

Terms of Reference

Adaptation and translation of radio programmes ‘Let’s Talk Early and Unintended Pregnancy!’ and ‘Back to School’ in Malawi

Summary

UNESCO, in collaboration with the Ministry of Education (MoE) seeks the services of an organization to adapt and translate radio programmes ‘Let’s Talk Early and Unintended Pregnancy!’ and ‘Back to School’ into Chichewa. Adapted and translated radio contents will be aired through national and community radio stations to spark conversations among young people and community members about sexual and reproductive health issues that are affecting adolescents and youth in Malawi.

Background

‘Let’s Talk Early and Unintended Pregnancy (EUP)’ campaign was launched in 2019 to advocate for action to eliminate EUP at both regional and national levels through to the grassroots levels in 21 countries in East and Southern Africa (ESA). The “Let’s Talk” campaign focuses on health, education, and rights. Subsequently, the radio drama series addresses issues related to sexual and reproductive health and rights (SRHR) information, modern contraceptive use, early onset of sexual activity, violence against women and improving young people’s access to sexual and reproductive health (SRH) services.

The “Let’s Talk” radio drama series follows two aspirational and dynamic sixteen year-old girls, as they navigate the ups and downs of school, young love and life in the fictional community of Riverblock alongside their parents, teachers and religious leaders. They grapple with an unintended pregnancy while balancing their education and planning their future. The 13-part radio drama series is available in English, French, Portuguese and Swahili.

The series amplifies the ‘Let’s Talk EUP’ campaign messages by showcasing the importance of providing timely comprehensive sexuality education (CSE) for in and out of school adolescents and youth. The ‘Let’s Talk’ radio drama series helps to motivate policies, which stem from social behaviour change, that can contribute to reducing early and unintended pregnancies among adolescents and young people in the region.

Sensitization of EUP is paramount in Malawi, as Malawi has one of the highest adolescent fertility rates in the world, at 131 per 1,000 live births.¹ 29% of young women (aged 15-19) have given birth or are pregnant with a first child and nearly half (41%) of pregnancies among this age group are unintended. Adolescents are more likely to have physical complications during their pregnancies, especially from unsafe abortion and more likely to become young mothers a second time. They also face rejection from their peers, are more likely to drop out of school and face isolation from their communities.

¹ World Bank. 2020. https://data.worldbank.org/indicator/SP.ADO.TFRT?locations=MW&most_recent_value_desc=true



This radio drama series is inclusive and brings together different audiences for conversations. While primarily targeting adolescent girls and young women, the drama speaks equally to and engages men and boys as agents of change. It also aims at starting conversations in order to create a dialogue as well as attitude and behaviour change for youths.

In April 2020, schooling was disrupted for over 1.5 billion learners in more than 190 countries, including in Malawi, following nationwide closures to contain the spread of COVID-19. In response to this, UNESCO launched the #LearningNeverStops Campaign. This campaign complements the 'Let's Talk EUP' campaign and aims to safeguard any progress made in the interests of girls' education, to ensure girls' continuity of learning during school closures, and to promote the safe return of girls to school once schools reopen once lockdowns are lifted. The aim of the campaign is to demonstrate what happens in the lives of those girls who don't return to formal education to continue with their learning.

These two radio programmes are contributing to the vision of an East and Southern Africa region where all adolescents are empowered and have the knowledge, information, agency and support to prevent early and unintended pregnancy and reach their full potential.

Currently the radio programmes are in the process of being aired in English. In order to maximize the reach of these programmes, UNESCO have these programmes adapted for the Malawi context which includes having them translated into Chichewa, Yao and Tumbuka and ensuring that the content is relatable to listeners in Malawi.

Scope of work

UNESCO is seeking the services of an organization to adapt and translate radio programmes 'Let's Talk Early and Unintended Pregnancy!' and 'Back to School' into Chichewa. The aim of the consultancy is to have the EUP radio drama series, 'Let's Talk EUP' and audio clips for the 'Back to School Campaign' adapted to the Malawian context.

Specifically, the consultancy will conduct the following activities:

1. Adaptation of the EUP radio drama series, 'Let's Talk EUP' programme scripts and the 'Back to School Campaign' audio clips into Malawi context.
2. Translation of the EUP radio drama series, 'Let's Talk EUP' programme scripts and the 'Back to School Campaign' audio clips into Chichewa, Yao and Tumbuka.

The consultant will work with MoE, and with UNESCO staff in country to agree on the process for the consultancy such as approaches to fine-tune scripts into Malawi contexts.

Deliverables

There will be four main deliverables:

1. Inception report that includes the following:
 - (1) outline of the adaptation and translation process
 - (2) cost for production

- (3) timeline
2. Adapted programme scripts for the EUP radio drama series, 'Let's Talk EUP!' and 'Back to School' audio clips.
 3. Scripts for 'Let's Talk EUP!' and 'Back to School' radio programmes translated into Chichewa, Yao and Tumbuka.

All radio content will need to be approved by the Ministry of Education before being accepted as a final deliverable.

Timeframe

The assignment will start on 1 November to 31 January 2022.

	Activity	Weeks 1-2	Weeks 3-6	Weeks 7-9	Weeks 10-12
1	Inception meeting				
2	Submission of inception report				
3	Drafting of adapted scripts				
4	Incorporation of comments and finalization of scripts				
5	Drafting of translated scripts				
6	Incorporation of comments and finalization of scripts				
7	Submission of final scripts				

Qualifications

The successful organization will have the following:

Mandatory:

- A team leader with a bachelor's degree or higher in a relevant field of study such as behavioural change communication, health education, public health, and journalism.
- Three years or more experience in social and behavioural change communication using mass media with some of it being in Malawi.
- Technical background in social and behavioural change communication in relevant areas such as adolescent sexual reproductive health and HIV education; comprehensive sexuality education (CSE); public health in general.

Desirable:

- Excellent communication skills, in both written and spoken English, Chichewa, Yao and Tumbuka.

Interested organizations should submit their CV and a sample of a similar work by 26 October 2022 to vacancies.harare@unesco.org