



REQUEST FOR EXPRESSION OF INTEREST

CONSULTANCY ASSIGNMENT: Knowledge Attitudes and Practices (KAP) Survey on Social Norms, beliefs and cultural and traditional practices

NAME OF PROGRAMME: NGOCC 2023–2027 Strategic Plan

EXPRESSION OF INTEREST: NGOCC/EOI/23/06/23/ADV

1. INTRODUCTION

The Non-governmental Gender Organizations’ Coordinating Council (NGOCC) is an umbrella organization of Non-Governmental Organizations (NGOs), Faith Based Organizations (FBOs) and Community Based Organizations (CBOs) active in promoting gender and development. NGOCC was established in 1985 by a few women focused NGOs after attending the United Nations Conference on women held in Nairobi. The organisation has steadily grown in the 37 years of its existence and now has one hundred and eleven (111) affiliate Member Organizations with a presence in all ten (10) provinces and in sixty-eight (68) districts countrywide. NGOCC is committed to coordinating and strengthening Member Organizations to enhance their effectiveness in empowering women. The organisation has grown from being a coordinating body to also become the focal point of the women’s movement in Zambia.

NGOCC’s vision is “A society where women are empowered and fully participate in social, cultural, economic and political development”.

The Mission is “To promote women’s empowerment for gender equity and equality through coordinated advocacy, capacity development of member organizations and linkages with government, local and international partners”.

2.0 BACKGROUND

NGOCC developed its five-year Strategic Plan to run from 2023 – 2027. This Plan builds on from the 2018-2022 Strategic Plan lessons and best practices. The focus of the current NGOCC Strategic Plan is to ensure women and girls empowerment is attained by addressing the underlying challenges that hinder their contributions towards social, economic, cultural and political development. As gathered from the ended NGOCC 2018-2022 Strategic Plan evaluations and available secondary data on barriers to gender equity and equality, it was noted that one of the key underlying causes is the deep-rooted patriarchal tendencies embedded in the traditions, cultural norms, practices and beliefs held by our societies. Hence, NGOCC seeks to address these through

the strategic goals and outcomes outlined below with Objective One directly speaking to these issues.

2.1 Strategic Objectives (SO)

SO1: Improved Cultural Norms, Practices and Beliefs Towards Gender Equity and Equality

This objective seeks to address the entrenched cultural norms, practices and societal beliefs that perpetuate gender gaps. It further tries to tackle the human rights aspects and ensuring that areas of intervention lead to transformative gender outcomes especially with regard to negative sociocultural norms that undermine empowerment of women and girls.

It is under SO1 that this survey will be conducted and help in finalizing the relevant interventions which will respond to the issues to be raised.

SO2: Improved Policy/Legal Frameworks for Women and Girl's Empowerment

The second objective targets the policy and legal framework aiming to consolidate the progress made so far and to ensure effective implementation. It focuses on improving the holistic policy and legal environment while safeguarding the progress made so far to mitigate erosion of women's and girls' rights and access to and participation in development opportunities.

SO3: Improved Resilience Through Women and Girls' Empowerment

The objective targets empowerment of women and girls with a focus on resilience. It is aimed at addressing matters of resilience by adapting programming to address threats that women and girls face. This includes ensuring pandemics such as COVID-19 or any other eventualities would have a less severe impact on women and girls in future. The objective includes a climate change focus that targets collaborations with organisations that have expertise in environmental programming.

SO4: Improved Organisational Capacity

The aim of this objective is to build collective competencies of the NGOCC Secretariat and the Member Organisations. It also focuses on strengthening performance to build upon NGOCC's reputation and enhance its capacity and resilience to reach the most underserved populations. This objective anchors the cohere programming approaches to achieve integration across the four objective areas.

2.2 Strategic Outcomes

The strategic plan outcomes are;

Outcome 1.1: Transformed societal attitudes, beliefs, practices, and norms that are harmful to girls and women.

Outcome 2.1: Increased access to productive resources by women and girls in NGOCC operational areas

Outcome 2.2: Enhanced participation of women in decision making at all levels.

Outcome 2.2: Policies and legal frameworks are Gender sensitive and responsive
Outcome 3.1: Resilience among women and girls to climatic shocks strengthened
Outcome 4.1: NGOCC Secretariat and Member Organizations capacities enhanced for Gender Equality

3.0 PURPOSE OF THE ASSIGNMENT

3.1. Overall Objectives:

NGOCC wants to establish a baseline and to form a better understanding of the Knowledge, Attitudes and Practices in the selected priority intervention areas to inform better programming.

Hence, the purpose of this assignment is to assess people’s knowledge levels and understanding of existing traditions, social norms and practices the context in which the attitudes and practices occur, in their localities and to identify how these impact on gender equality and women’s empowerment.

The study specifically strives to identify the key areas of knowledge, attitudes and practices that influence women and girls’ participation and their enjoyment of the benefits from socio-economic, cultural and political developments. Additionally, the study targets to identify specific practices, beliefs norms and values that perpetuate or exacerbate gender inequality and the violation of women’s rights stopping them from realizing their full potential.

3.2. Specific objectives of the KAP Survey:

- 3.2.1 To determine the level of knowledge in the communities on social norms and traditional practices that negatively impact women and girls and hinder their participation in social, political, economic and cultural development.
- 3.2.2 To determine the underlying socio-cultural perceptions in communities that drive gender stereotypes and contribute to gender inequality gaps in the access and utilization of opportunities between female and male.
- 3.2.3 To identify the drivers of social and cultural norms and practices in communities which inhibit the full access to and utilization of opportunities for girls and boys and create barriers to their successful transition into productive adulthood.
- 3.2.4 Provide recommendations on the formulation of strategies to galvanize change in knowledge attitudes and practices of the target group away from the social and cultural norms and practices identified that perpetuate gender gaps.

4.0 SCOPE AND METHODOLOGY OF CONSULTANCY

The scope of this assignment will include the design and implementation of the KAP survey, methodology, the pretest of the survey instrument and the effecting of the necessary corrections with the input of the NGOCC team.

The KAP Survey will cover fifteen districts namely, Zambezi, Solwezi, Mansa, Luwingu, Nakonde, Masaiti, Mumbwa, Mazabuka, Kazungula, Sinda, Chama, Rufunsa, Kafue, Kaoma, and Senanga. The above named districts were randomly selected to be part of a national sample representing each province and districts where NGOCC Member Organisations have presence. The selected sample of districts will be used to determine the different traditions, cultural norms, beliefs and practices which pertaining in these areas and how they affect or inhibit women empowerment and gender equality. The findings from the selected districts will inform NGOCC interventions in the next five years to advocate for eradication of the negative traditions, norms, beliefs and practices.

The KAP Survey will largely employ quantitative methods in addition to some qualitative methods to gather the primary and secondary research data.

Data and information will be gathered through a variety of methodologies and will begin with a desk review of NGOCCs Programme documents including previous similar surveys relevant documents, using participatory and focused research approaches to best capture the gender norms and social practices around KAP.

The methodology will include key informant interviews, focused group discussions of targeted respondents such as the youths, parents, clergy, teachers, health workers, traditional leaders (Chiefs and Head Persons), community and civic leaders, policy makers among others.

The period allocated for the assignment is 40 days of which 24 days will be allocated for field data collection and 16 days for data analysis and report writing.

5.0 EXPECTED OUTPUT/DELIVERABLES

- A detailed inception report showing how the consultant seeks to undertake the study. The report will include literature review, a clear methodology and data collection tools and a detailed work plan.
- Draft KAP Survey Report with power point presentation for discussion with the NGOCC team for validation.
- A final Report with workable recommendations after the validation meeting.

6.0 COMPOSITION, QUALIFICATION AND EXPERIENCE OF THE CONSULTANT

- The consultant will be an institution or a registered consultancy group/firm with qualified and experienced in collection of quantitative and qualitative data and analysis.
- Demonstrate expertise in conducting similar assignments in social sciences research and analysis and with a minimum of 5 years of experience.
- Good knowledge and experience in behavior and social norm change will be an added advantage.
- Relevant academic qualifications and expertise in Social Sciences.
- Extensive experience in qualitative and quantitative data collection in social settings.
- Extensive experience in measuring and mapping social behaviors, knowledge, attitudes, and practices.

- Extensive statistical data analysis, display, and interpretation skills.
- Extensive publications in the field of Knowledge, Attitude, Practices, and community mapping.
- Excellent report writing skills.
- Good knowledge of Gender context in Zambia
- Ability to present ideas and concepts to various audiences.

8.0 APPLICATION PROCESS

All interested applicants are required to submit:

- A cover letter summarizing suitability and qualifications for this assignment.
- Company Profile or individual profile with evidence of entity compliance as per Laws of the Republic of Zambia.
- List of relevant similar assignments or actual outputs from these assignments.
- A costed technical proposal with indicative work plan showing consultant's planned approach to the assignment and proposed payment schedule.
- Any other relevant supporting documents

Expression of Interest clearly marked, “NGOCC KAP Survey” should be sent before close of business on 14th July 2023 to the Executive Director on: info@ngocc.org.zm