

Terms of Reference

Social and Mass Media Engagement on Reducing Child Marriage in Bangladesh

Background

The project covers around 2,500 adolescent girls aged between 12 to 19 involved in the urban slum areas of Barisal. Through monthly interactive sessions on SRHR, child marriage and teenage pregnancies, communication, rights, etc., their knowledge and skills on these matters are improved and their self-confidence is built, so they can defend themselves against child marriage and help eliminate the issue, and demand their rights regarding youth-friendly SRHR information and services.

In order to improve the economic situation of families and prevent child marriage 24 adolescent girls received vocational training and support in setting up their own ICT enterprise. After finishing the course on using computers, they received materials (computer, printer, etc.) to successfully start providing computer services in their neighbourhood, such as typing, printing, faxing and internet. Each girls is asked to train at least 10 other girls, whereby more female ICT entrepreneurs will emerge in the long term.

In the slums a broad range of stakeholders are sensitized and made aware of the harmful effects of child marriage and teenage pregnancies. They include slum leaders, religious leaders, marriage registers, teachers, local and national government officials, health care providers and staff of NGOs and community organizations. Through dialogue and IEC they are motivated to reject child marriage, and take joint action against child marriage.

Male decision-makers in the family (fathers and husbands) are made aware through discussions, in specific fathers' and husbands' groups, of the problems linked to child marriage and teenage pregnancies.

Teachers, slum leaders and religious leaders are brought together with poor families with adolescent children in one-on-one meetings, with the goal to exchange opinions on child marriage and teenage pregnancies. The entire community will also be made aware of this issue, with the help of social media broadcasts and documentaries.

The government has recently issued a law called the Child Marriage Restraint Act, which includes punitive action against law-transgressing families when they marry their daughters off before the legal marital age of 18. Save the Children will investigate the effects of punitive actions against poor households. The research result will serve to support the discussion at the national level on the law proposal.

Key Audiences

1. Children and youth with access to social media especially in Barisal Sadar
2. Development Organizations
3. Affected Families

Goal:

The objective of the social media campaign is to raise awareness and trigger an action towards reducing child marriage in Bangladesh

Objective:

- a. Increase social media engagement with target audience
- b. Increase awareness on the ill effects of child marriage
- c. Knowledge on child marriage and its suitable alternatives
- d. Increased rights' of girls
 - a. Increased Knowledge Sexual, Reproductive, Health and Rights

Save the Children Deliverables

Save the Children will provide necessary information to the agency such as project documents (English) and necessary statistics as and when required. SC will provide existing resources to needed to create content.

Agency

Agency is required to submit a comprehensive 2 month social media plan. The plan and proposal should include content creation methods, content testing, approval process, timeline, monitoring and evaluation of the campaign.

Experience Social Cause Related Campaign

Agency is expected to provide half page narrative on key successes of the social media campaign which it conducted.

Various Social Media Channels incorporated Campaign Plan

A comprehensive plan including rationale for selecting various social media channels, selection of language, days and timings of post and risk mitigation plan in case. This section should not be more than three pages.

Presentation of the Campaign

A presentation of the entire campaign needs to be provided. SC expects to clarify any queries regarding the planning or creative during this presentation. Presentation and question & answer sessions together will be for 30 min for each company/organization.

*Creatives**AV*

Narrative of how the existing AVs can be best utilized and concept of any new AV that might be needed to ensure maximum engagement with target audience

Graphics

At least 5 sample graphic designs including copy on the image and for the post should be provided in the technical proposal.

Content

Link to content can be found on this link

<https://www.dropbox.com/sh/cfh47g8squ870xa/AACwaAvjobNUB0vNXLvUm1EAa?dl=0>

Scoring

Technical:

Experience Social Cause Related Campaign	10
Various Social Media Channels incorporated Campaign Plan	15
Presentation of the Campaign	15
Creatives	
AV	10
Graphics	20

Pass Marks for Technical proposal 46

Financial	30
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Weightage

Technical 70% & Financial 30%

Payment

30% after completion of work plan

70% after campaign completion

Note:

Travel expenses has to be borne by the agency

All content developed will be the property of Save the Children.