Sitakhela Likusasa Impact Evaluation

Evaluating the Effectiveness of Incentives to improve HIV Prevention Outcomes for Young Females in Eswatini

Standard Operating Procedure - # # 13

Responding to media enquiries, communications and information dissemination

for the Sitakhela Likusasa Impact Evaluation

Document 13 in a series of 20 Standard Operating Procedures

<table>
<thead>
<tr>
<th>Version date</th>
<th>11 May 2017</th>
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<tr>
<td>Status</td>
<td>Final</td>
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Standard Operating Procedure - # 0 Introduction

Introduction to all the Standard Operating Procedures for the Sitakhela Likusasa Impact Evaluation

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World Bank authors: Marelize Görgens, Damien de Walque and Andrew Longosz

IHM Southern Africa authors: Vimbai Tsododo, Mthokozisi Dlamini, and Nontobeko Fakudze

Independent authors: Futhi Dennis
Principles relating to communication for this impact evaluation

a) This is an impact evaluation and as such, the confidentiality of participants and the impact evaluation results is paramount

b) The impact evaluation is led by NERCHA and the World Bank (each party has a co-Principal Investigator appointed. Over and above the coPIs, there are also investigators appointed by each party

c) Different organizations, including the WB, NERCHA, DFID, and the GF, co finances this impact evaluation. Any of these organizations

d) The World Bank has contracted with the IHM Consortium for the implementation of the impact evaluation

e) The IHM consortium needs to abide by the World Bank’s General Conditions of Contract, which states the following in terms of Confidentiality and sharing of information:

Clause 3.3 Confidentiality (from World Bank General Conditions of Contract)

(a) The Consultants, any Subconsultant, and the Personnel of either of them shall not, either during the term or within three (3) years after the termination or expiration for whatever reason of this Contract, disclose any information about the Client’s business or operations or any proprietary or confidential information relating to the assignment, the Services or this Contract without the prior written consent of the Client. Any public representation regarding the Client shall be made by the Client and any requests for information made to the Consultants or its Subconsultants or the Personnel of either of them by the news media, or others, shall be referred to the Client. In addition, the Consultants or the Subconsultants shall not reference the Client nor the work performed for the Client without the prior written consent of the Client, except that the Consultants may use the Client’s name, but without the Client’s logo and without discussion of the work performed by the Consultants for the Client, among its references and in its customer lists and resumes.

(b) The obligation of the Consultants and its Subconsultants to obtain the Client’s written approval before disclosing any information about the Client’s business or operations or relating to the assignment, the Services or this Contract, shall not apply to any information that was in the Consultants’ possession prior to commencement of work under this Contract, or which is or shall become available to the general public in a printed publication, but not one published by the Consultants, and provided further that this obligation shall in no way limit the Consultants’ internal use of such information in performing the Services under this Contract.

f) The IHM Consortium leaders will ensure all staff are oriented on the provisions of this agreement and adherence to its provisions is assured

g) Because it is an impact evaluation that is active an ongoing, neither the WB nor NERCHA will actively ‘market’ or communicate with the media about the impact evaluation, as is the usual protocol concerning active and ongoing clinical research studies
h) However, because of the nature of the impact evaluation, there might be media interest in the impact evaluation.

i) Such media interest may be directed at the World Bank, the IHM consortium members, any of the impact evaluation funders, other Government departments, other UN agencies, community members, or other stakeholders.

j) Over and above media enquiries (mostly reactive), the impact evaluation investigators may, at the end of the impact evaluation once results are ready, proactively share information via media events, web feature story on either the funders, NERCHA or WB websites; television, print, or radio interviews; outreach to specific reporters; news briefs; press release; or opinion stories.

k) This SOP details how such reactive media enquiries or proactive sharing of information with the public will be managed within the context of the Sitakhela Likusasa impact evaluation.

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<th>Reactive enquiry from media</th>
<th>Proactive public communications</th>
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<td><strong>Whilst the impact evaluation is ongoing</strong></td>
<td>As is the protocol with clinical trials, no proactive communication will be initiated by the WB or NERCHA during the period for which the impact evaluation is active.</td>
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<td>Irrespective of who received the media enquiry (NERCHA, World Bank, the IHM consortium members, any of the impact evaluation funders, other Government departments, other UN agencies, community members, or other stakeholders), such enquiry will be forwarded / directed to the NERCHA impact evaluation focal person (HIV Prevention Manager). The HIV Prevention Manager will reach out to the WB TTL, the WB Communications liaison and the NERCHA head of communications to jointly agree how to handle such communications.</td>
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<td><strong>After the impact evaluation results have been published</strong></td>
<td>Any person, outside of the public relations and directorate offices wishing to make any formal public announcement or contribution to any public press article or to make a press statement, comment on matters involving the Sitakhela Likusasa impact evaluation must obtain written permission from the focal person at NERCHA. The issuing of press statement will only be done by the National Director and Communications office.</td>
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<td>Irrespective of who received the media enquiry (NERCHA, World Bank, the IHM consortium members, any of the impact evaluation funders, other Government departments, other UN agencies, community members, or other stakeholders), such enquiry will be forwarded / directed to the NERCHA impact evaluation focal person (HIV Prevention Manager). The HIV Prevention Manager will reach out to the WB TTL, the WB Communications liaison and the NERCHA head of communications to jointly agree how to handle such communications.</td>
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Any queries related to the impact evaluation, received from the media/other stakeholders within the HIV response, whether local or international, will be attended to by NERCHA in consultation with the World Bank, after which a joint statement will be issued out. Any responses to external inquiries will reflect the views of both the World Bank and NERCHA.

Members of the consortium and their staff will to refer all media enquiries to the NERCHA Communications office using these contacts:

**Phone:** +268 2406 5171  
**Email:** busi.dlamini@nercha.org.sz

**Responsibilities**

At NERCHA, the Head of Communications will receive any media queries related to the impact evaluation, and discuss these with the focal person at NERCHA as well as the World Bank.

After a consensus has been reached, the HOC will issue out a statement, in liaison with the NERCHA focal person.

For more general information partners and anyone may refer to the Sitakhela Likusasa Fact Sheet.