and approval of the documentary overall concept, scenarios, storyboard and scripts submitted by the consultant
- III. Logistics for the meeting to present the draft documentary such as conference package and transport for the participants
- IV. Facilitation materials and equipment such as stationery and LCD

#### **H. Required Qualifications and Experience.**

- A communication lead with a degree in communication, journalism, video production or other related fields.
- Minimum 5 years' experience in video documentary/video editing - in production and post-production at national and international level standards
- Proven track record in all required areas of production (including scriptwriting, planning, cinematography, editing and mixing)
- Strong experience in producing development work-related documents for publication and documentaries for UN agencies, WB funded projects within Government agencies, developmental partners, or international organizations with the aim of reaching both local and international audiences.

- Proven experience in telling success stories in written and audio-visual materials.
- Ability to produce video content in a short space of time.
- Good inter-personal skills, ability to work in a consultative and collaborative manner with diverse stakeholders, national, county and vulnerable communities

### **Equipment for the Assignment**

All the equipment needed for this assignment (state of art filming equipment preferably High Definition, video Cameras, Digital Cameras and microphones) will be provided by the consultant, no equipment to be purchased under this assignment.

#### **I. Disclosure of Information**

It is understood and agreed that the consultant shall, during and after the effective period of the contract, treat as confidential and not divulge, unless authorized in writing by MOH any information obtained in the course of the performance of the Contract. Information will be made available for the consultant on a need-to-know basis.

#### **J. Proprietary right**

The contract will be work for hire. Therefore, all planning and work products and all final outputs of this project will be the property of Ministry of Health (MOH).

#### **K. Application Procedure/ Consultant to provide**

Interested consultants/Consultancy firms are required to submit the following documents to the undersigned:

- Letter of interest, stating why you consider your service suitable for the assignment
- Technical Proposal, inclusive of the creative concept proposal detailing the draft
- ideas for the storyboard, methodology and work implementation plan describing how one will approach and complete the assignment, and non-financial resources to be assigned.
- Financial proposal indicating the consultancy fee and with a detailed breakdown of costs for undertaking the documentary and documentation and required deliverables.
- The technical and financial proposals must be submitted separately
- Up-to-date curriculum vitae (CV) and CVs of professional personnel proposed for the consultancy

- Individual consultant profile containing:
  - Physical address of the individual consultant
  - Telephone contacts of the individual consultant
  - Clear documentation of roles of participating/facilitating consultant(s)
  - Samples of previous work with video productions and contact details for referees (for whom you've produced similar assignments)
  
- Copies of registration certificates – VAT, PIN etc.
- Copy of tax clearance certificate

Deadline for submission of proposal is 5<sup>th</sup> May 2023 not later than 4.00 p.m.

**Project Manager,**

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