



INCEPTION REPORT

“EXPANDING UPON RISK COMMUNICATION AND COMMUNITY ENGAGEMENT FOR COVID-19”

Submitted To:

DURABLE SOLUTIONS UNIT (DSU) THE BENADIR REGIONAL ADMINISTRATION (BRA)

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“Precisely getting messages across”

Table of Contents

1.0	BACKGROUND INFORMATION	3
1.1	Introduction: Durable Solutions Unit, Benadir Regional Administration	3
1.2	Overview of the Consultancy	3
2.0	OUR UNDERSTANDING AND INTERPRETATION OF TOR	4
2.1	Benadir Regional Administration’s COVID-19 response framework	4
2.2	Background and Objective of the Assignment:.....	4
2.3	Key Activities:.....	5
2.4	Deliverables:	5
3.0	PROPOSED METHODOLOGY	6
3.1	Approach – Preparatory Phase	6
3.2	Methodology	7
3.3	Iterative Activities	8
3.4	Summarized work plan	9

1.0 BACKGROUND INFORMATION

1.1 Introduction: Durable Solutions Unit, Benadir Regional Administration

Established under the leadership of the Mayor of Mogadishu and Governor of Benadir Region, the Durable Solutions Unit (DSU) is mandated to seek dignified and sustainable solutions for displacement affected communities (DACs). The DSU is a Somali-led and Somali-owned approach to durable solutions with the overarching goal of phasing out displacement by strengthening the linkage between the humanitarian-development nexus. It serves as a channel of communication between the Federal Government of Somalia (FGS), development partners, private sector, civil society, DACs and BRA.

1.2 Overview of the Consultancy

As part of its containment strategy in regards to the COVID-19 pandemic, the Benadir Regional Administration (BRA) has developed a framework for responding to COVID-19 at the regional level in Mogadishu. The COVID-19 management strategy sets out the categories of risks (information and coordination, awareness, health services, economic and social) and explains how BRA COVID-19 Task Force proposes to tackle the various categories of risks, including those relating to IDPs in particular.

Preventing infection requires providing resources (material, financial and informational) to enable people to take the actions required to reduce infection rates. Through a multi-stakeholder approach that includes government and community health practitioners, there has been a concerted effort to initiate raising awareness of coronavirus. This includes the commissioning of sensitization and awareness efforts, such as creating posters and placing free water and wash posts, which are critical in ensuring communities are aware and more importantly have access to resources to protect themselves. The need for sustained awareness creation on infection prevention necessitated the Durable Solution Unit of the Benadir Regional Administration to commission Precise Communication Limited to expand upon the risk communication and community engagement for COVID-19.

2.0 OUR UNDERSTANDING AND INTERPRETATION OF TOR

2.1 Benadir Regional Administration's COVID-19 response framework

The Benadir Regional Administration has developed a framework for responding to COVID-19 at the regional level in Mogadishu. The COVID-19 management strategy sets out categories of risks including information and coordination, awareness, health services, economic and social impacts among other key areas. The strategy explains how BRA COVID-19 Task Force proposes to tackle the various categories of risks, including those relating to IDPs in particular. One key area the strategy focuses on is to expand risk communication and community engagement to mitigate the economic and social consequences of the COVID-19 pandemic.

2.2 Background and Objective of the Assignment:

Our proposal is based on the clear understanding that there are several phases to this assignment that are important to the effective execution of the risk communication and community engagement and this will inform how we administer it. The phases are;

- Develop/review communications strategy.
- Develop targeted messages.
- Establish media relations with key stakeholders.
- Develop content for radio, TV and DSU website
- Promote and sustain awareness creation.
- Carry out and manage continuous audience research.
- Provide support in media engagement.
- Develop necessary platforms for BRA to manage campaigns and for visibility.

It is clear to us that should we win, we shall undertake to design and develop a sound strategic communication plan for the assignment in order to communicate the objectives and requirements of the Benadir Regional Administration's COVID-19 response and awareness creation to appropriate targets audiences. The strategy will be developed in such a way that it can facilitate communications activities at Regional level. Particular attention will be given to disseminating local materials and contents in appropriate languages. A top priority will be to disseminate guidelines on prevention, response and interventions by BRA to mitigate the impact and risks of the pandemic and will certainly result in a clear set of actionable targets.

2.3 Key Activities:

In executing the assignment, the key activities that Precise Comms shall undertake, at a minimum in order to achieve assignment objectives include.

- (i.) Draft the questionnaire, approach, and methodology based on questions, approach to gather information for the Strategic communication plan.
- (ii.) Develop/review communication strategy
- (iii.) Prepare a detailed work plan for the consultancy, which includes a schedule for all deliverables.
- (iv.) Develop and disseminate content on COVID-19 through print, electronic and social media.
- (v.) Develop and produce TV and Radio Shows on COVID-19 prevention, response and interventions by the BRA to mitigate its impacts.
- (vi.) Develop communication campaigns with regards to COVID-19
- (vii.) Carry out and manage continuous audience research to establish reach perceptions
- (viii.) Hold briefing and debriefing sessions with BRA as well as periodic meetings to discuss progress during the period of development of the plan as needed.
- (ix.) Prepare a draft report and debrief BRA staff on the main findings.
- (x.) Prepare a final report based on feedback from BRA staff.

2.4 Deliverables:

From the TOR, it is our understanding that the identified delivery requirements for this consultancy are:

- (i.) Develop/review communication strategy
- (ii.) Developmet and dissemnitiation of content on COVID-19 and targeted messages for different stakeholders.
- (iii.) Promote and sustain awareness on infection prevention and control for COVID-19 through print, electronic and social media
- (iv.) Newsletter and video production
- (v.) Communication campaings with regard to COVID-19

3.0 PROPOSED METHODOLOGY

Precise Comms has put in place a comprehensive methodology. Below is an outline explaining how we shall conduct this consultancy.

3.1 Approach – Preparatory Phase

Precise comms shall adopt a participatory, consultative and culturally focused and sensitive approach in carrying out the proposed development of the communication strategy and plan. Our proposed approach is intended to ensure adequate involvement of representatives of key target groups, BRA staff and DSU Humanitarian Coordinator will facilitate consultative meetings in order to arrive at satisfactory outputs with action points for both parties.

Precise Comms will analyze the BRA framework for responding to COVID-19 as well existing communication plans and strategy so as to plan desired outcomes strategically. Interventions will focus on goals, audiences and messages determine media. Communication will then fully be integrated in the response plan and coordination. Target audiences will be involved in planning while interventions are based on their values, i.e. their “why” or “what”.

The approach will ensure that all stakeholders, communities and special interest groups are involved in the planning to identify beneficiaries and actualization of this initiative. Due to its sensitivity, delicacy, myths and misconceptions, demographic dynamism will be an integral consideration for Precise Comms for this assignment. The focus of this approach is on the development of a 10-step communication strategy that follows a cycle of analysis, planning, production and reflection:

The strategy is to have a working document for the BRA and its partners. It is, therefore, important that these final users feel ownership to the strategy and understand and support the direction and decisions that have been made. To further tailor the strategy to their needs and expectations, the first draft will be presented to the BRA during a mini workshop, during which clarifications can be sought and adjustments can be made.

Steps & Planning

- Inception meeting & assessment
- Identification of key stakeholders i.e. media stakeholders.
- Interviews with BRA and key groups
- Agreement action plan preparation strategy

- Assessment of past and current communication efforts, needs and capacity to avoid duplication.
- Review of existing communication plans and strategy
- Drafting outline plan and strategy

Consultations

- Content development and dissemination protocol and methodologies
- Consultations on delivery with BRA i.e. number of TV and Radio shows, frequency of newsletter and video production e.t.c.
- Campaigns for social and behavioural change

Drafting of Strategy and development of content

- Writing from office base
- Draft will be sent to BRA for comments
- Incorporation of comments

Workshop

- PowerPoint presentation of draft strategy to a small, ad hoc working group consisting of DSU and Humanitarian coordinator and BRA key staff i.e. communication personnel.
- Discussion of draft strategy; obtaining the group's input and consent
- Incorporation of comments
- Preparation of PowerPoint presentation

Delivery of Final Strategy and Activities

- Incorporation of comments
- Delivery of final communication strategy and action plan within one week after the last meeting.
- Embark on Activity implementation within two weeks of BRA endorsement.

3.2 Methodology

Precise Comms will endeavour to carry out this assignment through a mix of methods involving a combination of consultations, interviews, Situation analysis and Audience and Knowledge, Attitude and Practice (KAP) - Analysis. As stipulated in the terms of reference, Precise Comms will emphasize on development of comprehensive strategic communication products. This will be undertaken as per the scope of the assignment as detailed in the full ToR.

Project Management

A lead consultant or firm's representative will meet the client. The Lead consultant or Manager will be directly involved in the implementation process ensuring that the activities are carried out in a timely and efficient manner and that the client's needs are met. The Manager will work closely with the DSU and Humanitarian Coordinator of the BRA and will be fully responsible for the smooth running of the project and for communication with the client. The client will be kept up to date on a weekly basis on the progress of the activities. The project manager will be in constant communication with the project supervisor to guide and ensure output quality. The Lead consultant will also ensure that the activities run smoothly. He will also work in close liaison with other stakeholders such as the media, other key BRA staff among other stakeholders to guide and ensure quality and timely delivery.

3.3 Iterative Activities

Our proposed methodology will follow the following specific activities:

1. Inception Activities including preliminary meetings to discuss and have a clear, common understanding on the ToR;
2. Prepare an inception report with the methodology, timelines and the activity protocol all included.
3. Review/draft communication strategy and plan
4. Draft the content for TV, Radio and web/social media including guidelines and protocols as well as questionnaires for audience research.
5. Develop contact list of media stakeholders for media engagement.
6. Review and approval of tools and content
7. Prepare a draft report and debrief BRA on the progress
8. Review the draft report and give feedback
9. Incorporate the feedback and prepare a final report based on feedback from BRA staff.
10. Submit the Final report to BRA

3.4 Summarized work plan

Activity	Time frame		
	Month 1	Month 2	Month 3
Develop communication strategy or review existing one			
Establish Media relations with pertinent media stakeholders			
Develop targeted messages for different stakeholders i.e urban dwellers, IDPs and Urban poor.			
Develop content for radio, TV and DSU website and social media			
Develop and manage campaigns for social and behavioral change			
Promote and sustain awareness creation on infection prevention and control for COVID-19			
Communicate BRA's strategies, interventions and programmes to mitigate COVID-19 risks and impacts			
Carry out and manage continuous audience research to establish reach perceptions			
Provide support in media engagement			
Ensure BRA, implementing partners and donors have visibility via social, local and international media.			