

UNFPA is looking for an experienced consulting company or organization for the nationwide testing of 2 brochures on the Sexual and Reproductive Health of Young People.

The tasks specifically include:

- **Developing** a framework for the testing of the brochures, in cooperation with UNFPA
- **Testing the brochures** (in terms of gained knowledge of target groups, presentation of the information, general interest, etc) with different target groups and in various regions
- **Applying** quantitative and qualitative analysis to the results obtained
- **Producing** a final report including a set of recommendations for the reworking of the brochures

The selected company/organization should possess:

- **Proven** experience in social research and data analysis
- **Capacity** to conduct research in all parts of the country, including in the South of the country and in rural areas
- **Capacity** to fully develop a realistic research framework
- **Previous experience** with international organizations
- **English** drafting skills, an advantage

Technical proposal:

- **Description** of the company/organization
- **Similar** projects previously conducted
- **Framework** of the project (activities, timeframes, responsible sides, partners, etc.)
- **Brief vision** of the method to be applied in the research at hand
- **List of references**

Financial proposal:

- **Detailed project budget** outlining the general foreseeable costs for this research.

Complete Terms of Reference and additional information related to this task can be obtained by contact telephone: 312 62 68 64

Both envelopes are to be labeled "RH IEC testing" and submitted **before Monday 12 June, 12 noon**, at UNFPA, UN House, Chuy 160

Responsibilities of the selected company or organization

The selected companies shall complete the following tasks:

1. In cooperation with UNFPA staff, and in particular with the Senior Reproductive Health Adviser and the Youth and HIV Analyst, develop a testing framework and schedule. The minimum standards for testing are the following:

Materials	2 brochures: “Ты – это самое главное”, “Звезда по имени «Я»”
Amount of respondents	At least 3,000 people
Target groups (by order of importance)	<ol style="list-style-type: none"> 1. Young people (13-20) 2. Peer-to-peer trainers 3. Professionals in Reproductive Health, Family Planning (medical professions, NGO trainers, etc) 4. Parents 5. School teachers 6. Religious leaders
Geographical considerations	At least 2 oblasts and Bishkek At least 1 oblast in the South Both in urban and rural areas
Themes	<ul style="list-style-type: none"> - Gained knowledge - Clarity of the information - Clarity of the language used (including in Kyrgyz language) - Design and general attractiveness <p>(the pre-testing survey can provide guidance, see Annex)</p>
Methodology	Interviews, focus group discussions and questionnaire dissemination with target groups

2. Conduct the testing of the brochures according to the agreed framework and in liaison with UNFPA counterparts
3. Draft a report containing quantitative and qualitative analysis as well as a set of recommendations for the reworking of the brochures
4. Present the results of the report to UNFPA staff on Reproductive Health, as well as to the authors and designers of the brochures