

ToR for Designing and Producing a CSE Newspaper Pullout

Introduction

The Centre for the Study of Adolescence (CSA) is a Kenyan non-profit making organization established in 1988. Their vision is to attain a society in which the Sexual and reproductive health and rights of adolescents and young people are universally realized and enjoyed through programming, policy advocacy, research, and capacity building.

The Youth for Health (Y4H) project strives to improve the sexual and reproductive health and rights of adolescents by increasing access to high-quality, discrimination-free ASRHR information, education, and services. The project aims at reaching 14,000 most marginalized adolescents in and out of schools particularly those who are impoverished. To achieve this, the project conducts consensus-building meetings and workshops in Kisumu County to gain support for providing reproductive health information, education, and referral services to adolescents. It also builds the capacity of teachers, health workers, religious leaders, and adolescent peer providers to deliver age-appropriate comprehensive sexuality education to vulnerable adolescents in the Muhoroni and Seme Sub-Counties. It also utilizes electronic and digital media platforms like WhatsApp, Facebook, Instagram, local radio, and newspapers to reach out-of-school-going adolescents.

CSA collaborates with other implementing partners in the project across different counties to promote the implementation of laws and policies that support access to AYRHR. These policies include the National Adolescent Sexual and Reproductive Health Policy and the School Health Policy at both national and county levels. We're also empowering adolescents with skills to advocate for their reproductive health rights by engaging them in county and national advocacy forums for policy implementation.

Background and Rationale

Comprehensive Sexuality Education (CSE) plays a pivotal role in shaping the health and behavior of adolescents and youth. CSA recognizes that adolescents and youth are at a pivotal juncture of their lives-physical, emotional, and psycho-social development and that appropriate and timely interventions are critical if this segment of the population are to enjoy quality lives. Recognizing the significance of investing in this critical demographic, CSA plans to develop and circulate newspaper pull-outs with CSE content for both in and out of school adolescents. These sessions will be run by teachers in school and the adolescent human libraries for out of school adolescents. To achieve this, CSA created a group of 20 adolescents from Kisumu who will collaborate with CSA to ensure the content for the newspapers pull outs relate with adolescents and are easily understandable by their peers. CSA, therefore conducted a rapid qualitative assessment across eight schools. The primary objective of this assessment was to garner insights, ideas, and suggestions from students regarding the nature, format, and name of a co-created CSE magazine aimed at addressing their unique needs and concerns.

Scope of the Assignment

CSA requires the consultant to:

- Analyze the rapid assessment data and provide a summary of findings.
- Identify key messages from the assessments.
- Identify key challenges, misconceptions, and gaps in adolescent knowledge of SRHR and draw appropriate messages to address the same.
- Conceptualize and design the newspaper pullout/magazine with input from the adolescents.
- Illustrate messages by designing examples for disseminating information on a range of thematic areas, including the following:
 - Teen Pregnancy
 - Sexuality and Love
 - Sexually transmitted infections (STI/HPV) & HIV/AIDS
 - Drug and substance abuse
 - Mental Health of adolescents and youth
 - Sexual and Gender based violence
 - Gender and Gender roles
 - Physical activity and Personal Hygiene
 - Menstrual Health Management.
- Obtain approval of messages by submitting prototype layout
- Lead the review/piloting of the prototype magazine, including messages developed.
- Incorporate comments and prepare a final copy of the newspaper pullout/magazine.
- Comply the design with the CSA's visual and brand identity guidelines.
- Contributing to team efforts by accomplishing tasks as needed.

Expected Outcomes

- Summary report of rapid assessment, including key messages under different thematic areas
- Prepare a prototype/ dummy magazine to be reviewed and approved by CSA
- Prepare copies to be pretested by young people within the Kisumu
- Submit a pretest report
- Submit a final copy of the magazine for production

Duration for this assignment:

This assignment is expected to be completed in **22** days by the **22nd of September, 2023**.

Milestones

- **Rapid Assessment Analysis and Key Messages (Days 1-4):** The first milestone involves conducting a thorough analysis of the data gathered during the rapid qualitative assessment conducted across eight schools. The consultant will summarize the findings, identify key messages, and highlight challenges and knowledge gaps among adolescents regarding Sexual and Reproductive Health and Rights (SRHR).
- **Conceptualization and Design (Days 5-10):** Following the assessment analysis, the consultant will work collaboratively with a group of 20 adolescents from Kisumu to

conceptualize and design a newspaper pull-out or magazine aimed at addressing the unique SRHR needs and concerns of adolescents. This phase will include the identification of key thematic areas and the layout design.

- **Prototype Development and Review (Days 11-15):** The third milestone involves creating a prototype or dummy magazine based on the conceptualized design. The consultant will also lead the review and piloting of the prototype, including the messages developed. This step ensures that the content is relevant, age-appropriate, and understandable by the target audience.
- **Final Magazine Production (Days 16-19):** After receiving feedback from the review and piloting phase, the consultant will incorporate necessary comments and prepare a final copy of the newspaper pull-out or magazine. This final version should align with CSA's visual and brand identity guidelines.
- **Submission of Deliverables (Days 20-22):** The consultant will compile and submit the following deliverables: a summary report of the rapid assessment, the approved prototype or dummy magazine, a pretest report, and the final production-ready copy of the newspaper pull-out or magazine. These deliverables should meet the specified quality and content standards.

Supervision:

The consultant will work with the CSA Communications officer to ensure organizational branding under the supervision of the Programs manager.

Qualifications:

We are seeking a Comprehensive Sexuality Education (CSE) Magazine Consultant who has a diverse range of skills and knowledge in adolescent health, communication, and design. The ideal candidate should have a thorough understanding of the specific issues and obstacles faced by young people regarding sexual and reproductive health and rights (SRHR). The consultant will be responsible for creating a co-created CSE magazine, and must possess the following qualifications to succeed in this role:

1. **Relevant Educational Background:** A minimum of a Bachelor's degree in a relevant field such as Public Health, Social Sciences, Communication, or Graphic Design is essential. An advanced degree or specialization in adolescent health, SRHR, or educational communication is advantageous.
2. **Expertise in Adolescent Health:** The consultant should possess a comprehensive understanding of adolescent health and development. Profound knowledge of SRHR issues affecting adolescents and youth, as well as an awareness of global best practices in CSE, is crucial to ensure the magazine's accuracy and relevance.
3. **Communication and Design Proficiency:** Strong communication skills, both written and verbal, are essential for analyzing the rapid assessment data and translating findings into clear and accessible content for the magazine. Proficiency in graphic design software such as Adobe InDesign or similar tools is required for conceptualizing and designing the magazine layout.

4. **Experience in Participatory Approaches:** Experience in facilitating participatory workshops or focus group discussions with adolescents is valuable. The consultant should be adept at involving young people in the co-creation process, capturing their perspectives, ideas, and preferences to shape the magazine's content and design.

5. **Research and Data Analysis:** The ability to analyze qualitative data collected from assessments and distill key insights is crucial. The consultant should be skilled in synthesizing information from diverse sources to generate a comprehensive summary of findings.

6. **Knowledge of SRHR Thematic Areas:** A nuanced understanding of various SRHR topics, including but not limited to teen pregnancy, STIs/HIV/HPV, mental health, nutrition, and menstrual health management, is necessary. The consultant should be capable of translating complex information into accessible and engaging content.

7. **Creative Thinking:** A creative mindset is important for conceptualizing innovative ways to present sensitive information in a manner that resonates with adolescents and youth. The consultant should be able to develop visual examples and design elements that effectively convey messages.

8. **Cultural Sensitivity:** Awareness and sensitivity to cultural nuances, gender dynamics, and diverse perspectives are essential for creating content that is inclusive and respectful of all identities and backgrounds.

9. **Project Management Skills:** The ability to manage tight timelines, deadlines, and deliverables is essential to ensure the timely completion of the magazine. Strong organizational skills will aid in coordinating input from various stakeholders and efficiently producing the final product.

If you meet above qualifications, please present your application including CV (s), narrative proposal detailing your understanding of the TORs, work schedule, detailed financial proposal - (indicate reasonable consultancy rate where applicable) and a sample of previous work done.