



**Social and Behavior Change Communication (SBCC) Materials Development for the
MFT Deployment in Rwanda
Scope of Work**

1. Background

The Clinton Health Access Initiative, Inc. (CHAI) is a global health organization committed to saving lives and reducing the burden of disease in low-and middle-income countries while strengthening the capabilities of governments and the private sector in those countries to create and sustain high-quality health systems that can succeed without our assistance. For more information, please visit: <http://www.clintonhealthaccess.org>

CHAI is supporting the Rwanda Biomedical Center through its Malaria and Other Parasitic Diseases Division (RBC/MOPDD) to initiate the Multiple First-line Treatments (MFT) as one of the mitigation and response to antimalarial drug resistance.

The MFT deployment plan in Rwanda will rely on the annual rotation of 3 different parallel first-line treatments in three blocks.

During this deployment design, patients in the same block will receive one treatment option at all levels of service provision (Public and Private Health Facilities as well as community level) for a specific period and will alternate for another determined time.

To achieve adequate adherence to the new protocol and the efficacy of the strategy, given the context of non-harmonized treatment options, effective **Social Behavior Change Communication (SBCC)** is paramount at all levels of the health system. To support the Rwanda malaria program in developing the needed SBCC materials, CHAI is hiring a contractor to develop the SBCC materials and the communication plan that will support MFT deployment across the country.

2. Objectives

- Develop SBC materials on MFT introduction targeting Healthcare Providers (Health Facilities and Community), local leaders, and the community at large.
- Promote the use of multi-first-line treatment to prevent malaria drug resistance through tailored messages.
- Enhance community awareness and engagement in the MTF strategy implementation.

3. Detailed Scope of Work

Activities	Deliverable	Timeline
1. Situational analysis to understand the context.	Inception report outlining the approach and timeline.	Week 1



<ul style="list-style-type: none"> - Desk review at the Malaria Program level (Guidelines 2024, Community Health Workers Job aid, SBC Materials...) - Background reading of existing materials: Review existing materials and strategies for alignment - Familiarize with the MFT deployment plan - Develop an outline of SBCC materials to be used before and during MFT Implementation <p>Identify and map the stakeholders who will be involved in MFT Implementation (categorize audience)</p>		
<p>2. Material development: First drafts of SBCC materials developed</p> <ul style="list-style-type: none"> - Prepare MFT-related SBC materials and proposed channels of dissemination. - Collaborate with relevant stakeholders to ensure relevance. 	<p>First drafts of the SBCC materials completed and shared with stakeholders for feedback</p>	<p>Week 2&3</p>
<ul style="list-style-type: none"> • SBCC materials review and validation workshop • Facilitate workshop on SBCC materials review, during which participants will review, and share other feedback • Incorporate feedback from the workshop into SBCC materials draft 	<ul style="list-style-type: none"> • Final documents shared with the program with all feedback incorporated <p>Translated version (Kinyarwanda)</p>	<p>Week 4</p>
<p>Training of the central level team on the developed materials</p>	<ul style="list-style-type: none"> • Training at the central level team conducted • Final report with relevant recommendations submitted to RBC 	<p>Week 5</p>

4. Deliverables

1. Inception report outlining the approach and timeline.
2. Draft SBC materials for review.
3. Finalized SBC materials.
4. Training sessions/workshops conducted.
5. Final evaluation report with recommendations.

5. Minimum Requirements for SBC Consultant

i. Educational Background



- Bachelor's degree in communication, Public Health, Behavioural Science, Social Sciences, or a related field. A master's degree is preferred.

ii. Professional Experience

- At least 8 years of experience in developing SBC communication materials, especially within public health programs.
- Proven track record in working on malaria or other infectious diseases SBC campaigns, with a strong focus on community engagement.
- Experience designing content for diverse media channels, including print, digital, radio, and interpersonal communication.

iii. Technical Skills and Knowledge

- Skilled in developing IEC tools and training materials for healthcare professionals.
- Strong knowledge of SBC theories, methods, and strategies in public health.
- Familiarity with current SBC best practices, especially within low-resource settings and in malaria-endemic areas.
- Proficiency in using design tools for creating engaging visual content.
- Understanding of behaviour change measurement indicators and the ability to track the impact of communication materials.

iii. Language and Cultural Competence

- Proficiency in English and fluency in Kinyarwanda will be advantageous.
- Demonstrated cultural competence and experience working in multi-cultural contexts, especially in malaria-prone regions.

iii. Project Management Skills

- Excellent project management and time management skills, with the ability to adhere to tight deadlines.
- Strong interpersonal skills, with the ability to collaborate with various stakeholders.

vi. Additional Requirements

- Experience in conducting focus groups, interviews, or surveys to gather feedback on communication materials.
- Ability to travel to field locations if necessary to support materials testing and implementation.

vii. Timeline: 6 weeks.