

Scope of work for Mid media activities to support Community TB services

USAID Afya Shirikishi Project

1. Introduction and Background

USAID Afya Shirikishi is a five-year, USAID-funded community TB project which employs innovative, evidence based, person centered approach to improve access to high-quality community-based TB, drug resistant (DR-TB) and TB/HIV services.

USAID Afya Shirikishi project goal is to address priority gaps in TB case findings at community level in 2 regions of Tanzania.

Objectives

1. Improve access to and use of high-quality, person-centered TB, DR-TB and TB/HIV services at community level.
2. To reduce TB disease transmission and progression through community-based service delivery
3. To improve the transparency, feedback, and access to data related to TB programming; strengthen national policy and guidelines; and increase leadership and political support for TB as a public priority.

To achieve its goal, USAID Afya shirikishi is implementing community-based interventions including community TB (such as TB contact tracing, TB active case finding, TB screening, lost follow-up, and referrals) and TB Social Behavior Change interventions (includes mass media, interpersonal Communication (IPC) implemented by CHWs, mid media activities and print materials) in 2 geographical areas

In implementation, USAID Afya Shirikishi focus is to improve TB case detection in the community by working with community actors and to strategize its activities in finding missing individuals with TB among key and vulnerable groups in TB regions.

With that note, SHIDEPHA Afya shirikishi will conduct mid media activities (roadshows and Public Service Announcements (PSAs) to support TB active case finding (ACF) activities in hot spots areas of Geita and Mwanza regions. Mid media activities are strategically designed to promote TB active case finding (ACF) services which will be supported by a mobile van, encourage TB health seeking behavior and address TB related stigma and misconceptions.

Target Audience and Promoted behaviors for TB mid media activities

Primary

- Community at high risk (eg miners, mining communities, fisherman and fishing communities, children, PLHIV)
- TB patients currently on treatment

Secondary

- Influential family members
- Influential people
- Community leaders
- Religious Leaders

TB promoted behaviors

- Get early TB detection and complete TB treatment to stop spreading infection to your family and community members
- If you have a cough for more than 2 weeks go for testing
- Support you family member or friend who are affected by TB
- Do not discriminate, anybody can be infected and get TB

2. Scope of Work

USAID Afya shirikishi project will contract a vendor to implement mid media activities. The vendor will implement mid media activities to complement the work of community health workers (CHWs) by bring TB messages to large audience in hot spot areas and create demand for active case finding activities which will be supported by TB mobile van. The mid-media activities will include road shows and Public Service Announcement (PSAs).

Duration of the assignment

Mid media activities will be implemented within a period of **30 days** starting from **5th November 2022**

Geographical Coverage

Mid media activities will be conducted in 5 districts in Geita Region and 8 districts in Mwanza regions. The number of districts and wards per region is shown in the table below.

Table 1: breakdown of geographical coverage by region, districts and wards

No.	Region	# of districts	Names of districts	# of wards
1	Geita Region		Bukombe	13
			Chato	23
			Geita	35
			Mbogwe	16
			Nyang'hwale	12
2	Mwanza Region		Buchesa	22
			Ilemela	9
			Kwimba	30
			Magu	27
			Misungu	27
			Nyamagana	12
			Sengerema	25
			Ukerewe	25

Key activities to be implemented

Under this scope of work, the vendor will conduct mid media activities to support TB services which will be provided in TB mobile van. TB mobile van will provide service in one region followed by the other. Mid media activities will support based on the mobile van route plan.

- **PSAs:** There will be a vehicle to move around all streets including hard to reach streets and hot spots such as in slums, high and low density residency, communal and shopping areas while announcing/promoting TB services provide by the TB mobile van and encourage people to access the TB services. PSA is expected to stop for 30 minutes in popular areas for mobilizers to engage people in a dialogue and encourage TB health seeking behavior. PSAs are expected to call for attention and encourage individual with high risk to access TB service provided by the TB mobile van.
- **Roadshows:** Roadshows will reach large audiences in hotspot areas with TB messages. Road shows reach communities through entertaining and educative performances. Roadshows will move around street located in hot spots areas and will stop for 1 hour in some of open spaces and areas where the van is providing TB service. At the stop, roadshow team is expected to engage the audience in discussion, prompt participation and dialogues with community members through dramas/skits performance, traditional and modern dances, questions and answers session. The vendor is expected to tailor all performances to attract specific TB target audiences.

Vendor is expected to brand mid media activities under USAID Afya shirikishi guidance and approval. USAID Afya Shirikishi will provided approve t-shirt artwork and the vendor will develop vehicles and stage mock-ups.

Expected results

In two regions of project implementation, the following results should be achieved;

- 552 PSA across all 2 regions to reach a total number of 82,800 targeted audiences. 1 PSA is expected to reach a total of 150 people. Each PSA vehicle should have a total of 5 IPCs/mobilizers who will conduct IPC sessions on each stop.
- 297 Roadshows across all 2 regions to reach a total number of 89,100 targeted audiences. 1 roadshow is expected to reach a total of 300 people.

Expected deliverables

- High resolution pictures of the events with captions
- At least 10 high resolution pictures of individuals receiving TB service with signed consent forms for individuals featured and caption (for social media and publications)
- Videos clips with caption (for social media)
- Report with key events and service photos (hard and soft copy)
- Copies of events' permits
- Copies of data collection forms

Monitoring, Evaluation and Reporting

1. Data collection

The data collected during implementation of the mid media activities will be captured using USAID Afya Shirikishi mid media data collection form. SHIDEPHA in collaboration with AMREF team will monitor the progress of activity implementation on weekly basis.

During activity implementation the vendor is required to capture GPS coordinates of the location the event occurred. The GPS coordinated must be filled in the data collection form. Each data collection form must be verified by the WEO or VEO of the respective ward/village which the events took place. SHIDEPHA MNE will review and approve all data

The mid media team will be working in close collaboration with the SBC Officer under supervision of the AMREF Regional Coordinator in the respective regions.

2. Reporting

The vendor will share a full detail narrative report at the end of the scope with all relevant indicators reported as part of program implementation report. This report should include relevant photos taken during the activity.

The submitted detailed report must highlight achievement, challenges encountered, suggestion for improvement for future activities to be implemented. Vendor will also be required to document and report frequently asked questions from the community to inform future programming

At minimum, the following indicators will be reported monthly:

- Number of individuals reached by PSA and roadshows events disaggregated by age, sex, ward, district and region
- Number of PSA and roadshows events conducted