



Terms of Reference (TOR) for a Research Partnership in Guatemala City

Application Details:

- Interested research firms should submit a written proposal, including any relevant supportive documents alongside required elements, through the email addresses mentioned below on or before July 5th.
- Should a firm be selected for this partnership, the selected firm is expected to notify the PMC office within 48 hours of its willingness to accept the offer and start the work as soon as possible.
- Interested and eligible research firms should submit proposals to ahendersonriley@populationmedia.org and copy to sdichiara@populationmedia.org and bnajera@populationmedia.org.
- Interested research firms may submit questions to the email addresses listed above at any time during the application window. PMC will respond as soon as is feasible. Note that questions submitted immediately before the deadline may not receive a response, so bidders are encouraged to submit questions as early as possible.
- PMC reserves the right to accept or reject any or all bids.
- All timelines presented in this TOR represent PMC's current best estimates and are subject to change.

Background of the Assignment: Rebroadcasting and Impact Assessment of Toma Mi Mano Radionovela and Media Project in the greater Guatemala City metro area

Population Media Center (PMC) is a pioneering entertainment organization dedicated to fostering social norm change, individual transformation, and demand generation on deeply ingrained personal issues. From 2018-2019, PMC broadcast a transformative, Spanish-language radionovela project across Guatemala with transmedia elements specifically designed to enhance the health and well-being of the population.

The Toma Mi Mano ("Take My Hand") radionovela is a testament to PMC's commitment to addressing critical societal issues. Primary themes addressed in the radionovela TMM include:

1. Prevention of unplanned pregnancy in adolescents aged 14 to 19
2. Family planning, especially in people aged 20 to 24
3. Gender-based violence, especially sexual abuse
4. Prevention of community violence

PMC is rebroadcasting Toma Mi Mano in the greater Guatemala City metro area (5 years after the original broadcast). The broadcast began in May 2024 and will continue for 13 months with a target audience of Spanish-speaking adults aged 18-49. The original 156 episodes of the radionovela are being broadcast in the greater Guatemala City metro area three times per week, strategically augmented by additional media pieces. The focus of the present research is to examine the effects of the radionovela on Spanish-speaking people living in Guatemala City. Toma Mi Mano will be concurrently broadcast in Los Angeles, California with a similar audience.

This Terms of Reference (TOR) document invites research firms with experience working in the greater Guatemala City metro area and/or with this population to partner with PMC to evaluate the impact of Toma Mi Mano. The selected research firm will play a crucial role in shedding light on the influence of Toma Mi Mano in a new context, contributing valuable insights for future initiatives aimed at social and reproductive health improvement.

Research Design

Our selected research partner will work together with PMC to conduct a mixed methods evaluation for this project. The research design will employ a quantitative endline impact evaluation using in-person surveys conducted in high-density areas (e.g., shopping areas) or online surveys (research firms will provide their input and expertise). In addition, findings from a series of in-person focus group discussions at endline with exposed participants only will complement the survey results.

The quantitative surveys should be a representative sample of the target population focused on Spanish-speaking individuals in the greater Guatemala City metro area aged 18-49, with a particular focus on young people 18-24, and parents of adolescents 14-19. PMC will develop the endline survey tools in Spanish (10-15 minutes approximately in length). The research firm will provide feedback and culturally specific tailoring if needed. The endline survey should be conducted as soon as possible after the broadcast ends in June of 2025 (13 months). Interested researchers should provide a sample framework in their proposal and describe how participants will be selected and the sample size.

There will be also a qualitative component at endline comprised of 16 in-person Focus Group discussions (FGDs). The FGDs should be conducted with exposed participants ONLY with specific groups to be determined at a later date.

The tasks for the local research firm will be to:

- acquire IRB approval, with the support of PMC;
- conduct data collection for both quantitative and qualitative arms of the project;
- provide clean quantitative and qualitative datasets to PMC in English (SPSS dataset and Microsoft Word transcripts)
- conduct data analysis and draft a report using a report template provided by PMC

The deliverables for this project include:

Number	Deliverable	Description	Page limit
1	Inception Report	Presents work plan, methods (sampling, timing, roles, and responsibilities of research firm	10 pages
2	Research Protocol for IRB approval	Must be prepared in accordance with appropriate IRB regulations. PMC will lead this activity.	Varies based on IRB requirements
3	IRB approval letter	PMC will work with the selected firm to receive IRB approval. The approval must be obtained before data collection begins	N/A
4	Final raw and cleaned data sets	SPSS datasets for quantitative endline ;	

		English transcripts of all focus groups and interviews	
5	Draft endline report with quantitative and qualitative analysis	This report should summarize the overall project, key findings, and statistical differences between exposed and unexposed participants as well as a thematic analysis of all FGDs conducted. PMC will provide an outline/template for how the report should be structured	The main body of the report may be no longer than 20 pages; appendices may include extra information as needed
6	Final endline survey report	This report should incorporate all comments and questions the PMC had from the original draft report	The main body of the report may be no longer than 20 pages; appendices may include extra information as needed

Interested research firms should include detailed responses to the following items in their proposal.

1. IRB Approval

Proposals should outline what IRB research firms will submit to, their experience with the IRB, the expected timeline, and associated costs. PMC will assist with the IRB approval.

2. Consent and Recruitment

Proposals should include a plan and costs for recruiting survey and focus group participants, as well as gaining ethical consent. Please include costs for incentives for both survey and focus group participants.

3. Data Collection

Proposals should describe their proposed process for recruitment for the study. Proposals should also describe the process of conducting focus group discussions in Guatemala. Where are the recommended locations of spaces where data collection will occur? How long will recruitment approximately take? How will the focus groups be recorded?

4. Data Entry and Cleaning

Proposals should describe the processes for cleaning both datasets, including transcribing focus group recordings. This should include a description of how the

Spanish transcriptions will be translated into English and how the final data will be delivered to PMC. Describe the procedures used to transcribe and translate the participants' responses. Include a description of potential software used to process the qualitative data and the file format of the final, clean transcriptions.

5. Timeline

Proposals should provide a work plan that shows the number of days and weeks required to complete the research tasks described above. The chart should include all tasks and activities mentioned above and related to this project.

7. Budget

Proposals should include a budget that includes a line item for each of the activities described above. This section should provide all of the costs associated with conducting the research, including human resources, travel per diems, accommodations, operational costs for fieldwork, and miscellaneous costs, including communication (phones, etc.).

8. Team Members and Company Profile

Proposals should include a profile of potential team members.

For the team, provide the following for each person:

- Fluency in Spanish
- Status as a full-time, part-time, or contracted employee
- CV, including educational background and experience (abbreviated/short format OK)
- Experience with qualitative and quantitative data collection

Proposals should also provide a brief history of their research firm and describe recent research projects. This should include:

- Size of the research firm,
- Expertise in conducting research in Guatemala City
- Previous use of the proposed collection methods
- Demonstrated experience with proposed analytic methods