**SKY BRIEF**

**Subject Matter Expert in Gender Equality**

**Introduction**

Good Business is seeking an expert in gender equality (GE) to act as an advisor to us and our partners as we look to expand and evolve SKY Girls, a multimedia programme focused on adolescent girls and young women (AGYW) aged 12-19 in Africa, funded by the Bill & Melinda Gates Foundation (BGMF).

SKY originated as a tobacco prevention programme, which was first launched in Botswana in 2014, and is now also running in Ghana, Cote D'Ivoire, Zambia and Kenya. While the initial focus was tobacco, in order to deliver effective change in this area we developed SKY as a broad empowerment platform, into which we integrate tobacco messaging. This video provides insight into what this looks like in practice. The programme has proven to be effective in multiple markets, reducing overall tobacco usage, and building protective factors amongst our audience of young girls and adolescent women.

Good Business has just received its fourth grant from BGMF, which extends the SKY programme in Kenya, while also funding the launch of SKY in Nigeria in the first half of 2022. In both countries, SKY will be expanded to include new issue areas, whilst also retaining a focus on tobacco control.

See below for a summary of the issues areas and relevant markets, and our working definitions of empowerment and agency.

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<thead>
<tr>
<th>Table 1: Summary of issue areas</th>
<th>Kenya</th>
<th>Nigeria</th>
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<tbody>
<tr>
<td>Tobacco Control</td>
<td>✔</td>
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<tr>
<td>Gender Equality</td>
<td>✔</td>
<td>✔</td>
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<td>Financial Services for the Poor</td>
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<td>✔</td>
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<td>HIV</td>
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<th>Table 2: Working definitions</th>
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<tr>
<td>Empowerment</td>
<td>Expanding AGYW’s ability to make choices,</td>
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<td></td>
<td>strengthen their voice, and have more agency</td>
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<td></td>
<td>over the direction of their lives and futures.</td>
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<tr>
<td>Agency</td>
<td>Power to make choices and decisions</td>
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**Scope of work**

We are looking for an expert consultant based in Nigeria or Kenya to provide advice and guidance from a GE perspective as we seek to incorporate new issues into SKY in Nigeria.

We would like the expert to help us with all aspects of the development and implementation of our approach, providing subject matter expertise to guide and inform us.

We are looking for an expert with particular knowledge around empowerment and agency in AGYW. Specific expertise around the inter-relation between building empowerment and agency and creating positive change on specific health related outcomes would be an advantage.
We have identified the following initial focus areas in which we require assistance, which may evolve over time.

1. **Research and evaluation**
   - Input and guidance into the design of our formative research, which will explore current attitudes and behaviours around gender equality, HIV and related issues around attitudes to health and relationships, tobacco, and financial inclusion. We will set out to understand these issues and how they fit into the lives of AGYW, identifying levers for change. We will also explore differences by geographical region and urban/rural context, as well as by age and socio-economic status.
   - The scope for assistance in relation this might include help with identifying and recruiting respondents for the research, as well as input into the study design and results analysis.

2. **Programme and message development**
   - Input and guidance into the design of our core approach and messaging strategy. Our goal is to integrate messaging on the issues outlined above into the existing SKY programme and messaging structure (see below for more information) where possible. We will seek guidance and feedback as we develop this approach – for example by providing an expert view on suggested new messaging, while also providing an adolescent health lens on existing messaging.
   - Input and guidance into particular sub-sections of the target audience to focus on, and insight into their specific challenges and needs. While our core target audience is AGYW (aged 12-19) we are open to narrowing this focus for specific at-risk audiences.

3. **Programme implementation and evolution**
   - Ongoing support on the programme and messaging as it develops and evolves over time. This might include advice on how to evolve specific messaging, or how to adapt the approach to include additional focus on new areas of concern or interest.
   - Advice and guidance on how to respond to any issues and challenges that develop along the way, as we continue to evolve and test the approach.

4. **Stakeholder identification and management**
   - Input and guidance on stakeholders to engage with and where appropriate, involvement with the engagement process. We know there are many different organizations and individuals who are active in the AGYW space in both Kenya and Nigeria, and we are very keen to ensure our work builds form and complements existing activity, and is understood and accepted.

**Skills and experience**
The expert consultant we appoint may be someone who operates individually, or someone who is attached to an organisation – e.g. an academic institute or an NGO or Foundation. We are seeking someone with the following desired attributes.

- Deep expertise in relation to the issues around empowerment and agency in the AGYW context in Nigeria and Kenya, including knowledge of the most pressing challenges, and the areas in most need of attention
- Deep knowledge of the local AGYW landscape in Nigeria and Kenya, including knowledge of existing activity and the organisations that are connected to this space

A working understanding of social marketing programmes, and of measurement and evaluation in this field would be an advantage but is not a necessity.

Time and remuneration

We envisage the expert consultant we appoint to spend 1-2 days a month providing advice and guidance to us, over an initial one year period. This is an initial estimate which may evolve, and the time period may also be extended. The day rate is $500.

About SKY

In 2013, Good Business received a grant from the BGMF to pilot social marketing approaches to smoking prevention amongst teenagers in a small number of African countries. This grant supported the BMGF’s focus on reducing tobacco related death and disease in developing countries by preventing the initiation of new smokers and decreasing overall tobacco use. The grant brief was to develop effective approaches that could outweigh the negative impacts of peer pressure, tobacco company spending and addiction by creating positive prompts aimed at making tobacco less appealing, thereby stripping out the aspiration around smoking for a younger audience.

In response to the brief, Good Business developed a multi-media social marketing programme called SKY. SKY is a broad resilience building and empowerment platform, into which we integrate tobacco messaging (See “Further information & resources” section to explore what this look like in practice). This programme has proven to be effective in multiple countries, reducing overall tobacco usage, and building protective factors amongst our target audience.

To date, SKY has run in Botswana, Ghana, Uganda, Cote D’Ivoire, Kenya and Zambia.

SKY’s approach to tobacco prevention

The SKY approach was born directly out of the extensive qualitative and quantitative research (conducted at the start of the first grant period) into a) factors driving tobacco use and b) levers that might effectively drive change. The approach has been refreshed periodically throughout the life of the programs, and every time a new country has been added. Our research found that teenage girls did understand the health risks of tobacco use; however, these risks were perceived distant, remote, and disconnected from the immediate social context which was the focus of their lives. While they don’t want to use tobacco, many struggled to resist peer pressure to smoke in social circumstances where tobacco is available. See Figure 1 below for the SKY Theory of Change.
Rather than a campaign framed around tobacco, SKY starts with what young people care about and works within their social worlds, using multiple channels to create a community which gives girls a sense of belonging and helps them navigate their futures and express themselves, building empowerment and resilience. Tobacco messaging is integrated within the platform, and we work to make it come ‘from’ girls, rather than from us, which increases its impact and the extent to which girls genuinely identify with and believe it. This creates the conditions for young people to choose to reject tobacco, and to stick with that choice.

Girls can interact with SKY through multiple channels, which combine to make SKY a big part of their lives. These include: chatting about issues through Facebook and WhatsApp; reading and contributing to the SKY magazine with their friends; listening to the girl-led radio shows; watching vlogs, SKY TV, and the SKY film; and experiencing SKY at in-person events (see Table 1 for full list of SKY channels). Balancing breadth and depth of impact and engagement is critical to us as it is the combination of reach and impact that drive change.

Figure 1: Existing SKY Theory of Change

Table 1: Summary of SKY Channels

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<tr>
<th>Channel</th>
<th>Brief Description</th>
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<tr>
<td>Social media</td>
<td>SKY’s social media presence includes Facebook, Instagram, TikTok, Snapchat, and WhatsApp. As well as posting content, SKY facilitates discussion between girls on these platforms, and offers interactive opportunities such as the chance to enter competitions.</td>
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<tr>
<td>SKY magazine</td>
<td>30-40 page magazine distributed in print and online via schools, in housing estates and at mall drop-offs. New editions printed every 3-4 months. Features include fashion tips, interviews with celebrities and advice segments.</td>
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<tr>
<td>SKY radio</td>
<td>Narrative radio dramas or radio shows hosted by young women and aired on local/national radio. These may include call-in features where viewers can ask hosts for advice, as well as discussions around relevant topics such as music, relationships and peer pressure.</td>
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<tr>
<td>SKY TV</td>
<td>Dramas, movies and/or short-form content aired on local/national TV and YouTube. Normally aired in ‘seasons’ (e.g. 12 episodes over a 3-month period). Storylines revolve around ‘being true to yourself’ and aim to reduce the aspirational value and normalisation of smoking.</td>
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School visits

Visits by SKY activation team to local schools, during which they distribute the magazine, share information about SKY and run activities (e.g. talent shows, movie screenings, drama performances). Frequency can be weekly (for smaller clubs with a select group of girls) or less frequent (for larger activations).

SKY events

On-ground events, which may include movie/TV screenings, 'festivals' featuring visits from celebrities and activities such as make-up and DIY, and celebrity performances. Larger events are sporadic (e.g. once every few months), but smaller events (e.g. pop-up magazine distributions in malls, touring of SKY van around estates blasting music and sharing details of SKY) happen more frequently.

Billboards

SKY is advertised on billboards to build brand awareness and aspirational value. Generally used at launch for a 1-3 month period, and to promote specific assets (e.g. new movie launch).

Contact and application process

Please get in touch with Larissa Persons (larissa@goodbusiness.co.uk) with any questions about this brief.

To apply for the expert consultant position please send a CV and covering letter to Alice Railton (alice@good.business).