



**SEND
GHANA**

TERMS OF REFERENCE

Consultancy to Support the Government of Ghana To Develop a National SMART Advocacy Strategy for Sustainable Domestic Financing for Family Planning

Consultancy Opportunity

SCOPE

National

CLOSING DATE

28 September 2026 | 23:59 pm

SUBMISSIONS

career@sendwestafrica.org

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1. Background and Context

Family planning (FP) is central to Ghana's efforts to improve maternal and adolescent sexual and reproductive health (SRH) outcomes, prevent unintended pregnancies, and advance national, regional, and global development commitments. For many years, Ghana's FP commodity security has relied heavily on support from external development partners, including the United States Agency for International Development (USAID), the United Nations Population Fund (UNFPA), and the West Africa Health Organisation (WAHO). As development partner (DP) support continues to decline, Ghana's FP2030 commitments target government financing to cover 20% of national FP commodity needs by 2030. This commitment aims to promote equitable and timely access to quality FP information, commodities, and services for all persons of reproductive age in Ghana by 2030. This is particularly critical, as anticipated reductions in, and the eventual exit of, major donor support exposed Ghana's continued reliance on external financing for FP commodities, heightening the risk of stock-outs.

SEND GHANA's facilitated FP budget tracking assignments and FP commodity income analysis in 2025, and the findings reveal significant financing gaps and weak predictability in domestic budget releases for FP commodities. In 2024, for example, an estimated GHS105 million (US\$7.2 million) was spent on FP-related activities with more than 90% of the financing coming from DPs. UNFPA contributed about GHS38million (36%), of the funding, WAHO did GHS25.6 million (25%), USAID followed with 18.2 million (17%), and Susan Thompson Buffet Foundation (STBF) contributed GHS12.8 million (12%). GoG's share in FP financing was just about GHS9.9 million (9%). Addressing these financing gaps requires a well-defined, evidence-based, and results-oriented advocacy strategy to drive sustained domestic resource mobilisation for FP commodities and services and to support Ghana's transition towards self-reliant FP financing.

A consortium of four organisations: the Alliance for Reproductive Health Rights (ARHR), World Vision International Ghana, Marie Stopes International Ghana, and SEND GHANA, is implementing the Adolescent Reproductive Health and Rights (ARHR) project under the Government of Ghana/UNFPA 8th Country Programme. The project aims to improve adolescent SRH outcomes and strengthen humanitarian preparedness and response across seven regions of Ghana: Ashanti, Eastern, Volta, Greater Accra, Oti, North East, and Bono East. SEND GHANA is therefore seeking the services of a consultant to develop a national SMART advocacy strategy for sustainable domestic financing for family planning,

2. Rationale for the Assignment

With the exit of major donors, there is an urgent need for a coordinated, evidence-based advocacy approach that engages key government duty-bearers, including the Ministry of Health (MoH), Ministry of Finance (MoF), Parliamentary Select Committee on Health, the Ghana Health Service (GHS), private sector players, and other domestic stakeholders, to secure increased and predictable domestic financing for FP commodities. A SMART advocacy strategy will provide the government and non-state actors with a clear, actionable, and measurable framework to guide sustained advocacy efforts over the medium to long term, building directly on existing evidence.

3. Purpose and Objectives of the Assignment

3.1 Overall Purpose

The overall purpose of the assignment is to develop a national SMART Advocacy Strategy that drive sustainable domestic financing for family planning commodities and services.

3.2 Specific Objectives

1. Identify innovative and sustainable domestic financing mechanisms and options for consideration in the advocacy strategy.
2. Conduct a political economy and landscape analysis to identify domestic financing models, funding challenges and gaps, and key decision-makers, influencers, champions, opponents, and entry points for domestic FP financing advocacy.

3. Develop a national, actionable, and costed SMART Advocacy Strategy to mobilise domestic financing for family planning.
4. Develop a monitoring and accountability framework to track the implementation of advocacy milestones and commitments.

4. Scope of Work

The assignment is primarily national in scope, with the advocacy strategy expected to guide domestic financing efforts at the national level while remaining informed by realities and evidence from the subnational level.

The consultant/firm is expected to:

- Review relevant national policies and strategies, including the National Reproductive Health Policy, the Family Planning Costed Implementation Plan, relevant National Health Insurance Authority (NHIA) policies, and the findings of the prior FP budget tracking/commodity income analysis conducted under this project.
- Conduct a domestic fiscal space and financing gap analysis for FP commodities, updating and building on prior budget tracking findings.
- Facilitate broad-based, consultative engagement with government stakeholders (MoH, MoF, GHS, National Population Council (NPC), Parliament's Health and Finance Committees), civil society, the private sector, professional associations, and development partners to inform strategy development.
- Analyse comparative of regional experiences and best practices in domestic resource mobilisation for FP, drawing lessons applicable to the Ghanaian context.
- Develop specific SMART advocacy objectives, targeted messages, and a roadmap to increase sustainable domestic financing for FP.
- Develop a costed SMART Advocacy Strategy document, a costed multi-year advocacy action plan with defined roles for MoH/GHS, private sector actors, and other champions and supporting communication and messaging materials
- Facilitate a national validation workshop and incorporate the feedback into the final strategy.

5. Key Deliverables

- Inception report detailing the consultant's understanding of the assignment, clearly outlining the methodology, detailed work plan, stakeholder mapping, data collection tools, and agreed implementation arrangements.
- Process report covering technical working group meetings and stakeholder consultations with MoH, MoF, Parliament (Health/Finance Committees), GHS, NPC, National FP Technical Working Group, CSOs, private sector and development partners, etc.
- Draft a national SMART Advocacy Strategy, including goal, objectives, target audiences, key messages, tactics/channels, and MEL framework.
- Final national SMART Advocacy Strategy, including goal, SMART objectives, target audiences, key messages, tactics/channels, and MEL framework.

6. Deliverables and Indicative Timeline

The assignment is expected to be completed within approximately 20 working days (4 weeks) from the date of contract signing, in line with the indicative schedule below.

Phase	Deliverable	Indicative Timeline
Inception	Inception report with the refined methodology, review of the prior FP budget tracking and commodity income analysis, stakeholder mapping, advocacy landscape analysis, and a detailed work plan	Within 2 working days of contract signing

Phase	Deliverable	Indicative Timeline
Data gathering	Process report covering stakeholder consultation with MoH, MoF, Parliament (Health/Finance Committees), GHS, NPC, CSOs, private sector and development partners	Within 10 working days
Draft SMART Advocacy Strategy	Draft a national SMART Advocacy Strategy for sustainable domestic FP financing, including the goal, objectives, key messages, target audiences, tactics, and an M&E framework	Within 5 working days
Final Strategy & Handover	Final SMART Advocacy Strategy and Action Plan, incorporating validation feedback, an executive summary/brief for policymakers, and a dissemination-ready presentation	Within 3 working days

7. Institutional Arrangements and Reporting

The consultant/firm will work under the overall guidance and supervision of SEND GHANA in close collaboration with the Ministry of Health, the Ghana Health Service (the Family Health Division), and other relevant government counterparts, to ensure strong government ownership of the process and the resulting strategy. All deliverables shall be reviewed and approved by SEND GHANA and UNFPA before final payment. The consultant is expected to submit brief progress updates at agreed intervals and to participate in periodic review meetings with SEND GHANA/ARHR/UNFPA.

8. Duration and Location of Assignment

The assignment is expected to run for approximately 20 working days (4 weeks), commencing on contract signing. The professional fee and all anticipated travel and logistics costs should be in the financial proposal unless otherwise agreed.

9. Qualifications and Experience Required

- A minimum of a Master's degree in Public Health, Health Economics, Public Policy, Development Studies, Communications, or a related field.
- At least 7–10 years of relevant professional experience in health financing, advocacy strategy development, or public policy engagement, preferably in reproductive health or family planning.
- Demonstrated experience in developing costed SMART advocacy strategies for domestic resource mobilisation, ideally in the health sector and in Ghana or the West African sub-region.
- Strong understanding of Ghana's public financial management system, the national budget cycle, and the health and FP financing architecture, including familiarity with the National Health Insurance Scheme.
- Demonstrated experience engaging with senior government officials, Members of Parliament, and senior policy stakeholders.
- Excellent analytical, strategic communication, facilitation, and report-writing skills.
- Familiarity with adolescent and youth SRH programmes is desirable.

9.1 Proposed Team Composition

The consultant/firm is expected to propose a suitably qualified team, which may include a health financing/policy specialist, an advocacy/communications specialist, and a data/research analyst. The consultant/firm must demonstrate gender balance and familiarity with the Ghanaian policy and advocacy environment.

10. Ethical Considerations

The consultant/firm shall ensure that the assignment is conducted to the highest standards of professionalism, confidentiality, and respect for all stakeholders consulted, and shall comply with UNFPA and consortium partner ethical guidelines, including obtaining informed consent from all interview/consultation participants and ensuring that findings and any budget/financial data are represented accurately and objectively.

11. Application Requirements

Interested and qualified individual consultants or firms should submit the following:

- A technical proposal outlining the understanding of the assignment, the proposed methodology, the stakeholder engagement approach, and the work plan.
- A financial proposal outlining professional fees, travel, and logistics costs.
- Curriculum Vitae(s) of the lead consultant and proposed team members, highlighting relevant qualifications and experience.
- Evidence of similar previous assignments (at least two references), including contact details of relevant clients, and where possible, a sample of a previously developed advocacy strategy.
- For firms: a company profile, proof of registration, and relevant certifications are required.

12. Confidentiality and Ownership of Deliverables

All data, reports, strategy documents, and other materials produced under this assignment shall remain the property of the ARHR consortium, UNFPA, and the Government of Ghana. The consultant shall not disclose, publish, or use them for any other purpose without prior written consent. The consultant shall maintain strict confidentiality regarding all information, including any budget or financial data, obtained during the assignment.

13. Selection will be based on:

1. Technical evaluation of the proposal, including approach/methodology, work plan, and budget.
2. Establishing your experience in undertaking assignments of a similar kind.

APPLICATION SUBMISSION

Please submit the expression of interest and other documents to career@sendwestafrica.org with “Consultancy to support the government of Ghana to develop a national SMART advocacy strategy for sustainable domestic financing for family planning” in the subject line, by September 28, 2026, by 23:59 pm.

Only shortlisted applicants will be contacted