

Term of Reference

Intervention in Hygiene promotion Campaign in South Lebanon

Funded by DFID

Implementation from March to September 2014

I. Project Summary:

World Vision's DFID-funded WASH Project in South Lebanon contains a strategic hygiene-behavior-change component entitled "*Carry out a mass hygiene promotion marketing campaign*":

Based on the results of the Hygiene Barrier Analysis formative research that was conducted, culturally-sensitive hygiene messages were developed to positively influence the behaviour of the target beneficiaries toward adopting the desired hygiene behaviours that the project is promoting. (A brief guidance is mentioned on the 3rd page, as the detailed research outcomes will be shared at a later stage).

World Vision Lebanon is in search for a marketing/media consultancy company to turn those keys messages (highlighted from the HBA research) into marketable messages which will be launched across the three areas of **Saida, Tyre, and Bent Jbeil**.

The media used to broadcast these messages will be determined based on the results of the Hygiene Barrier Analysis formative research and consultant-led research as the most effective means of communicating information to the target community. The key messages may be broadcasted over the TV and/or radio; placed on billboards and turned into an interactive theatrical and/or musical representation. This hygiene promotion approach is unique to South Lebanon and is expected to have a great impact.

Throughout all activities, WVL will adopt a Do No Harm approach to ensure that activities are undertaken in a way that will not further exacerbate tensions. WVL will work in close collaboration with local authorities to ensure that the intervention is contextually appropriate and beneficial to both hosting communities and the refugees. A formal complaint and response system will be put in place and activities have been designed to ensure that decision making lies at the HH level, in cooperation but not in conflict with their neighbours and settlement communities.

Target Group:

Syrian Refugees who live in Collective Shelters in the 3 areas in South Lebanon (Tyre, Saida and Bent Jbeil) who are benefiting from the WASH interventions that World Vision is implementing in the collective shelters. Noting that the target audience of the campaigns are the Syrian refugee community in the above

three areas, the campaign shall also take into consideration the Lebanese community, as appropriate (e.g. approximately a 70% Syrian refugees and 30% Lebanese share of attention).

II. Specific Objective of the Service

Hiring a marketing/media consultancy company that would work on the below deliverables:

Design WV's Hygiene Promotion campaign:

- Review the WV Hygiene Barrier Analysis formative research results, and other relevant literature, in order to understand the context of the targeted Syrian Refugee community and the current hygiene practices.
- Translate the results of the Hygiene Barrier Analysis formative research into clear, targeted messaging among the target beneficiaries by turning the HBA agreed messages into marketable messages
- Conduct a rapid communication survey in order to inform the hygiene promotion strategy (e.g. identifying effective communication channels among the target communities).
- Present a comprehensive Hygiene Promotion Campaign strategy (e.g. inclusive of strategies/messaging at various levels: household, community, and the “masses”) to World Vision for review and feedback.
- Launch and implement the Hygiene Promotion Campaign within the project period, which will consist of:
 - Brain Storming: Ensure key message shared by World Vision are understood and creatively turned into audience targeted message (70% Syrian refugees and 30% Lebanese)
 - Production TV spot, Radio Spot, Posters, Leaflets, Billboards
 - Ensure airing time on appropriate channels (e.g. TV, Radio, Billboards, etc.)
 - Introducing new ideas on the best way to promote the HBA agreed messages (e.g. theatre production, songs, music concerts, etc.).
 - Ensure donor's visibility (that will be shared by WV at a later stage)
 - Weekly reporting/ highlights on the process of implementation

World Vision’s Hygiene Marketing Campaign will focus on promoting four (4) key hygiene behaviors among the target beneficiaries. The messages will draw upon formative research conducted by World Vision, in which significant determinants influencing these behaviors were identified. A corresponding “Bridge to Activity” has been developed for each significant determinant, which will direct World Vision’s response to the research findings (Table 1). These findings should be the basis of the messaging within the Hygiene Marketing Campaign.

4 Key Hygiene Behaviors:

1. Mother with children under 2 years old wash their hands with water and soap/ash at the five critical times during the day.
2. Mothers with children under 2 Years old ensure household drinking water is consistently treated with a water filter
3. Mothers with children under 2 years old ensure that all baby feces is consistently disposed of in a toilet
4. Household heads ensure consistent disposal of household solid waste in formally designated places

Table 1. Example: “Bridges to Activities” for Behavior 1 (NOTE: these are preliminary study results that may be modified).

Increase the perception that the priority group is able to wash hands with water and soap/ash at the 5 critical times with their current knowledge, money, & skills
Increase the perception that approval of the priority group is reason enough to wash hands with soap and water/ash at the 5 critical times
Increase the perception that washing hands with soap and water/ash protects children
Increase the perception of priority groups that there are no disadvantages of washing hands with soap and water/ash at the 5 critical times
Increase the perception that diarrhea is a very bad problem
Increase the perception that washing hands with soap and water/ash at the 5 critical times will help the Priority Group, their children, and family avoid getting diarrhea
Increase the perception that not washing hands with soap and water/ash at the 5 critical times will result in diarrhea
Decrease the perception that there are no community laws or rules in place related to washing hands with soap and water/ash at the 5 critical times
Decrease the perception that an illness is "all in the hands of God".
Increase the perception that even though illness is in the hands of God, the priority group can still prevent illness
Increase the perception that washing hands with soap and water/ash at the 5 critical times makes them better believers in God
Increase the ability to remember to wash hands with water & soap/ash at the 5 critical times.
Increase the ability to wash hands with limited water
Increase the ability to wash hands with no/limited soap at the 5 critical times
Increase the ability to wash hands even when water is cold
Increase the ability of the priority group to spend money on soap.
Increase the ability of the priority group to spend money on water.
Increase the ability to wash hands even when water is cold