



**ELTON JOHN
AIDS FOUNDATION**

Terms of Reference: Request for Research Services for Political Economy Analysis, Value for Money Analysis, and Realistic Evaluation of HIV Preventive and Care Services/system in Kenya

INTRODUCTION

The Elton John AIDS Foundation (EJAF) seeks comprehensive research proposals for conducting a Political Economy Analysis (PEA), Value for Money (VfM)/costing Analysis, and Realistic Evaluation of HIV preventive and care services in Kenya's public and private sector. This research will provide critical insights to inform and translate transformative plans into actions, detect decision-making processes, and optimize resource allocation to improve HIV service delivery in Kenya, as well as an ex-post evaluation.

At EJAF, we believe that AIDS can be beaten. Committed to overcoming the stigma, discrimination, and neglect that fuels the spread of HIV, we harness local expertise and mobilize networks of generous public and private supporters and partners to build love, compassion, and dignity for people living with or at risk of HIV and a future for young people free from AIDS. We meet people and communities where they are to prevent new infections and ensure access to care, treatment, and support. Since its founding in 1992, the Foundation has pursued its vision of an AIDS-free future for everyone, emerging globally as one of the foremost organizations fighting HIV and AIDS. Today, the opportunity to end AIDS amongst specific populations and geographical areas is achievable and will require working together to eliminate social, economic, and health disparities while ensuring equity and inclusion for all.

BACKGROUND

The Young People (YP) Portfolio at EJAF has focused on piloting new ways of delivering decentralized and horizontalized (one-stop shopping) information and services to adolescents and young people. EJAF has funded models of care and has focused on bringing services directly to youth outside of traditional facilities where a multitude of their needs are addressed in a single setting (mental health/HIV/SRH/FP all packaged together). These models have demonstrated a significant uptick in adolescents' and young people's demand for care when they are packaged in this way. However, numerous structural and policy barriers exist in the Kenyan context that prevent scaling and sustaining these models of care. As such, in this second phase of our strategy period, we have developed a Transformative plan that sets out specific levers that need addressing.



COMPONENTS OF THE RESEARCH AND EVALUATION

EJAF's transformative plan for the Adolescent portfolio in Kenya has identified key levers that aim to 1) Increase prioritization of preventive care using data on impact and cost-effectiveness, 2) Increase prioritization of integrated community-based care using data on impact and cost-effectiveness, and 3) Ease patient access to preventive care. While initial gaps and opportunities are identified, it is crucial to understand the broader context of actors, processes, key moments, institutions, and incentives to translate the transformative plans into precise actions and assess the contribution of the EJAF transformative plan to change. To do so, EJAF seeks to commission a three-component research and evaluation:

- Formative phase evaluation: Political economy analysis/landscape analysis
- Implementation phase evaluation: Value for Money (VfM)/Costing analysis
- Ex-post evaluation: Realistic evaluation

Since the evaluative components of this ToR aim to translate the transformative plan into precise actions and to evaluate those actions, it is crucial that the research provider familiarizes with it during the inception period, guided by the EJAF program and MEL team.

A) FORMATIVE PHASE EVALUATION: POLITICAL ECONOMY ANALYSIS (PEA)/LANDSCAPE ANALYSIS

Objective: To understand the complex interplay (at the national level while considering the heterogeneity across counties) of political, economic, and social factors influencing stakeholder behavior, policy, and decision-making regarding HIV services. It aims to provide a clear picture of the dynamics and actors involved (including processes and critical moments) in providing HIV preventive and care services. **The final product should provide clear recommendations for translating the transformative plan into precise actions**, answering (among others) the following;

1. How can EJAF achieve the transformative plans' goals? What is the precise roadmap to success?
2. What specific actors need to be reached?
3. What is the most optimal sequence for reaching key actors or advocacy activities?
4. Which of the transformative goals have synergies?
5. What are the potential pitfalls along each lever or identified actions of the transformative plan?
6. What are the windows of opportunity considering government priorities or critical moments?

. This analysis will also serve as the baseline for the Realistic Evaluation.



B) IMPLEMENTATION PHASE EVALUATION: VALUE FOR MONEY (VFM)/COSTING ANALYSIS

Objective: To assess the efficiency, effectiveness, and sustainability of different HIV programs currently being implemented in Kenya funded by EJAF (two grants), aiming to maximize health outcomes and ensure optimal resource allocation. The output of this analysis will be used for advocacy purposes. For comparative purposes, this exercise will also require a cost analysis of HIV preventive services provided by Kenya's public and private health systems.

C) EX-POST EVALUATION: REALISTIC EVALUATION

Objective: To evaluate how and why the intervention worked (or did not work) given the context, using the PEA findings as the baseline to understand the impact of each recommended action within each lever of the transformative plan on desired outcomes.

METHODOLOGIES

POLITICAL ECONOMY ANALYSIS (PEA)¹

PEA is a method to understand the intricate and dynamic interactions between political and economic processes within a specific context. It involves examining how power and resources are distributed and contested in different settings and the implications of this for HIV preventive and care outcomes. PEA is particularly valuable in understanding the underlying reasons for policy successes and failures, identifying opportunities for reform, and developing politically feasible and sustainable strategies. For this component, the research provider should aim to:

- 1. Identify Key Stakeholders:** Identify the key stakeholders involved in providing HIV preventive and care services, including government agencies, international organizations, civil society groups, and community-based organizations with significant weight in the decision-making process. Analyze their roles, interests, and influence on policy and service delivery.
- 2. Assess Institutional Frameworks:** Examine the formal and informal institutions, policies, and regulations that govern HIV preventive and care services. Identify any gaps, overlaps, or inconsistencies that may impact service delivery.
- 3. Analyze Political Dynamics and Economic Drivers:** Investigate the political and economic weight, incentives, and factors that affect decision-making processes related to HIV services. This includes political will and power, budget allocations, funding mechanisms, areas of potential conflict, market structure, resource distribution, and the prioritization of health initiatives within the broader political landscape.

¹ it will include the observance of regional and global institutions/actors outside Kenya



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4. **Understand Social and Cultural Dynamics:** Explore the social and cultural factors that affect the demand for and Accessibility of HIV services. This includes stigma, discrimination, and community attitudes towards HIV prevention and care. In this aspect, it is crucial to learn what are the actors that can curve negative attitudes towards HIV.
5. **Identify Barriers and Opportunities:** Highlight the main barriers to effective service delivery and identify windows of opportunity in the decision-making process for enhancing the efficiency and reach of HIV preventive and care services in the public and private sectors.
6. **Provide Recommendations:** The PEA's output will elucidate precise actions to achieve the goals of each lever within the transformative plan. These precise actions should be gathered in the form of an Advocacy playbook, answering (among others) the questions below for each lever in the transformative plan:
 - A) How can EJAF achieve the transformative plans' goals? What is the precise roadmap to success?
 - B) What actors need to be reached?
 - C) What is the most optimal sequence for reaching key actors or advocacy activities?
 - D) Which of the transformative goals have synergies?
 - E) What are the potential pitfalls along each lever of the transformative plan? What are the windows of opportunity considering government priorities or critical moments?

Expected Data Collection Methods:

- **Literature Review:** Review existing policy documents, public system organigrams, academic research, and reports on HIV services in Kenya, among other sources.
- **Stakeholder Interviews:** In-depth interviews with key stakeholders and decision-makers, including government officials, NGOs, community leaders, and health/political experts.
- **Surveys:** Structured questionnaires to gather quantitative data from a larger population if/where needed. Secondary data for this purpose can be used (e.g., DHS or PMA Kenya)

PEA should also be implemented to provide a baseline for the ex-post evaluation methodology described below.

VALUE FOR MONEY (VFM)/COSTING ANALYSIS

VfM analysis evaluates the cost-effectiveness, efficiency, economic impact, equity, and sustainability of HIV preventive and care programs to determine the best use of resources



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relative to outcomes and outputs. The elements below are expected to be part of the VfM/costing analysis:

- **(Incremental) Cost-Effectiveness/cost-saving analysis:** Identify programs (funded by EJAF) that provide the highest health benefits relative to their costs and compare them to the public and private health system and other relevant benchmarks. For this piece, it is crucial to gather data and produce an analysis of the costs associated with the HIV preventive and care services provided by the public and private health systems.
- **Efficiency:** Evaluate the use of resources across different HIV programs and public/private health systems.
- **Economic Impact:** Understand the broader economic implications of HIV services.
- **Equity and Accessibility:** assessing whether the program's benefits (compared to the public/private health system) are distributed fairly among different groups, particularly marginalized and vulnerable populations.
- **Sustainability:** to assess the long-term viability of the program's benefits and whether they can be maintained without continued external support

Expected Data Collection Methods:

- **Cost and Outcome Data (secondary):** Collect financial data and health outcomes from different HIV programs (EJAF-funded grantees) and available public/private data sources.
- **Interviews and Surveys (primary):** Engaging program implementers and public/private health officials/sources.

With these sources of data, the VfM exercise is expected to produce:

- **Comparative Analysis:** Comparing different EJAF-funded and public/private health programs to identify those providing the most significant health benefits per unit cost.
- **Economic Modelling:** Using models to project long-term financial and operational sustainability.

This analysis should also observe the VfM of integrating mental health services within HIV programming.

REALISTIC EVALUATION

It is an approach to evaluation that seeks to understand not only whether an intervention works but also how, for whom, in what contexts, and why it works. It focuses on identifying the underlying mechanisms that generate outcomes and how they are influenced by the context in which the intervention is implemented. This approach benefits complex interventions where multiple factors and contexts can significantly impact the results. The Multiple Stream



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Framework is anticipated to be utilized within the realistic evaluation. This framework would help to understand the following areas:

- **Problem:** how issues are perceived as problems that require attention and how problems are recognized in different contexts (counties)
- **Policy:** understanding the development and refinement of policy solutions and the development of the mechanism (and how they are designed to work in different contexts)
- **Politics:** the political environment and factors that influenced policy decisions, such as political will, public opinion, and power dynamics

Expected Data Collection Methods:

- **Baseline Data from PEA:** Utilize findings from the PEA to establish a baseline for the evaluation.
- **Mixed Methods:** Where relevant, combine qualitative (interviews, FGDs) and quantitative (surveys, statistical analysis) data.
- **Iterative Data Collection:** Continuous data collection and analysis to refine hypotheses and evaluation design.
- **Policy Analysis:** Application of the Multiple Streams Framework to understand policy changes and impacts resulting from the transformative plan's precise actions.

This evaluation's output should provide insights into the contribution of the actions previously identified in the PEA within each transformative plan's levers to change. PEA should also be implemented as a baseline for this evaluation component.

SCOPE OF WORK

Important: The research provider can bid for one, two or the three research/evaluative components mentioned of this ToR.

POLITICAL ECONOMY ANALYSIS (PEA)

1. Conduct a comprehensive literature review.
2. Identify and map key stakeholders.
3. Analyze institutional, economic, social, and cultural factors and barriers.
4. Synthesize findings and develop scenarios.
5. Formulate strategic recommendations.
6. Deliver an in-depth report (covering points 1 to 5) and engage stakeholders for feedback.
7. Deliver an Advocacy Playbook, clearly identifying precise actions.



VALUE FOR MONEY (VFM)/COSTING ANALYSIS

1. Develop a VfM framework tailored to HIV prevention and care services.
2. Collect and analyze cost and outcome data.
3. Assess (incremental) cost-effectiveness, cost-savings, efficiency, economic impact, equity, and sustainability.
4. Prepare a detailed report and policy brief (indicating how to socialize this policy brief and to what target audience).

REALISTIC EVALUATION

1. Use PEA findings to establish a baseline.
2. Develop and test hypotheses using the Context-Mechanism-Outcome approach.
3. Apply the Multiple Streams Framework.
4. Collect and analyze qualitative and quantitative data.
5. Continuously refine the evaluation approach and analysis.
6. Prepare a comprehensive evaluation report and presentation materials.

DELIVERABLES

1. **Inception Report:** Detailed research plan and methodology for each analysis.
2. **Interim Reports:** Preliminary findings for each component; PEA (in-depth report and advocacy playbook); VfM Analysis; and Realistic Evaluation.
3. **Final Reports:** Comprehensive reports for each component: PEA (in-depth report and advocacy playbook), VfM Analysis, and Realistic Evaluation.
1. **Presentation Materials:** For dissemination at workshops and seminars.

TIMELINES

While the three components are independent, the evaluation components should be implemented in a staggered manner:

	2024					2025				2026			
	Aug	Sept	Oct	Nov	Dec	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Political Economy													
<i>Data Collection and Analysis</i>													
<i>Interim in-depth report</i>													



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<i>Interim Advocacy playbook</i>														
<i>Final in-depth report</i>														
<i>Final Advocacy playbook</i>														
VfM														
<i>Data Collection and Analysis</i>														
<i>Interim VfM report</i>														
<i>Final VfM report</i>														
<i>Final Policy Brief</i>														
Realistic Evaluation														
<i>Data Collection and Analysis</i>														
<i>Interim Realistic evaluation report</i>														
<i>Final realistic evaluation report</i>														

BUDGET

The maximum budget for all components is \$75,000, VAT included



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QUALIFICATIONS

The research team should possess the following:

- Expertise in conducting political economy, VfM analyses, and realistic evaluations.
- Strong public health and health economics background, particularly HIV prevention and care.
- In-depth understanding of Kenya's health sector and political landscape.
- Proven ability to engage with diverse and critical stakeholders.
- Excellent analytical, writing, and presentation skills.

PROPOSAL SUBMISSION

Interested parties are requested to submit their proposals by COB August 5, 2024. Proposals should include:

- A detailed technical proposal including a research plan, evaluation framework/evaluation matrix, methodology, and timeline.
- A description of the research team's qualifications and relevant experience.
- A financial proposal.
- References from previous similar work.

CONTACT INFORMATION

Please submit your proposals to luis.espinal@eltonjohnaidsfoundation.org