

ASK Documentary

Introduction to the Programme

BACKGROUND

The Access, Services and Knowledge (ASK): what young people want, what young people need programme (2013-2015) is founded on the core belief that young people are the owners as well as the experts in youth programming and services for SRHR. The ASK programme is focused on working with and reaching young people aged 10-24 years, with a particular focus on reaching under-served groups including marginalized youth as girls, LGBTs, disabled youth and others.

INTRODUCTION

The ASK programme is the culmination of long-term collaboration among seven pioneers of SRHR. They are: Rutgers WPF, Simavi, AMREF Flying Doctors, CHOICE for Youth and Sexuality, dance4life, STOP AIDS NOW! and the International Planned Parenthood Federation (IPPF), based in the Netherlands and in the UK (IPPF). Child Helpline International (CHI) is engaged in the programme as a technical partner. Alongside Pakistan ASK programme is being implemented in seven countries, viz, Ethiopia, Ghana, Kenya, Senegal, Uganda and Indonesia. Four of the YEA partners are implementing ASK in Pakistan, Rutgers WPF; dance4life; IPPF and CHI, either directly (Rutgers WPF & dance4life) or through contractual partners (Rahnuma FPAP contractual partner of IPPF and Madadgaar National helpline contractual partner CHI).

Interventions and Innovations: Provision of comprehensive Youth Friendly Health Services (YFHS) will be a major outcome in order to improve the overall SRHR status of young people in Pakistan. The proposed programme will expand and strengthen service delivery for young people in the selected districts through SRHR education interventions. The programme also incorporates “e” and “m” health strategy to facilitate young people’s queries and to provide information on SRHR relevant issues. The strategy also aims at increasing the uptake of youth friendly health services by young people in target districts.

Purpose of Documentary: Young people are not a single homogenous group, but a diverse population whose sexual and reproductive health needs are complex, shifting and varied. In Pakistan, young people’s right to health care and health services is a much neglected right. ASK focuses on the needs of young population between 10-24 years. ASK aims to maximize uptake of services by identifying and overcoming the barriers faced by young people through interventions like: e&m (electronic & mobile) services, capacitating Youth led organizations, Health Service Providers on YFS and ensuring quality services, Youth Led Community activities, Advocacy & developing enabling environment by combining existing best practices with piloting innovative means of provision of information and referral services to young.

The documentary should establish the importance and visibility of ASK programme with relevance to the needs for young people in Pakistan. It should elaborate the need for young people to come forth and seek and utilize youth friendly health services in a conducive environment. For this purpose the documentary should highlight ASK interventions such as advocacy efforts with parents, community leaders and policy makers. ASK also establishes and upgrades existing Youth Friendly Centers, training of health care providers to provide friendly services to youth and understand their needs and wants. For easy access of information and referral to Health Care Centers for young people ASK incorporates “e” and “m” health strategy and the provision of helpline services.

Terms of Reference:

Pre-Production

- 4-6 minute animated documentary of ASK programme
- The documentary should highlight the existing status of Youth Friendly Health Services leading to the relevance of ASK Programme
- The documentary should also very precisely elaborate the procedure by which young people are sensitized and are enabled to utilize YFHS
- Concept and theme of the documentary
- Script/storyboard and concept of the documentary shall be produced by the consultant with close guidance from Rutgers WPF Team
- Approval on the script and concept are mandatory
- For technical guidance the consultant shall work under supervision of Technical Advisor Health Services IT & KM department at Rutgers WPF
- The voice over shall be in English of the agreed script
- The consultant shall also attend a 2 hour orientation session on the ASK programme
- The production of the documentary shall be as per the agreed script and story board,
- All contents produced under these TORs shall be the sole property of Rutgers WPF

Production

- As per approved script and storyboard
- The documentary needs to be in Urdu with English subtitles

Post-Production

- Editing, effects, graphical representation of the documentary
- Sound Design and mixing
- Titling, subtitling (Urdu & English wherever required) special effects, music, and voice over are required

Review of Documentary

- The first cut of documentary shall be reviewed and tested by YEA (Pakistan) members
- The first cut may be modified and finalized on the basis of feedback and comments

Dissemination:

- 100 DVDs and 100 CDs will shall be produced by the consultant

Copyrights:

- All materials produced under the documentary will the sole property of Rutgers WPF and other YEA members
- The consult shall be required to submit all material produced in Raw form
- The consultant shall also be required to maintain all raw materials produced

Timelines/Deadlines:

- The consultant shall be required to meet all agreed timelines/deadlines with Rutgers WPF

Language of the proposal:

- The proposals prepared by the firm/consultant and all correspondence and documents relating to
- the proposal exchanged between the firm/consultant and the Rutgers WPF shall be written in the
- English language.

Proposal currencies:

- All prices shall be quoted in PKR.

Format and signing of proposals:

- The firm consultant shall prepare two hard copies of all documents required as part of the Proposal, clearly marking one hard copy as “Original” and the other as “Copy of Proposal”. In the event of any discrepancy between the two hard copies, the Original Proposal shall be deemed as the accurate proposal for the purposes procurement of consultancy services.

Required Time Lines:

- 1- Date of availability:
- 2- Number of working days spend on this consultancy
- 3- Duration of the consultancy in days:

- The project will be developed into phases therefore a complete breakdown of assignment is to be done by Consultant firm against phases (time required for development of each category, total cost per category, cost per module, dependency etc.). Each category serves a phase.

How to Apply:

- Interested firm or individuals can apply for this consultancy. The applicant consultancy
- Firm/consultant shall seal the proposal in one outer and two inner envelopes, as detailed below.
- The outer envelope should clearly state:

“Proposal for ‘ASK documentary”

and should be addressed to:

Country Representative

Rutgers WPF

House no. 285, Street no. 27,

F -11/2, Islamabad.

Submission Deadline:

- The last date for submission of EoI is 30th April, 2014 (4:00 pm).

For clarifications:

- If you need any clarification please write to office@rutgerswpfpak.org till April 27, 2014.