

BACKGROUND

The pilot project and its approaches builds on THET's deep links with the NHS, including its role in managing Health Partnership programmes funded by ODA (Overseas Development Assistance) to strengthen health systems in Africa and Asia. THET is at the centre of an established network of over 130 NHS Trusts, Royal Colleges and academic institutions and government departments who have participated in such programmes.

This pilot programme aims to build on these activities through the development of a focused campaign to mobilise NHS voices and influence members of Parliament to become publicly supportive of ODA investments in global health. The campaign draws on THET's 30 years of experience in communicating the mutual benefits of ODA investments for the UK's NHS and the health systems of low- and middle-income countries (LMICs) and builds on sector-wide campaigns led by Action for Global Health (AFGH), of which THET is a member.

RESULTS FRAMEWORK

Outcome	Outcome Description
1	Targeted MPs in the UK demonstrate positive behaviour toward ODA investments in global health during the campaign lifetime.
2	Visible behaviour change among targeted NHS workforce in support of global health during the campaign lifetime.

AUDIENCE OF THE EVALUATION

- Bill & Melinda Gates Foundation (BMGF)
- Action for Global Health Network
- NHS Trusts and the UK health community

OBJECTIVES OF THE EVALUATION

The objectives of the evaluation are to:

- Provide an objective assessment of the achievement and results, weaknesses and strengths of the HEAL campaign, as well as an analysis of its performance in terms of progress and process, relevance, sustainability, and the extent to which the project is contributing to the desired impact.
- Determine the extent to which the HEAL campaign contributed to achieving stated objectives of the BMGF in the UK.
- Generate lessons learned and good practice from the project's work.
- Provide clear and forward-looking recommendations that can guide THET and external partners in developing strategies for similar projects, including strategies for policy focused advocacy.

EVALUATION APPROACH AND METHODS

The evaluation will take a summative approach, reviewing and discussing how and to what extent the HEAL campaign realised its expected results. However, there will also be a formative element in that the evaluation will document important lessons learned for THET and external audiences.

It will apply the evaluation criteria of relevance, effectiveness, efficiency, impact and sustainability. The discussion of the criteria may be integrated in the discussion of evaluation questions, but the relevant criteria should be indicated or a short summary per criterion should be included in the report.

The evaluation will be carried out as a **desk study** of all relevant documentation including partner reports and data collected by the THET, complemented by **interviews** with relevant UK institution staff and UK volunteers.

SCOPE OF WORK AND EVALUATION QUESTIONS

The evaluation will seek to answer the following specific questions focused on programme outcomes:

- To what extent has the HEAL campaign demonstrated the value of mobilising NHS spokespeople in support of ODA investments in global health?
- To what extent are the strategies piloted through HEAL best practice for future campaigns?
- Have the targeted MPs demonstrated positive behaviour change towards their attitudes to UK aid invested in LMICs?

It will be guided by three overarching evaluation questions:

1. "Proof-of-concept"
 - a. To what extent has the HEAL campaign mobilised NHS spokespeople in support of ODA?
 - b. Does mobilising NHS health workers have an impact on MPs in demonstrating positive behaviours?
2. What is the value to the wider global health sector of this approach?
3. What is the potential for scaling up the HEAL campaign?

The evaluation will also consider the following criteria:

- **Relevance**
 - How relevant was the support of THET in terms of enabling the project goals?
- **Effectiveness**
 - To what extent were the objectives achieved?
 - What were the major factors influencing the achievement or non-achievement of the objectives?
 - Were the initial objectives realistic?
- **Efficiency**
 - Was progress achieved at reasonable costs?
 - Was the actual timeline of development and implementation realistic? Were the objectives achieved on time?
 - Was the project implemented in an economically justifiable way under the given circumstances?
- **Impact**
 - How many and which health care workers (LMIC/UK) were reached?
 - How many times calls to actions were engaged with?
 - How many and which MPs were reached?
 - Which factors contributed to the changes that were generated?
 - To what extent has HEAL generated or is expected to generate significant positive or negative, intended or unintended, higher-level effects?
 - What is the benefit of HEAL to the wider sector efforts to positively affect MPs?
- **Sustainability**
 - What systems have been put in place as a result that will influence sustainability?

TASKS AND RESPONSIBILITIES

CONSULTANT'S RESPONSIBILITIES

1. Preparatory work:
 - a. Establish a good understanding of HEAL through discussions with THET's External Engagement Team and review of key background documents, reports, data and publications.
 - b. Identify information gaps and propose strategies for gathering critical additional information.
2. Evaluation design and implementation
 - a. Refine evaluation questions, design evaluation methodology, tools, plan for analysis.
 - b. Develop a list of informants and a detailed workplan in dialogue with THET.
 - a. Conduct evaluation
 - b. Document, synthesise and analyse findings.
 - c. Draft complete report of findings, analysis and recommendations.
 - d. Finalise report integrating comments from THET.

THET'S RESPONSIBILITY

1. Share with the consultant information and data which form part of what is to be analysed, essential background documents and other relevant reading. Provide and explain lists of documents, stakeholders and other information as needed.
2. Orient the consultant and be available for regular meetings to discuss details.

3. Review, comment and approve the inception report.
4. Support the consultant to implement agreed activities.
5. Comment on initial findings and the full draft report.
6. Draft a management response after the completion of the evaluation.

DELIVERABLES

The consultant will produce the following deliverables. All written materials must be in English submitted electronically in accessible formats.

1. Full evaluation report responding to the objective and scope of work in this TOR, with a stand-alone 'communicable' executive summary that is no more than one page long for sharing with donors and stakeholders.
2. Recommendations based on evaluation findings to articulate how THET can build on the learning from the project.
3. A slide deck summarising the evaluation report for webinar/presentations to share the findings

PROPOSED TIMEFRAME AND BUDGET

The consultant is expected to carry out the evaluation and produce the deliverables in July 2022. All work must be completed, and final reports accepted no later than 31st July 2022.

The total budget for all consultant fees should not exceed GBP £4800 inclusive of VAT (16 days of work at £300 incl. VAT).

CALL FOR EXPRESSIONS OF INTEREST

THET is inviting expressions of interest from individual consultants or a team of consultants to carry out the evaluation of the HEAL campaign. In case of a team, the team leader will be responsible for coordinating the team and for all deliverables and their quality in accordance with the terms of reference.

CONSULTANT SELECTION WILL BE BASED ON THE FOLLOWING CRITERIA:

SECTORAL UNDERSTANDING

- Excellent track record in the fields of campaign evaluation
- Strong understanding of:
 - The UK health sector and global health
 - The UK aid structure and opinion
 - The UK political structure and MP engagement

EVALUATION EXPERTISE

- A clear, credible, and structured proposed methodology.
- Familiarity with relevant evaluation methodologies.
- Excellent ability to communicate in and write concise, readable and analytical reports in English,
- For the lead consultant if part of a team: strong credibility in the field, proven ability to manage the evaluation process, including recruiting and managing other team members as necessary.
- Availability during the required period.
- Be able and willing to engage/collaborate

EXPRESSIONS OF INTEREST SHOULD BE SUBMITTED TO JOBS@THET.ORG AND INCLUDE:

- A one-page statement of capability introducing the evaluator(s) and their organisation, if relevant, and how the skills and competencies described above are met.
- A maximum four-page outline of the proposed evaluation process including:
 - The consultant's understanding of the assignment with initial comments to the terms of reference;
 - An outline of the proposed evaluation methodology;
 - Management arrangements; if a team is proposed, details should be provided on the specific role and contribution of each consultant.
 - A current CV for each consultant, preferably in short form.
 - An outline work plan with budget showing the major costs of the evaluation.
 - Confirmation of availability to complete the evaluation in July 2022.
- Any potential conflict of interest should be mentioned and shown how it will be overcome.

Deadline for submission of expressions of interest: 12th June 2022