



BLUE CROSS KISUMU - KENYA



## TERMS OF REFERENCE

### Final project evaluation

#### Part I: Description of the Assignment

##### 1 Introduction

Blue Cross Norway and its partner Blue Cross Kisumu is planning an external impact evaluation of a drug prevention project aimed at children and young people in Kisumu, Kenya. The *Alcohol and other substance abuse prevention for children and youth project* is in the last year of the current project period 2018 - 2022 and will, in accordance with an agreement with Digni / Norad, undergo a final evaluation for this period. It is planned that the project will continue with Digni/Norad funding in the period 2023 – 2028. The project vision is 'Children and youth in Kisumu live free from alcohol and other substance related harm'.

Blue Cross Norway has a similar prevention project in Uganda. The initiatives in East Africa are part of a program approach that was developed during the TV campaign (2009 - 2015), and further developed in dialogue with the International Blue Cross Secretariat in 2017 - 2018. These collaborations with our sister organizations are partnerships based on reciprocity and dialogue, and where the Blue Cross is responsible to financier Digni / Norad.

We find the highest alcohol consumption in Europe, but it is Africa that bears the heaviest burden of diseases and problems associated with alcohol and other drugs. Children and young people are vulnerable to the consequences of drug use both at home and in society in general. Alcohol is the fifth largest risk factor for death, disability and illness in Kenya in the age group 15-49 years. In addition, alcohol has been identified as a major driver and perpetuator of chronic poverty in Kenya.

There is a close connection between mental health, life skills and substance abuse. Alcohol and other drug use are also considered a risk factor for a number of mental disorders. In Kenya, the stigma of mental illness is high, and local expertise and follow-up of drug and mental health rights are in short

supply. Promoting drug prevention, mental health and quality of life is one of the sub-goals under the UN's sustainability goal 3 on good health.

The target group in the projects is children and young people aged 10–22, for early intervention gives the best results. Blue Cross Kisumu also follows up particularly vulnerable children and young people with targeted measures. The project works to prevent conditions that inflict vulnerability and strain on children and young people, especially related to drugs.

According to project's theory of change, a comprehensive prevention approach can produce mutually reinforcing effect to reduce risk factors and enhance protection factors related to substance use and mental health. The three main areas are: 1) Influencing leaders and authorities on policy issues regarding alcohol and mental health. 2) Life-skills education through 30 school clubs and 4 youth centers, with about 2,000 participants. Life skills include processes that contribute positively in the development of children and young people and thus also give them resources to withstand challenges in life. Parents and teachers also receive guidance to strengthen protection factors. 3) Mobilization of children and young people, parents, communities, and other organizations. Here, the young people themselves are in the driver's seat through participation and their own activities.

## **2. Main purpose**

In 2022, the Blue Cross is applying for a new five-year agreement with Digni / Norad (2023 - 2027), where Blue Cross Norway will continue the current project collaboration with Blue Cross Kisumu. The evaluation will therefore mainly be used for: 1) further development of the current project approach for improving the project and development of Blue Cross Kisumu as an organization and 2) knowledge base in negotiations with Kenyan authorities and other decision makers in spreading the project to new areas. From 2022, the Blue Cross Norway will also work more closely with the program section of the International Blue Cross (IBC) in planning and follow-up at program and project level on the prevention program for intoxication, mental health and life skills.

Anna Gamma and Silvie Kraemer from the consulting firm Ranas Ltd. has carried out an evaluation of IBC's similar projects in Chad and Congo.<sup>1</sup> This evaluation assignment is designed based on this evaluation (Gamma and Kraemer, 2019) to secure a direct comparison of the projects for mutual learning and further use of the program approach in other countries.

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<sup>1</sup> Gamma, A. & Kraemer, S. (2019). External evaluation about the International Blue Cross Life Skills Program in Chad and Congo. Ranas Ltd.

The target group for the evaluation is therefore primarily Blue Cross Kisumu's management, Blue Cross Norway and IBC's program sections, and secondarily decision makers in African countries with emphasis on Kenyan authorities. Other stakeholders are involved through the local reference group in Kisumu.

### **3. Evaluation questions**

The questions the evaluation will answer are based on the OECD-DAC's revised evaluation criteria and correspond to the questions asked in the review of the IBC's projects in Chad and Congo (Gamma and Kraemer, 2019, p. 6-7):

- 1) Relevance: Are the right things being done to improve the well-being of beneficiaries?
- 2) Effectiveness: How effective is the intervention with a view to the planned results?
- 3) Efficiency: Are things done well, in an efficient way?
- 4) Impact: What are the direct and indirect effects of the projects?
- 5) Sustainability: How can sustainability be ensured in the projects?

The evaluator is expected to review this report carefully in the work on the start-up report to ensure that the results of the Blue Cross Norway's evaluation are comparable with the results from the IBC's evaluation.

### **4. Method**

Blue Cross Norway wants the evaluator to use a similar method as Gamma and Kraemer (2019) used for the evaluation of IBC's projects in Chad and Congo. It also means that the evaluator must use the same indicators for each of the evaluation questions. The evaluator is expected to conduct a thorough review of relevant project documents as part of the data collection. In addition, the method for data collection must be adapted to the project's target group, which are children and young people, and this must be clarified in the start-up report.

### **5. Organization**

Blue Cross Norway is the client of the evaluation, with the head of the International Department as the contact point. Blue Cross Kisumu has an equal role in the planning, implementation, and use of the evaluation, with the project manager as the contact point. Blue Cross Kisumu has organized a reference

group consisting of local participants and stakeholders in Kisumu, and the reference group has participated in the design of the assignment description. In addition, an external professional and program advisor at IBC will assist the client with input on the evaluator's draft reports.

The program manager at Blue Cross Norway will have the following roles and responsibilities:

- i. Design and follow-up of the assignment description.
- ii. Dialogue with Digni and Norad.
- iii. Dialogue with IBC.
- iv. Feedback on draft assignment report and evaluation report.
- v. Contact with external professional.

The project management at Blue Cross Kisumu will have the following roles and responsibilities:

- i. Announcement of tenders and obtaining tenders from possible evaluators.
- ii. Dialogue with local participants and stakeholders.
- iii. Composition and follow-up of the reference group.
- iv. Coordination of data collection in Kisumu.
- v. Deliveries of project documents to the evaluator.
- vi. Organization of a workshop where the report is presented.
- vii. Payments to the evaluator.

## **6. Ethics and privacy**

The evaluation must be carried out in accordance with the Blue Cross' ethical guidelines and Blue Cross Kisumu's ethical guidelines as well as their *Child and Youth Protection Policy*. During the entire evaluation process and in the final report, the privacy of the project participants must be respected, and this will be specified in more detail in the contract for the assignment.

## **7. Deliveries**

The evaluator must comply with the following deliveries with given deadlines:

- i. Draft start-up report: 25.09.22
- ii. Start-up report: 02.10.22
- iii. Draft report: 23.10.22
- iv. Final report: 06.11.22
- v. Oral presentation 17.11.22

## 8. Schedule

The total

The assignment's deliveries are related to the following activities with specification of responsibilities and deadlines:

Activities		Deliveries	Responsibility	Deadline
<b>1. Start-up phase</b>				
1.1	Online start-up meeting with evaluator, BCN and BCK.	Minutes of the meeting	BCN	13.09.22
1.2	The evaluator writes an inception report based on the assignment description, selected project documents, and the start-up meeting.	<b>I Draft inception report</b>	Evaluator	25.09.22
1.3	BCN collects feedback from reference group and external referent and provides feedback on start-up report	Written feedback on inception report	BCN	30.09.22
1.4	Evaluator writes final start-up report based on feedback	<b>II Final inception report</b>	Evaluator	05.10.22
<b>2. Data collection phase</b>				
2.1	Fieldwork in Kisumu, Kenya.		Evaluator	10-14.10
2.2	Online debriefing between evaluator, BCN and local project management.	Minutes of the meeting	BCN	14.10.22
<b>3. Report writing phase</b>				
3.1	Evaluator writes draft report	<b>III Draft report</b>	Evaluator	23.10.22
3.2	BCN collects feedback from reference group and external referent and provides feedback on draft report	Written feedback on draft report	BCN	30.10.22
3.3	Evaluator writes final report	<b>IV Final report</b>	Evaluator	06.11.22
3.4	Presentation of final report at workshop with stakeholders	<b>V Oral presentation</b>	Evaluator	17.11.22

The deadlines are set to ensure that the evaluation is completed and can be presented to Blue Cross Norway, Digni, IBC and the local target group on 17 November 2022. Subsequently, Blue Cross Norway will create a follow-up plan in collaboration with our partners based on the evaluation report and input from this workshop.

## **9. Budget**

The cost of this task shall be agreed upon by the successful bidder but shall not exceed the budget allocated which will be determined in accordance with Kenyan rates for such work.

The final agreed total budget is paid by BCK according to the following plan:

30% after delivery of start-up report.

70% After the presentation of the final report.

These conditions and further explanation of other conditions will be specified in the contract.

## **10. Criteria for selection of the evaluation team**

The evaluation team will work closely with Blue Cross Kisumu and have direct contact with Blue Cross Norway in the planning and implementation of the evaluation, including practicalities related to field trips and presentations. Blue Cross Norway strongly encourage prospective applicants to propose a qualified team with a strong record in conducting evaluations to carry out the task.

The team must have experience and knowledge of the following areas:

- Strong academic qualifications in relevant fields of study.
- Documented experience in conducting developmental evaluation processes.
- Knowledge about the political, economic, and social context in Kenya.
- Sufficient language skills in Swahili and English to plan, implement, write and present the evaluation.
- Extensive demonstrated experience in evaluating gender and women empowerment projects or programs (attach a sample of a relevant report done recently).

## 11. Announcement

- i. Blue Cross Kisumu is announcing this as an open tender seeking financial and technical proposals for the final evaluation of the Alcohol and substance abuse prevention for children and youth project from qualified and experienced monitoring and evaluation experts. Details of the project and terms and conditions are as set out in sections 1 – 9.
- ii. Interested companies and individuals that meet the specified criteria should submit their technical and financial proposals accompanied by the following:
  - a. Company profile giving detailed information of directors and their qualifications and experiences in Project Evaluation and Learning especially in Children and youth projects.
  - b. Detailed resumes detailing qualifications and experience of key personnel who are proposed to undertake this task
  - c. Certified copies of certificates of registration with the relevant authorities.
  - d. Names and contact details of clients for whom relevant works were undertaken, including completion certificates.
  - e. Share links or attach at least three most recent and relevant Evaluation reports and publications done
  - f. Authority to seek references from clients
  - g. Letter of interest showing understanding of TOR and Digni Empowerment Assessment Tool (EAT)
  - h. Copies of PIN and KRA registration certificates including valid tax compliance certificate
- iii. Submit your complete application to: **BLUE CROSS KISUMU** by email at: [application@bluecrosskisumu.org](mailto:application@bluecrosskisumu.org) by midnight of **7<sup>th</sup> August 2022**.
- iv. Blue Cross Kisumu is announcing this as an open tender in Kenya. Potential evaluators are asked to contact project manager Brian Magwaro for questions about the assignment: [application@bluecrosskisumu.org](mailto:application@bluecrosskisumu.org) / **+254792965139**.