

# Terms of Reference: External Evaluation of Social Mobilisation programme in Senegal

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## The organisations

### Tostan

Tostan is a US 501 (c) (3) organization that was founded in Senegal in 1991 in order to educate and empower Africans who have had little or no access to formal schooling. Tostan's community-led program, the Community Empowerment Program (CEP), has achieved results including: declared abandonment of the practices of female genital cutting and child/forced marriage by thousands of villages; increased enrolment in formal education for children; increased use of problem solving and literacy skills to generate income and further develop local economies; and increased access to healthcare.

### Orchid Project

Orchid Project is a UK-based and registered organisation founded in 2010 with a vision of a world free from female genital cutting. Orchid Project works to shape the dialogue around FGC and advocate for prioritisation of the issue, communicates the scale and impact of FGC and how it is ending and supports the efforts of organisations working towards abandonment in practising countries. Orchid Project partners with organisations in Kenya and Senegal which work from a social norms and human rights based theory of change for ending female genital cutting. Orchid Project has partnered with Tostan since 2011.

## The context

This project was developed through a collaboration between Tostan and Orchid Project in 2012.

### Tostan's Community Empowerment Program

Tostan's mission is to empower African communities to become the agents of their own development and lead positive social transformations based on respect for human rights. Tostan implements the Community Empowerment Program (CEP) in rural African communities in six countries, providing holistic, non-formal education to adults and adolescents who have had little to no access to formal schooling. The CEP takes place over three-years and engages communities in discussions of democracy, human rights, problem solving, and health; and focuses on literacy, numeracy, and project management skills.

Using "organized diffusion," CEP participants "adopt" friends or family members in their greater community and social network with whom they can share knowledge from each class. As villages share their knowledge and new ideas, hundreds of people receive human rights and health messages. This kind of reinforcement on a family or zonal scale allows people to engage in discussions and find solutions as a larger, interrelated group seeking positive social change; key villages become models and during the inter-village meetings, other villages often decide to abandon FGC and child/forced marriage. Simultaneous to the CEP classes, each community establishes a Community Management Committee (CMC) composed of 17 democratically selected individuals that serves to sustain community development activities and CEP impacts after Tostan's program ends.

One of the most significant impacts of the Tostan CEP in participating communities has been in the abandonment of harmful social norms that perpetuate violence against women and girls, like female genital cutting (FGC). Tostan's approach recognizes FGC as perpetuated by mutually reinforcing social norms and uses open community dialogue as a mechanism for reflection and shared reevaluation. By examining the practice in the context of the human rights to health, a family, and the freedom from violence and abuse, participating communities are able to come to their own conclusions as to whether FGC constitutes an abuse of human rights, and decide if they wish to continue the practice.

The program's ability to empower communities on their own terms while engaging large social networks has brought about many groundbreaking results including the public declaration of the abandonment of the practice of FGC by thousands of communities in Africa. Since the first declaration to abandon FGC by the Senegalese village of Malicounda Bambara in 1997, 7,728 other communities across Africa have followed suit, publicly declaring their abandonment of the practice. Based on its success, the Tostan approach to FGC abandonment has been cited as a best practice, and commended for its culturally and contextually appropriate approach to development. Additionally, it has been integrated into various national and international strategies including those of the International Donor's Working Group on FGM/C and the Government of Senegal's Action Plan for the complete abandonment of FGC by 2015.

## Background

Since November 2012 UK-registered Orchid Project has funded a social mobilisation programme delivered by Tostan in four regions of Senegal. The previous programme cycle came to an end in November 2015 and Orchid Project is seeking an evaluation team to carry out a summative external evaluation of the programme's progress to date, to inform future programming and provide evidence of impact.

The programme aims to reinforce the movement for the abandonment of female genital cutting (FGC) amongst communities in the Senegalese regions of Sédhiou, Kolda, Matam and St Louis. FGC abandonment is promoted through outreach, via social networks and local advocacy. The majority of this programme's activities have been delivered by four teams of five social mobilisation agents (SMAs) in the Southern areas of Sédhiou and Kolda (in the Casamance region) and the northern areas of Matam and St Louis (in the Fouta region).

The programme has had a total investment of £240,000 since November 2012. The first 12 month cycle of the programme worked with three teams of social mobilisation agents (two in the Casamance, one in the Fouta), while the second and third had four (two each in the Casamance and the Fouta). Activities were added in the second and third years based on feedback and progress made in the preceding years.

So far over 30,000 people have been reached directly during the programme, and all communities (500+) reached by the social mobilisation teams have been assessed as to their readiness to abandon FGC. 72 communities have participated in public declarations of their abandonment of FGC (a strong proxy indicator for overall abandonment of the practice).

No baseline survey was taken in communities visited, but Tostan's Monitoring, Evaluation, Research and Learning (MERL) team have undertaken regular monitoring and evaluation visits as part of the programme and a crude baseline can be developed. Full reports from cycles one, two and three of the programme (2012 – 15) are available on request.

## Methodology

Given there is already considerable quantitative data that has been collected by Tostan's MERL team, this evaluation will be a qualitative study with a focus on social network analysis and mapping, using participatory research methods.

It is anticipated that the researchers will visit up to six participant communities, spending 2-3 days in each. The communities will be identified in collaboration with Tostan and Orchid Project according to criteria that have yet to be determined, and which will ensure that the chosen communities are representative of those reached through the programme.

The communities to be visited speak a variety of Senegalese languages including Diola and Pulaar.

## Evaluation questions

- How do participants describe the influence of Tostan's activities (social mobilisation missions, inter-village meetings, sharing seminars, radio programming, etc.) on how they currently think about (...or see FGC, judge FGC), talk about, and practice FGC.
- Which channels of communication do people in the community use the most and use the least when discussing FGC?
- How do these channels compare for people in different groups or network (gender, age, ethnic group, economic status)? What events offer opportunities for cross-network communications?
- What are the relative impacts of the formal processes of the social mobilisation teams and the informal processes after they leave?
- Who do people listen to when deciding if they should practice FGC or not? Who are the most influential people at community level? What makes them credible and trustworthy? Do gender, age, economic/social status, or religious authority have any influence on who people listen to when deciding whether to practice or abandon FGC?
- What led the communities which are most 'ready to change' to their conclusion?
- How dependent is a community's 'readiness to change' on their vicinity to communities participating in Tostan's full CEP?
- What other factors have played a part in determining current attitudes and readiness to change?

## Evaluator specification

Orchid Project welcomes proposals from a Lead Evaluator with a small team, a consortium, or an evaluation company, however we will pay the Lead Evaluator/Consortium Lead/company, who will then have responsibility for paying any sub-contractors.

- Understanding of female genital cutting and the drivers which hold it in place, as well as the ways in which the practice is changing
- Understanding of social norms and how they change
- Local language skills, or ability to hire team members with local language
- Experience of qualitative and participatory research or evaluation methods
- Experience working in Senegal, ideally in the stated regions
- Experience (and evaluation) of programmes measuring social norm change
- Ideally experience of social network analysis

## Deliverables

Timeline will be agreed once the evaluator is contracted.

- Evaluation framework and tools, methodology
- Draft evaluation report
- Final evaluation report

## Roles and Responsibilities

The evaluator/evaluation team will:

- Hold an inception meeting to clarify any issues about the project or the work to be undertaken.
- Draft an evaluation framework outlining details of the research activities to be undertaken and amend the framework in line with feedback from Tostan/Orchid Project if needed.
- Provide drafts of any research tools to be used such as questionnaires, topic guides, etc. to Tostan/Orchid Project and make amendments if suggested.
- Collect and analyse required data.
- Produce a draft evaluation report and ensure that feedback from Tostan/Orchid Project is incorporated into the finalised version within agreed timelines.
- Produce a final evaluation report.

Orchid Project and Tostan will:

- Prepare relevant project documentation and make it available to the consultant.
- Be available for a start-up meeting and provide information or any clarification needed in relation to aspects of the project or work to be undertaken.
- Provide information on community location and on the ground support in relation to data collection in country if needed (Tostan).
- Manage and support the evaluator throughout the process (Orchid Project and Tostan).
- Be available for interviews as needed.
- Review and provide feedback on research tools and the draft report within agreed deadlines.

## Proposals

Orchid Project is inviting proposals from evaluators or teams of evaluators for the evaluation to be carried out in Senegal during October 2016, with submission of the final evaluation to Orchid Project by mid-November 2016.

Proposals must take into account the languages spoken in the regions of the programme, and should include budget for translators or researchers who speak the local languages (i.e. not just working in French). The final report must be submitted in English and budgets must allow for translation if needed. Proposals will be assessed on a number of criteria including approach and value for money. Orchid Project will not pay overhead fees to any pass-through organisation or body and any management fees should be reasonable. Budgets should not exceed £24,000 (GBP) (ca. 19,000,000 CFA/\$32,000 US) and should be sent to [lucyw@orchidproject.org](mailto:lucyw@orchidproject.org) by 11:59pm GMT on 1 August, 2016. Please send any questions to the same address.

## Reference documents available on request

- Original programme proposal
- Cycle 1, 2, 3 final reports