

## TERMS OF REFERENCE

### Mission No. 17SANIN165-1

#### I. General information

Title of the expertise mission	Support and strengthen four civil society organizations in Communication & advocacy			
Component	HIV			
Issue	Capacity building			
Beneficiaries	Al Shehab Foundation for Comprehensive Development Caritas Egypt- Alexandria Reyada Adel Zein			
Country	Egypt			
Related Global Fund Grant	Total Signed Amount	Implementation Period	Grant Rating	Period of latest rating
Total number of working days	10 Days			
Contact at Expertise France	Focal Point		Contact Details	
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#### II. Background of the expertise mission

Despite the low HIV prevalence in Egypt of less than 0.02% among the general population (UNAIDS), the epidemiological evidence revealed concentrated epidemics among Key Populations (KPs), namely Men who have sex with MEN (MSM) and People who inject drugs (PWID). Furthermore, the data driven from programs targeting female sex workers (FSW) demonstrate alarming behavioral signs that could significantly lead to an escalating epidemic within this particular population. In parallel, the situation is aggravated by the overstretched health care system that is lacking of human capacity and sufficient financial resources to provide a comprehensive response that meets the needs of the Key Populations and People Living with HIV (PLWH).

The fear of stigma and the blatant discrimination against these population groups remain evident especially these incited by healthcare providers; leading to undermined access to essential services and stunting the impact of interventions implemented to contain the epidemic among KPs and to ensure that the right of PLWH are protected.

The HIV prevention and support efforts led by the civil society organizations (CSOs) in Egypt are currently facing eminent disruption; this can be attributed to the diminishing funding opportunities to sustain the services paired with the lack of national financing mechanisms and also the shift in donors' priorities on both national and regional levels.

This technical support has been requested jointly by 4 CSOs delivering diverse packages of HIV services, primarily targeting Key Populations (MSM, PWID, FSWs and PLWH) for several years. Some were able to integrate HIV in their wider scopes of work to variable extents (e.g. within Gender and Human Rights programs); while others are trying to maintain standalone HIV interventions among KPs despite the scarcity of funding. Yet, none of the organizations attempted to undergo a technical assessment to identify means to strengthen their performance and overcome their shortfall in service delivery to ensure that the needs of Key Populations and PLWH are adequately and comprehensively met.

Aiming to effectively engage as civil society and to ensure meaningful representation of KPs and community groups within the possibly resumed national grant submission and the recently approved multi-country grant for countries in the MENA region, the four following organizations have requested a technical support to be able to point out their short falls and gaps in their HIV-related programming and adopt corrective interventions to scale-up their performance.

An institutional and program assessment has been conducted for each NGOs which lead to a technical assistance plan

### III. Objective and expected results

#### 1) General objective

The overall objective of this expertise mission is to strengthen the 4 NGOs in the field of communication and advocacy.

#### 2) Specific objectives

**Specific objective 1:** Supporting the communication plan of each NGO (internal & external).

**Specific objective 2:** Support and develop an advocacy plan for each NGO.

#### 3) Expected results

- Better foundation of the documentation and forecasting communication systems within the organizations to ensure sustainability of their HIV programming;
- Follow-up mission to ensure proper implementation of the proposed capacity development interventions.

### IV. Description of the expertise mission

## 1) Description of tasks

Please note that the methodology of this assignment as well as the activities will be subject to an analysis by the expert recruited. The foreseen activities are the following:

### ⇒ **Specific objective 1 :**

- ✓ Support the development of a communication plan
- ✓ Provide training on the following items :
  - Key development concepts
  - Improved communication with the media
  - NGO networking, creating long and short term partnerships and coalitions
  - Creating communication bridges between NGOs and funding agencies

### ⇒ **Specific objective 2:**

- ✓ Support the development of an advocacy plan
- ✓ Provide training on the following items :
  - Advocacy communication
  - Advocacy Strategy Development
  - Building advocacy
  - Evidence-based advocacy

A follow-up mission will be scheduled once the trainings completed, to ensure proper implementation of the proposed capacity development intervention.

## 2) Expected deliverables

- Training materials
- Communication strategy for each organization
- Advocacy strategy for each organization

## 3) Coordination

The expert will be put in relation with the expert who produced the assessment report and who is in charge of the coordination of the TA plan developed.

The expert should meet representatives of the French Embassy at the Department of Cooperation and Cultural Action (SCAC) in Cairo at the beginning and at the end of the mission to present the objectives of the mission and debrief on the conclusions and recommendations.

## V. Place, duration and implementation details

1) **Provisional Start date:** March 2019

2) **Provisional End date:** May 2019

3) **Effective duration:** 10 days (including days of preparation of the trainings curricula)

## VI. Expertise and profiles

1) Number of expert : 1

2) Expert Profile:

### **Communication & advocacy Expert (international or national)**

Qualifications and skills:

- Advanced university degree in information science and/or communication or a related field;
- Excellent skills in:
  - o Ability to write in a clear and concise manner;
  - o Facilitation skills and effective communication with multiple stake-holders;
  - o Team work and consensus building.
- Excellent command of Arabic (preferably Egyptian), written and spoken, as the trainings will be in Arabic;
- Excellent command of English, written and spoken

General Professional Experience:

- A minimum of 10 years' professional experience in southern countries ;
- A minimum of 5 years' professional experience in the fight against HIV/AIDS / Malaria / Tuberculosis;
- A minimum of 5 years' professional experience in developing and implementing internal and external communication plan of non-governmental organizations and institutions;
- A minimum of 5 years' professional experience in developing and implementing advocacy plan of non-governmental organizations and institutions;

Specific Professional Experience:

- similar technical assistance experience is mandatory: NGO communication and advocacy capacitation;
- Experience working with an African or Arab country with similar epidemic trends;
- Experience working in Egypt will be a plus.

## VII. Mission Report

In addition to the deliverables mentioned above, a final report is due at the end of the mission within 10 days of the return from the mission. The report should detail the extent to which objectives of the project have been met and drawing any lessons learned based on the implementation of the project. The Report should contain recommendations on the areas of focus.

Language of the report: English

Report terms: the mission report will be sent by email to Expertise France.

## VIII. Practical Information

Trainings will be held in Egypt (Cairo or Alexandria)

The beneficiaries will provide the following:

- Workspace for the recruited expert for the assignment;
- Meeting room facilities to conduct trainings.