



Arab Republic of Egypt  
Ministry of Social Solidarity

Campaign implementation in Hayat Karima Village and Strengthening Institutional and Human Resources Capacities of Ministry of Social Solidarity on SBCC

TOR TITLE	BelWa3y Misr Bettetghair Intervention campaign
Purpose	Present a detailed proposal along with Budget proposal
Project Duration	Starting January 2023 for 18 months
Contact name	Ministry of Social Solidarity

## Table of Content

---

Background

Introduction

Project overview

Project objectives

Project target Audience and geographical expansion

Services to be offered

Intervention plan

Media channels to be used

Team to handle the intervention

Reporting

Recommended Activities

Financial offer

## Background

In reference to the 2030 agenda and the governorate vision, The Ministry has launched a national initiative that aims to develop people's awareness regarding the existing services given by the ministry and other social matters that impede development. The main topics that have been the core of the campaign so far are: family planning, economic empowerment, early marriage, Takafol we Karama for solving matters, early detection of disability for children and early childhood education through nursery. That being said, there is a pressing need to continue this campaign and communicate these messages in a way that is accepted by the target audience it is dealing with. Different governorates may deal with different issues and may require different ways to communicate. Moreover, a thorough monitoring system should be in place as to assess the efficiency of the interventions on the short and long term to build a mechanism upon trial and error.

The Social and Behavior Change Communication (SBCC) methodology can unleash transformational change around some of Egypt's most pressing Challenges, including economic empowerment, positive parenting, disability services as well as protection and safety nets and ensuring all people enjoy health, peace and prosperity.

The Ministry of Social Solidarity will adopt the Social and Behavior Change Communication approach in the use of communications to change behaviors-including service utilization- and promote social change by positively influencing knowledge, attitudes and social norms. The Social and Behavior Change Communication campaign will work at a multiple of levels of the system-individual, family, community, service delivery, and enabling environment- to achieve sustainable social and behavior change. The Social and Behavior Change Communication recognizes that individual and social change does not happen in a vacuum but is dependent on larger structural systems and norms.

The ministry of Social Solidarity has previously launched TK & K program that targeted more than 3.5 million women who supports their families due to the lack of sustainable monthly income. The program secures for those women a conditional monthly income that covers the basic needs yet this allowance is conditioned with both education of the children and their school attendance and their health care centre visits (for immunization, parental follow up and maternal follow up).

Through the new presidential initiative Hayat Kareema, The government is adopting a new approach to empower these women and to encourage their integration in the labor market , securing them via various ministry programs microfinance opportunities some of which are non-refundable and some are refundable post to a socioeconomic assessment to the capabilities and the geographical presence.

## Introduction of the initiative

In light of the presidential initiative "Decent Life" and Egypt Vision 2030, the Ministry of Social Solidarity launched a national initiative through the implementation of an advocacy campaign called "بالوعي مصر بتتغير للأفضل", which aims to develop and raise the awareness of the community and its members about the current services provided by the Ministry and other social programs that support the developmental objectives. The communication approach for social and behavioral change also relies on structural systems and standards that enable the campaign to reach individual and societal change.

The initiative focused on a campaign that includes some key topics, including family planning programmes, economic empowerment, early marriage, early detection of disability, early childhood and the National Program "Takaful wa Karama, T&K" (Solidarity and Dignity).

There is an urgent need to deliver simple messages that serve these topics in a way that makes it easier to grasp by the targeted communities, which may require different ways of communication tools to be developed after assessing the efficiency of previous interventions through a comprehensive monitoring system where short-term lessons learned feed into the new phase to make needed adjustment to the campaign plan in the long run and this is done by developing an integrated monitoring and evaluation system.

The Ministry of Social Solidarity vision is to reach a cohesive, and productive Egyptian society that provides social justice, economic development and a decent life for the family and the individual on foundations of justice, integrity and participation. The Ministry of Social Solidarity seeks to provide social protection, integrated care and economic empowerment to eligible citizens without discrimination. In this light it has initiated an awareness campaign "بالوعي مصر بتتغير للأفضل" that has reached 97000 Egyptian women in 23 centers throughout 120 villages in 4 governorates. This campaign has worked on developing services throughout the republic and making sure Egyptian citizens know about them with the aim of pushing behavioral change. After the evaluation of the campaigns impact, the Ministry of Social Solidarity hopes to continue its efforts while adjusting accordingly.

In times of significant social and economic change, it may be challenging to adopt social norms, attitudes and behaviors. Families and communities are struggling to deal with social and economic challenges and some traditions can constitute bottlenecks to the advancement for the individual rights.

The Ministry of Social Solidarity aims to supporting social and economic norms, beliefs, knowledge and practice favoring the wellbeing of the individual, children and families by strengthening Social and Behavioral Change Communication (SBCC) for the Ministry's different portfolios by building on previous awareness raising efforts. The Ministry also aims to expand the awareness campaign and multiply its impact on the beneficiaries in order to shift people's perceptions and attitudes on crucial social topics.

The intervention is geared towards providing services and achieving raising the awareness of the women, enhancing their capabilities, raising family planning rates among those women and offer all MOSS services that can benefit those poor women also.

The target audience in this phase is to reach out for almost 500,000 households over a span of eighteen months.

Bel Wa3y Misr BetatGhair is the umbrella campaign for the intended intervention and we would like to use the same material used in the first phase conducted in October 2021. The Project should rely on the existing system personal of Moss both centrally and at local levels for insuring sustainability and benefit from the Rapid Pro capabilities that allows direct reach out for the beneficiaries via sms and via the raedat rifiat.

It is important also to ensure that local NGO's would take part in raising awareness about the intervention and are promoting to their network the intervention activities to ensure attendance and maximize the exposure of the intervention.

The intervention project activities should be implemented through coordination via existing national capacities of MoSS ( and affiliated NGOs through Hayat Karima initiative) and the TK&K teams centrally and locally along with the selected agency staff in order to build lessons learned for the local team to be able to continue on their own the intervention activities.

In addition the selected agency should train the local team of Moss to be able to repeat the same proposed intervention activities locally.

The intervention should target women predominantly and should create a space to offer at least 6 services from MOSS named :

- 1- Maternity follow-up done in partnership with ministry of health
- 2- Family planning clinic done in partnership with ministry of Health
- 3- Economic empowerment and financial inclusion programs
- 4- Early detection for disability
- 5- Takaful wa karama program cards problem solving
- 6- Wa3y program services and messages

The intervention should determine the geographical range and locations ( venue ) where the activities will take place and will be secured enough to have gates and accommodate per day at least 2000-3000 women.

The proposal should also cover the media awareness activities preceding the intervention to raise women expectation of the intervention and encourage them to come and benefit from all offered services.

Following the intervention, the different programs use the data gathered to establish direct contact with the registered beneficiaries and they start their own activities on a direct basis.

### **Project objectives**

- Raise awareness about family planning and avail the service during the intervention for free
- Provide early detection for children disability
- Encourage women to work and enable her economically
- Gather proper updated data of the women in need in Haya kareema planned cities.

### **Project target Audience and geographical expansion**

- The primary target audience is women from 21 till 45 who are married with no sustainable income
- Secondary target is young women from 16 till 21 and elderly women from 55 till 65 who influence their children decision in all social behaviors

Targeted Governorates:

Qalyubia (1 center), Monufeya (2 centers) , Kafr el Sheikh ( 1 center), Damietta (1 center), Ismailiya (1 center), Gharbeya (1 center), El Giza (2 centers), El Fayoum (2 centers), El Wadi el Gedid (2 centers), Qena (4 centers), Luxor (2 centers), Aswan( 5 centers), Alexandria (1 center), El Beheira (6 centers), Al Sharkeya( 1 center), Al Dakahleya (1 center)

### **Services to be offered**

- Moss offers 6 programs during the intervention 2 in partnership with ministry of health and 4 programs launched by the ministry in addition to the presence of haya kareema representative who build their own data base covering the needs and requests of those households such as urgent medical operations, orphanage support, elders special needs

### **Agency Intervention plan**

The agency participating in the TOR must demonstrate previous experience in local intervention) plan for the intervention covering all the details of preparation to initially reach 500,000 households.

The details requested must include

- The preparation details
- The location and venue selected
- The density of population targeted in the plan
- The communication plan to reach out for those women and build interest among them to attend the intervention
- The Format of the intervention
- The reporting
- The staffing and the manpower
- The registration process
- The Production needed

### **Media channels to be used**

The proposal must cover all the media communications activities needed to reach the following areas in this phase

- 
- 

### **Manpower and staff**

The project requires a strong staff with long experience in local intervention and a proven track record of success in managing mega events over 5000 person per day so in the proposal the agency must show their capabilities in handling such mass event with proven success track record.

In the meantime the participating agencies must show at least 10 to 15 years experience in this field.

### **Reporting**

The most important angel of this project is to ensure accurate reporting to MOSS STAFF ON DAILY,WEEKLY MONTHLY basis in addition to a coherent closure report about the entire learnings, the pros and cons of the intervention while also collect forms that can allow accurate data collection of all beneficiaries to be used post intervention by the various programs.

### **Recommended Activities**

It is vital that the participating agencies share some recommended activities to help in raising the awareness of the beneficiaries during the intervention.

**Financial offer**

A detailed financial offer must be presented in a sperate envelop with the agency legal paper and at least one sample of previous contract that had the same scope .

The manpower and their time fee must be mentioned along with the campaign activities detailed breakdown budget.