



UNESCO Terms of Reference: Consultancy for the Production of Campaign Brochure

Summary

UNESCO seeks the services of a consulting firm to produce a campaign brochure for UNESCO's campaign "Let's talk" on early and unintended pregnancies. The consulting firm will work with UNESCO to develop, design and layout the brochure.

Background

In 2017, Members of the Technical Coordinating Group (TCG) for the ESA Ministerial Commitment¹ comprised of UNESCO, UNFPA, SAfAIDS and Save the Children Sweden, agreed to focus on a single regional campaign to amplify efforts to reduce early and unintended pregnancy (EUP) in the Eastern and Southern Africa region (ESA). On July 31 2019, after two years of intensive work and consultation, the "Let's Talk!" campaign was launched at regional level in Johannesburg, South Africa.

On October 31st, 2019, Malawi launched its national EUP campaign in Lilongwe together with the Ministry of Education, Science and Technology (MoEST). Over 250 participants from ministries, UN agencies, development partners, civil society, traditional leaders and youth attended the event. The Planning Department of the MoEST took the EUP launch as an opportunity to launch Malawi's learner Readmission Policy which had been revised in collaboration with UNFPA. The policy regulates that young mothers and fathers in school age are able to return to school after the pregnancy, and is an important milestone in the fight for gender equality and girls' education.

The successful rollout and implementation of the policy will depend on the buy-in at national, zonal, district and school level as well as by other key stakeholders such as parents, teachers, head teachers, community members and religious leaders. The EUP campaign will aim to inform

¹ For more information refer to www.youngpeopletoday.org

stakeholders about the policy and EUP, mobilize communities to make social change, and fight stigma attached to EUP.

Background

The ESA region has one of the highest adolescent fertility rates in the world, at 102 per 1,000 live births.² Many of these early pregnancies are unplanned, as evidenced by the high rate of unintended pregnancy in Africa at 89 per 1,000 overall and 112 per 1,000 in Eastern Africa, resulting in an estimated 21.6 million unintended pregnancies per year.³ Adolescents are more likely to have complications during pregnancy, including unsafe abortion.⁴ After AIDS, the second highest cause of death for adolescent girls are pregnancy-related complications in the ESA region.⁵ Their babies also face a substantially higher risk of dying than those born to women aged 20 to 24, and are at greater risk of malnutrition, poor mental and physical development, and low educational attainment.⁶

The primary drivers of EUP are: poverty and related low education levels; lack of comprehensive sexuality education (CSE); lack of access to sexual and reproductive health (SRH) services including contraception; lack of parent-child communication regarding sexuality; cultural norms that support child marriage (both leading to and resulting from EUP), and peer/partner pressure.⁷ Once a person experiences a EUP, the negative impacts can include poor physical, emotional, educational, and economic outcomes. EUP may lead to such physically harmful outcomes as maternal mortality or morbidity (including obstetric fistula), HIV and other sexually transmitted infections (STIs).

Malawi fits well into this picture as high fertility rates and high rates of early childbearing prevail, with 29% of 15–19 year-olds having had a child or having been pregnant, 41% of which are unintended.⁹ Especially young uneducated women start childbearing early, and an increased socio-economic status was associated with increased pregnancy planning and intention. Factors associated with teenage pregnancy in Malawi resemble those outlined above; early sexual debut and marriage,

² UNESCO (Aug 2018). Baseline Study: Our Rights, Our lives, Our future: Making positive sexual and reproductive health and education outcomes a reality for adolescents and young people in Sub-Saharan Africa. Harare, Zimbabwe: UNESCO.

³ Singh, S, Remez, L, Sedgh, G, Kwok, L, Onda, T (2018). Abortion Worldwide 2017: Uneven progress and unequal access. New York: Guttmacher Institute.

⁴ No reliable data was found for how many adolescent girls die from unsafe abortion.

⁵ UNESCO (2016). Fulfilling our promise to young people today: 2013-2015 progress review. Paris: UNESCO, UNAIDS, UNFPA.

⁶ World Health Organization (2014). Adolescent pregnancy factsheet. WHO: <http://www.who.int/mediacentre/factsheets/fs364/en/>; Ganchimeg T, Ota E, Morisaki N, Laopaiboon M, Lumbiganon P, Zhang J, Yamdamsuren B, Temmerman M, Say L, Tunçalp Ö, Vogel JP, Souza JP, Mori R (2014). Pregnancy and childbirth outcomes among adolescent mothers: A World Health Organization multicountry study. WHO Multi-Country Survey on Maternal Newborn Health Research Network, BJOG, 121 Suppl 1:40-8.

⁷ UNESCO (February 2018). Situation analysis on early and unintended pregnancy in Eastern and Southern Africa. Paris, France.

⁸ Yakubu, I and Salisu, WJ (2018). Determinants of adolescent pregnancy in sub-Saharan Africa: a systematic review. Reproductive Health, 15:15.

⁹ UNESCO (February 2018). Situation analysis on early and unintended pregnancy in Eastern and Southern Africa. Paris, France.

low contraceptive use, low educational levels, low economic status, and lack of sexual and reproductive health knowledge as well as gender inequity and physical/sexual violence.¹⁰

Activities and rationale

The brochure serves to present and promote the EUP campaign. UNESCO will support the training of zone-level Primary Education Advisors (PEAs) and District Education Managers (DEMs) as well as of youth in three districts. The brochure will be used to give a quick overview of the campaign topics, background and strategies.

1. Production of campaign brochure

UNESCO seeks the services of a consulting firm to produce a campaign brochure for UNESCO's campaign "Let's talk" on early and unintended pregnancies, following the campaign's branding that is already in place (see www.letstakeup.com). The brochure should be in tri-fold format and in colour, and cover campaign information as well as an overview of the topic of EUP. The brochure should use easy-to-understand writing in English and in Chichewa and include images.

2. Scope of Work

UNESCO seeks the services of a consulting firm to do the following:

1. Summarize EUP campaign materials into brochure length
2. Layout a tri-fold brochure

3. Deliverables

The deliverables for this consulting firm shall be the following:

1. Draft brochure
2. Final brochure

4. Timeline and duration

	Activity	October
1.	Draft brochure	
2.	Final brochure	

¹⁰ UNESCO (February 2018). Situation analysis on early and unintended pregnancy in Eastern and Southern Africa. Paris, France.

5. Profile of candidate

The consulting firm will have the following qualifications and experience:

Mandatory Requirements:

- A background in Graphic Design or Layout;
- Experience with producing brochures and advertisement materials;
- Fluency in English and Chichewa.

6. Reporting

The contract will be managed by the UNESCO Malawi Office in Lilongwe, Malawi and the UNESCO Regional Office for Southern Africa in Harare, Zimbabwe.

7. Proposal Submission

Interested candidates may submit a proposal indicating approach for the assignment and budget. Please submit to a.jamali@unesco.org no later than 12 October 2020.