



TERMS OF REFERENCE

Project Documentary Production

Empowering Communities to Reduce Stigma Towards Young Adolescents
Accessing SRHR Information and Services in Wakiso District

Organisation	Paradigm for Social Justice and Development (PSD)
Project	SRHR Stigma Reduction in Wakiso District, Uganda
Donor	AmplifyChange
Project Period	September 2023 – 14 September 2026
Geography	Wakiso District, Uganda in 8 Sub-Counties & Town Councils
Document Type	Terms of Reference for Documentary Production
Date of Issue	5 June 2026
Application Deadline	19 June 2026 (14 days from date of issue)
Deliverable	One documentary film, 15–20 minutes
Final Submission	By 14 August 2026
Contact / Submit to	Executive Director, PSD paradigmforjustice@gmail.com

Submit applications to: paradigmforjustice@gmail.com by 19 June 2026

1. Background and Project Overview

Paradigm for Social Justice and Development (PSD) is a women-led non-profit organisation based in Kampala, Uganda. Since 2019, PSD has worked at the intersection of access to justice, Sexual and Reproductive Health Rights (SRHR), women's economic empowerment, and community-based advocacy across Kampala, Wakiso, and Buikwe Districts.

Since September 2023, PSD has been implementing the project on *"Empowering Communities to Reduce Stigma Towards Young Adolescents Accessing SRHR Information and Services in Wakiso District"*, with funding from AmplifyChange. The project is being implemented across 8 sub-counties and town councils in Wakiso District and is scheduled to conclude on 14 September 2026.

The project's core approach places trained Community Resource Persons (CORPs) at the centre of community dialogues, distributing IEC materials, and strengthened linkages between adolescents and the health facilities, CORPs have played a critical role in addressing stigma and improving access to SRHR information and services..

Over the past three years, the project has contributed to shifting attitudes among parents, teachers, religious leaders, and district officials; strengthening the capacity of health workers on provide adolescent-friendly services; and advancing advocacy efforts for district-level policy change on sexuality education. As the project draws to a close, PSD seeks to document and share its journey through a documentary film that captures the human stories, experiences, and impact behind this work, bringing to life the voices of the communities, adolescents, and stakeholders who have been part of the change process.

2. Purpose of the Documentary

The documentary is intended to serve two complementary and equally important purposes:

- Donor accountability and project learning: To provide AmplifyChange with a compelling, evidence-based account of the Project's achievements, implementation approach, and the changes experienced by individuals and communities reached through the intervention.. The documentary will form part of PSD's final project reporting package, demonstrating project outcomes, lessons learned, and the value of the community-based approach adopted throughout implementation.
- Advocacy and fundraising: To serve as a powerful communication, advocacy, and resource mobilization tool for PSD by showcasing the impact and effectiveness of its community-based SRHR model. The documentary should help engage prospective donors, government stakeholders, civil society organisations, development partners, and the wide public by illustrating the importance of investing in adolescent SRHR and community-led change.
- The documentary should be produced with longevity in mind, ensuring that its content remains relevant, accessible, and usable beyond the project's end date. While rooted in the specific experiences and outcomes of this project, the film should communicate broader lessons and demonstrate a replicable model for addressing stigma and improving adolescents' access to SRHR information and services.

- These objectives are mutually reinforcing rather than competing. The documentary must be sufficiently rigorous and evidence-driven to meet the expectations of a technical donor audience, while also being engaging, emotionally resonant, and accessible to wider advocacy and public audiences. The selected filmmaker is expected to balance both perspectives, combining strong storytelling and credible documentation of project results and impact.

3. Documentary Concept and Narrative Frame

The documentary should tell the story of change not as an institutional report, but as a human-centred narrative story grounded in the lived experiences of the individuals, families and communities touched by the project. While the film should document project achievements and outcomes, its primary focus should be on the people behind the results and the journeys they have experienced. At its core, the documentary should seek to answer the following question:

“What does it look like when a community decides that its adolescents deserve access to accurate information about their bodies, their rights, and the services available to support them?”

The narrative should unfold through three interconnected story arcs that guide viewers from challenge to action to transformation. The narrative should unfold through three interconnected story arcs that guide viewers from challenge to action to transformation:

Arc 1 — The Problem: Stigma, Silence, and Barriers to Access

This opening section should establish the context that necessitated the intervention. Through interviews, community scenes, and personal reflections, the film should illustrate the realities faced by young adolescents seeking SRHR information and services in Wakiso District before and during the early stages of the project.

The documentary should explore the social and structural barriers that limited access including cultural norms, stigma, parental attitudes, misinformation, fear of judgment and gaps in adolescent-responsive health services. Personal testimonies from adolescents, parents, teachers, religious leaders, and other community members should help audiences understand how these barriers are manifested in everyday life and shaped attitudes towards adolescent SRHR.

Where appropriate, participants should be encouraged to reflect on their previous beliefs, perceptions, and experiences, providing a baseline against which subsequent change can be understood.

Arc 2 — The Response: Community Taking Action

The second section and central section of the documentary should demonstrate how the project worked and why its approach mattered. This arc should place Community Resource Persons (CORPs) at the heart of the story, highlighting their training, community engagement efforts, their relationships with adolescents and families, and their role in addressing resistance and fostering dialogue.

The film should capture the collective nature of the intervention by showcasing the contributions of multiple actors, including;

- CORPs conduct community dialogues and outreach activities.
- Health workers strengthening the provision of adolescent-friendly services
- Teachers integrating sexuality education and supporting informed decision-making.

- Parents engaging in more open and supportive conversations with adolescents.
- Religious and community leaders participating in dialogue and challenging harmful stigma and
- Members of the District Stakeholders Network advocating for improved policies and systems that support adolescent SRHR.

This section should communicate both the methodology and the spirit of the project, illustrating how change was achieved through trust-building, community ownership, partnership and sustained engagement.

Arc 3 — The Change: What Is Different Now

The final section should focus on evidence of change told through the voices and experiences of those who have directly benefited from or contributed to the project. Rather than relying solely on statistics, the documentary should bring outcomes to life through personal stories that demonstrate how attitudes, behaviors, practices and systems have evolved.

Potential contributors may include;

- Adolescents who have gained confidence, knowledge, and access to services.
- Parents who have adopted more supportive attitudes and communication practices.
- Health workers who have transformed the way they engage with adolescent clients.
- Teachers and community leaders who have become advocates for adolescent well-being.
- District officials and policy makers who have supported or influenced institutional change.

The documentary should conclude with a forward-looking note, reflecting on the significance of the project’s achievements and the opportunities that lie ahead. It should invite audiences to consider what is possible when communities invest in the health, rights and wellbeing of adolescents, while highlighting the importance of sustaining and expanding community-led approaches to SRHR beyond the life of the project.

4. Subjects and Voices

The documentary shall feature the following groups as primary subjects and interview contributors. The filmmaker will be responsible for coordinating access to all participants in collaboration with PSD.

Subject Group	Role in the Film
Young Adolescents (10–19 years)	The primary human anchors of the documentary. A minimum of 4 adolescent voices should be featured, representing diversity in sex, age groups (10–14 and 15–19 years), and school status (both in/out-of-school adolescents). Participants will share their experiences, including what they knew before the intervention, what changed, and the significance of accessing information or services. All adolescent participants must provide written assent; while parents/guardians must provide written informed consent.
Community Resource Persons (CORPs)	A minimum of 2 CORPs should be featured in depth within their communities and work environments. Through their experiences and reflections, they will illustrate how community-based approaches drive

	change and address adolescent SRHR challenges at the grassroots level. Their stories should demonstrate both the process and impact of the intervention.
Health Workers	At least 1 health worker from a facility within the project area should be featured. The participants will reflect on changes in service delivery practices, the implementation of adolescent-friendly services, and the impact of these approaches on adolescents and healthcare providers alike.
Parents / Guardians	At least 1 parent or guardian should share their perspective on changes in attitudes, beliefs or household conversations about adolescent SRHR. This perspective is critical for demonstrating shifts in social norms and family-level engagement .
Teachers or Head Teachers	At least 1 teacher or head teacher should discuss the role of sexuality education in their school, including observed changes, challenges encountered, community resistance where applicable, and the benefits for learners.
District Leader or Official	At least 1 district-level representative such as a political leader, the DEO, DHO or a member of the district health committee should provide insight into the policy, governance and systems-level dimension of the intervention.. Their contribution will strengthen the documentary's relevance for government and development partners..
PSD Leadership	A brief contribution from PSD's Executive Director to provide organisational context, including PSD's rationale for implementing this work,the significance of the model, and its future direction. This contribution should be used sparingly, as the documentary's primary focus should remain on the voices and experiences of the community members.

5. Technical Specifications

Element	Specification
Duration	The main documentary shall have a duration of 15–20 minutes. In addition, the filmmaker shall produce a short highlight version (3–5 minutes) suitable for social media dissemination, stakeholder engagement, and promotional use.
Language	The Primary language of the film shall be English. Interviews conducted in Luganda or any other local language must be subtitled in English. The documentary should be fully accessible and understandable to an international donor and stakeholder audience.

Resolution	The film shall be produced in a minimum resolution of 1080p full HD with 4K resolution preferred where equipment and production conditions allows. All footage must meet professional broadcast quality standards.
Format	Final outputs shall be delivered in both MP4 (H.264 codec) and MOV (ProRes or equivalent professional codec) formats. Both formats are mandatory.
Subtitles and Captions	The final documentary must include English subtitles and closed captions. One version shall have captions embedded, and a separate SRT subtitle file shall also be provided. All non-English dialogue must be accurately translated and subtitled in English.
Branding	PSD branding, including orange and grey colors and logoassets, shall be integrated throughout the film. Branding elements should include opening title card, lower-third name tags, and closing credits. PSD will provide all approved brand assets. Acknowledgment of AmplifyChange support must be included in the closing credits in accordance with donor visibility requirements.
Music and Audio	Only original compositions or fully licensed royalty-free music may be used. The filmmaker must provide proof of licensing and usage rights for all music used. No copyrighted material may be used without documented clearance and approval.
Raw footage and Project Assets	All raw footage, B-roll, interview recordings, photographs, audio files, project files and associated production materials shall be delivered to PSD upon completion of the assignment via secure file transfer or external hard drive.. Ownership of all raw and final production materials shall reside with PSD.
Accessibility and Distribution	The documentary shall be optimised for online streaming (YouTube, Tik Tok) while also being suitable for screening at conferences, workshops and community events. Upon request, the filmmaker may provide an additional compressed version optimised for WhatsApp and low-bandwidth distribution environments.

6. Ethical Requirements

Given the sensitive nature of adolescent SRHR, stigma, and community level social change, adherence to ethical safeguards are non-negotiable throughout production. The selected filmmaker shall implement the following requirements without exception:

a) Informed Consent and Assent

Obtain written informed consent from all adult participants prior to filming. Consent forms must clearly explain:

- The purpose of the documentary;
- The intended use of participants' images, voices, and personal stories;
- The film's distribution channels, including donor reporting, advocacy, social media, public screenings, and other communication platforms;

b) Participants' rights regarding their involvement in the production.

- Obtain written assent from all adolescent participants (under 18 years of age) prior to filming.

- Obtain written parental or guardian consent for all participants under the age of 18 in addition to the adolescent's assent.
- c) Protection of Adolescents and Vulnerable Participants
- Ensure that no adolescent participant is filmed or portrayed in a manner that could expose them to stigma, discrimination, identification, harm, or reputational risk.
 - Handle discussions related to sensitive issues—including sexual activity, sexual and reproductive health, gender-based violence (GBV), early marriage, and healthcare-seeking behaviour—with the highest degree of care and sensitivity.
 - Respect participants' boundaries at all times. Under no circumstances should participants be pressured to discuss experiences or disclose information beyond what they are comfortable sharing.
- d) Confidentiality and Anonymity
- Proactively offer participants the option of anonymity where appropriate. Measures may include:
- Voice alteration or distortion;
 - Filming from non-identifiable angles;
 - Concealing names and personal identifiers;
 - Avoiding identifiable locations or contextual details.
 - The option of anonymity must be presented to participants as part of the consent process and not only upon request.
- e) Safeguarding Compliance
- Comply fully with PSD's Safeguarding Policy and all related child protection requirements throughout the assignment, including planning, location scouting, filming, editing, storage, and dissemination of materials.
 - Ensure that all members of the production team understand and adhere to safeguarding standards and ethical obligations when interacting with adolescents and community members.
- f) Data Protection and Use of Materials
- Maintain secure storage and handling of all footage, photographs, audio recordings, consent forms, and participant information throughout the production process.
 - Refrain from sharing, publishing, screening, distributing, or otherwise using any footage, clips, photographs, or production materials arising from this assignment without prior written approval from PSD.
- g) Documentation and Accountability
- Submit a comprehensive Consent and Assent Log alongside the final deliverables, documenting:
 - All adult participant consent forms;
 - All adolescent assent forms;
 - All parent/guardian consent forms;
 - Any anonymity or confidentiality requests made by participants and the measures taken to protect them.
 - Failure to comply with these ethical and safeguarding requirements may result in termination of the assignment and rejection of submitted deliverables.

7. Deliverables

The selected filmmaker shall deliver all outputs outlined below no later than 14 August 2026. All deliverables must meet the technical, branding, accessibility, and ethical requirements specified in this Terms of Reference.

#	Deliverable	Specification
1	Final Documentary Film	A completed documentary film of 15–20 minutes delivered in both MP4 (H.264) and MOV (ProRes or equivalent) formats. The documentary must include English subtitles and closed captions, PSD-branding with AmplifyChange acknowledgment. Delivered via secure file transfer and on physical media.
2	Highlight Cut	A 3–5-minute edited version designed for social media dissemination, digital advocacy, stakeholder engagement and donor engagement. The highlight cut shall meet the same technical quality standards as the main documentary and be optimized for online viewing.
3	Raw Footage Package	A complete archive of all raw footage, B-roll, and full-length interview recordings, photographs, audio recordings, and associated production assets generated during the assignment. Materials shall be delivered via secure file transfer or on an external hard drive. PSD shall retain full ownership and usage rights to all materials.
4	Subtitle File	A separate English SRT subtitle file compatible with major digital platforms, including YouTube and TikTok. The filmmaker shall ensure that subtitles accurately reflect spoken content and comply with accessibility requirements.
5	Consent Log	Complete log of all participants featured in the documentary including documentation of informed consent forms, adolescent assent, parent/guardian consent (where applicable), and any anonymity or confidentiality provisions requested by participants. The log shall be submitted as a password-protected electronic document.
6	Production Notes	A brief report of approximately 3–5 page document summarising the production approach, filming locations, subjects featured, ethical and safeguarding considerations, challenges encountered, and key decisions made during and after production. This report will serve as part of PSD's internal project documentation and records.

8. Production Timeline

All production must be completed and final deliverables submitted by 14 August 2026, to allow for PSD review, dissemination planning, and the validation event before project close on 14 September 2026. The timeline below is firm.

Phase	Activity	Dates
Advertisement	TOR issued on PSD website and public platforms.	5–19 June 2026
Review & Selection	Proposal review and filmmaker selection.	20–24 June 2026
Contracting	Contract signing; project orientation with PSD; initial document review.	25–26 June 2026
Pre-production	Script outline / treatment submission to PSD for approval; subject identification and consent planning; location scouting.	27 June – 4 July 2026
Treatment Approval	PSD approves narrative treatment before filming commences.	By 4 July 2026
Principal Filming	Community filming, subject interviews, B-roll, and location footage across project sub-counties	5–25 July 2026
Rough Cut	Rough cut submitted to PSD for narrative review and feedback.	By 1 August 2026
Post-production	Edit incorporating PSD feedback; colour grading; sound mix; music; subtitles; branding and credits	2–8 August 2026
Final Submission	All deliverables submitted to PSD.	14 August 2026
Dissemination	Premiere screening at validation and dissemination event; upload to PSD digital platforms	18–22 August 2026

9. Budget Guidance

The documentary is budgeted within the overall project evaluation and communications budget. The filmmaker should submit a fully itemised budget covering all costs inclusive of professional fees, equipment, travel, accommodation (where applicable), post-production, music licensing, and any other associated costs. All applicable taxes must be included.

PSD will provide the following in-kind support at no cost to the filmmaker:

- Introduction and facilitated access to CORPs, community leaders, district officials, and project participants across sub-counties.
- PSD staff support for coordination, scheduling, community mobilisation, and translation/interpretation during filming.
- All project documentation, IEC materials, and photographic records for use as archival content
- PSD brand assets (logo, colour palette, fonts) in high-resolution format.
- Transport support where PSD vehicles are available and scheduling allows.

10. Required Qualifications and Experience

Applications are welcome from individual filmmakers and production companies. The following qualifications and experience are required:

Essential

- Demonstrable experience producing documentary films in Uganda or East Africa, with a portfolio of completed work.
- Strong understanding of community-based development, health, or rights-based programming. The filmmaker must be able to operate respectfully and effectively in community settings.
- Experience filming with children and adolescents, with a clear ethical and safeguarding practice.
- Technical capability to deliver broadcast-quality 1080p HD (or 4K) footage with professional sound and colour grading.
- Fluency in English; working knowledge of Luganda strongly preferred.
- Ability to work within a tight production timeline and deliver to firm deadlines.

Desirable

- Prior experience producing communications or advocacy content for international development organisations or donors (AmplifyChange, UN agencies, INGO donors).
- Experience working on health, SRHR, gender, or adolescent-focused documentary content.
- Existing network of trusted community fixers or local production support in Wakiso District.
- Capability to produce social media-optimised content and highlight cuts.

11. Application Requirements

Interested applicants should submit all materials in a single PDF file to paradigmforjustice@gmail.com by 19 June 2026. Late applications will not be accepted.

Creative and Technical Proposal (maximum 8 pages)

1. A narrative treatment: how you propose to tell this story. What is your editorial angle? How will you structure the film? How will you balance the three narrative arcs? (maximum 3 pages)
2. A brief technical plan: equipment, crew, and approach to filming in community settings
3. A production schedule showing key milestones within the fixed timeline

4. A portfolio of at least two completed documentary films of comparable length and subject matter. Links to online viewing are acceptable.

Financial Proposal

5. Fully itemised budget inclusive of all costs and applicable taxes.
6. Day rate for the lead filmmaker.

Other Documents

7. CV of the lead filmmaker (maximum 3 pages)
8. Brief statement of safeguarding and ethical practice when filming with minors and vulnerable communities
9. Two professional references from previous clients

12. Selection Criteria

Criterion	Weight	Max Score
Quality and creativity of the narrative treatment	30%	30
Quality of portfolio, previous documentary work	25%	25
Demonstrated experience in community and development-focused filming	20%	20
Ethical and safeguarding practice with minors and vulnerable groups	15%	15
Value for money (financial proposal)	10%	10
TOTAL	100%	100

Shortlisted applicants may be invited for a brief creative discussion or pitch before final selection. PSD reserves the right to select the proposal offering best overall value, not necessarily the lowest cost.

13. Management and Intellectual Property

The documentary will be managed by the Programs Manager of PSD, with support from the Communications Officer. The selected filmmaker will be required to:

- Submit the narrative treatment to PSD for written approval before any filming commences
- Submit the rough cut to PSD for review and written feedback before final edit
- Maintain regular communication with PSD throughout production, with agreed check-in points minimum weekly during filming
- Deliver all raw footage, interview recordings, and production materials to PSD alongside final deliverables

PSD holds full intellectual property rights over the completed film, all raw footage, and all production materials generated under this assignment. The filmmaker may not use any footage, clips, stills, or

excerpts for their own portfolio or promotional purposes without prior written approval from PSD. Where approval is given, PSD credit must be clearly attributed.

Distribution and publication of the film on any platform, requires prior written approval from PSD.

Annex A: Reference Materials Available to the Selected Filmmaker

- Project workplan, approved indicators, and milestone framework
- October 2023 baseline survey report
- CORP monthly reports and monitoring field visit records
- IEC materials produced by the project: T-shirts, calendars, power posters, community guidebooks
- Photographs from project activities (community dialogues, training sessions, stakeholder meetings)
- Wakiso SRHR Stakeholders Network records and advocacy strategy
- PSD brand assets: logo (PNG, SVG), colour palette (orange, grey), approved fonts
- AmplifyChange logo files and donor acknowledgement guidelines

— End of Terms of Reference —