

TERMS OF REFERENCE (ToR)

External Baseline Evaluation for Phase 3: Civic Education Through Film – Advancing Gender Justice and Health Equity for Vulnerable Basotho

Project:

Phase 3: Civic Education Through Film – Advancing Gender Justice and Health Equity for Vulnerable Basotho

Implementing Partner: Sesotho Media & Development (SM&D)

Financing Partner: Bread for the World (BftW)

Project Period: 01 October 2025 – 30 September 2028

Baseline Study Period: November 2025 – December 2025 (20 days)

Submission Deadline for Proposals: 14th November 2025

1. Background & Context

SM&D is implementing **Phase 3** of a multi-phase civic education and health equity program in **6 districts of Lesotho**: Maseru, Berea, Leribe, Mokhotlong, and Qutha's Nek.

The project builds on **Phase 1 (2019–2022)** and **Phase 2 (2022–2025)**, which contributed to the **enactment of the Counter Domestic Violence Act (CDVA, 2022)** and improved community awareness and service uptake.

Phase 3 shifts focus to:

1. **Legislative accountability** – ensuring effective implementation of the CDVA
2. **Community resilience** – sustaining access to HIV, SRHR, GBV, and child vaccination services amid shocks
3. **Norm change** – using participatory film and media to challenge stigma and harmful gender norms

A **comprehensive external baseline** is required to establish **pre-intervention values** for all project indicators and inform adaptive planning.

2. Purpose of the Baseline Study

To **establish a robust, gender-disaggregated, and geographically representative baseline** for all project indicators, enabling SM&D and Bread for the World to:

- Measure progress toward project objectives
 - Validate assumptions in the Theory of Change
 - Identify gaps in current CDVA enforcement and service delivery
 - Inform Year 1 activity planning and risk mitigation
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3. Scope of Work

The consultant/team will:

A. Review Existing Documentation

- Project proposal, log frame, M&E framework (Annex 3 & 5)
- Phase 2 Final Evaluation (2025)
- CDVA (2022), LDHS, UNAIDS, PEPFAR, MoH reports
- SM&D Strategic Plan & Risk Framework

B. Finalize Baseline Methodology

- Refine sampling strategy (stratified, multi-stage cluster)
- Develop/adapt data collection tools (see Section 5)
- Ensure ethical compliance (informed consent, child safeguarding, data protection)

C. Collect Primary Data in 6 Districts

Target Group	Method
Duty Bearers (police, judges, health workers, administrators)	KAP survey + semi-structured interviews
Community Members (rural, youth, women, men, LGBTQI+)	Household survey + FGDs (gender-segregated)
Community Leaders (chiefs, pastors, HCCs, VHWs)	KIIs + participatory scorecards

GBV Survivors (anonymized)	In-depth interviews (via CSO referral)
Young Mothers (15–24)	FGDs + peer referral mapping
Health Facilities	Facility assessment (stock, staffing, CDVA protocols)

D. Establish Baseline Values for All Indicators

Objective	Indicator	Baseline Target
Obj 1	1.1: % of duty bearers with improved CDVA knowledge & application	0 → TBD
	1.2: # of CDVA cases reported & closed	0 → TBD
Obj 2	2.1: % of community members aware of CDVA & protective measures	0 → TBD
	2.2: # of community councils with dialogue + 1 protective measure	0 → TBD
Obj 3	3.1: % increase in women/girls referred to HIV/GBV services	0 → TBD
	3.2: % increase in SRHR clinic & child immunization attendance (15–24 F)	0 → TBD

All data disaggregated by: gender, age, disability, district, urban/rural, LGBTQI+ identity (where safe)

E. Map Key Stakeholders & Service Gaps

- CDVA enforcement bottlenecks (police, courts, shelters)
- Health service access barriers (distance, stigma, stockouts)
- Community resilience structures (HCCs, VHWS) – functionality & funding

F. Validate Theory of Change Assumptions

- “Duty bearers will enforce CDVA if trained and accountable”
 - “Film-based education shifts norms and increases service uptake”
 - “Mobile + integrated services reach zero-dose & hard-to-reach groups”
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4. Key Deliverables

Deliverable	Deadline	Format
1. Inception Report (incl. finalized tools, sampling, work plan)	Week 1	PDF, 15 pgs
2. Draft Baseline Report (full analysis, dashboards, maps)	Week 3	PDF + raw data (SPSS/Stata)
3. Final Baseline Report (max 40pgs + annexes)	Week 4	PDF, Word, infographics
4. Executive Summary (2 pgs) + Policy Brief (4 pgs)	Week 4	PDF

5. Data Collection Tools (to be adapted)

1. **Duty Bearer KAP Survey** (CDVA knowledge, case handling, bias)
2. **Community Household Survey** (awareness, service use, norms)
3. **Facility Assessment Checklist** (CDVA protocols, SRHR/HIV/vaccine stock)
4. **FGD Guides** (gender-segregated, youth, LGBTQI+-safe spaces)
5. **KII Guides** (MoH, LMPS, DPP, Chiefs, CSOs)
6. **Participatory Scorecards** (community rating of police/health response)
7. **Geospatial Mapping Template** (service points, zero-dose hotspots)

*All tools in **English and Sesotho**, pre-tested in 2 communities*

6. Consultant Profile

Consultant

- Master's in Social Sciences, Law, Gender Studies or Evaluation
 - 7+ years in baseline/midline studies in gender, GBV, or health
 - Proven experience or practical knowledge of **Lesotho**
 - Expertise in **mixed-methods, gender analysis, ethical GBV research**
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7. Ethical & Safeguarding Requirements

- **Informed consent** (written/audio, guardian for <18)
 - **Anonymity** for GBV survivors, LGBTQI+ respondents
 - **Secure data storage** (encrypted, password-protected)
 - **Referral pathways** (Bokamoso Safe House, Phelisanong, LMS)
 - **No incentive >\$2** to avoid coercion
 - **Zero tolerance** for SEA (Sexual Exploitation & Abuse)
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8. Timeline (Oct – Dec 2025)

Activity	Nov	Dec
Consultant recruitment	■	
Inception & tool finalization	■	
Data collection (6 districts)	■	■
Data cleaning & analysis		■
Final report submission		■

9. Submission Requirements

Submit **technical + financial proposal** (max 15 pgs) to:
info@sesothomedia.org

Include:

- CV/ Resume
- Relevant prior studies or publications reports (GBV/health/gender)
- Technical & Financial Proposal (Excel)

10. Selection Criteria

Criteria	Weight
Technical Proposal (methodology, tools, Lesotho experience)	40%
Financial Proposal	30%
Understanding of CDVA, GBV, SRHR, ethical research	10%
Past performance (references)	20%

Contact for Clarifications:

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“Leaving no one behind – measuring change before it begins.”

SM&D & Bread for the World