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## **TERMS OF REFERENCE:**

### **Consultant for conducting a lifetime evaluation of the Support. Don't Punish campaign**

#### **1. Introduction**

Support. Don't Punish is a global, decentralised, and grassroots-centred campaign that resources and mobilises communities targeted by and resisting repressive drug policies, and their allies. The campaign promotes harm reduction and drug policies that prioritise health, human rights, and well-being.

The campaign seeks to raise the profile of harm reduction and sustainable responses to drugs by strengthening communities' organising capacity, opening dialogue with policymakers, and raising awareness among the media and the public.

The campaign was created in 2013 in acknowledgement of the need to remove obstacles that impede access to harm reduction and care for people who use drugs, and to promote respect for and solidarity with people who use drugs. It was originally conceived by the [International Drug Policy Consortium \(IDPC\)](#), the International HIV/AIDS Alliance (now [Frontline AIDS](#)), [Harm Reduction International \(HRI\)](#), and the [International Network of People who Use Drugs \(INPUD\)](#) —as part of the Dutch government-funded '[Community Action on Harm Reduction](#)' (CAHR) project.

Since, the campaign has grown significantly under IDPC's stewardship, developing a global network of hundreds of supporting local partners and 'sister hubs' (organisations that actively promote the campaign and contribute to the mobilisation of grassroots groups, including through their own fundraising efforts). Similarly, the campaign has broadened its support networks by welcoming local partners that share its core as well as convergent objectives, in the pursuit of bringing an end to the harmful 'war on drugs'. The campaign's success and worldwide recognition has translated into continued financial support from philanthropic donors including the [Elton John AIDS Foundation \(EJAF\)](#), the [Robert Carr Fund \(RCF\)](#) and the [Open Society Foundations \(OSF\)](#).

#### **2. Evaluation purpose, suggested learning questions and primary intended users**

The Support. Don't Punish campaign has been active for 11 years (2013-2023) and gone from strength to strength, growing a network of supporters that spans over 100 countries and mobilises thousands of people every year in almost 300 cities worldwide. To better understand and document this growing legacy, consider avenues for further expansion, and strengthen learning tools, IDPC is looking for an experienced consultant to conduct an evaluation of the campaign's lifetime.

The purpose of the evaluation will be to:

- Identify and document key lifetime outcomes and impacts of the campaign core activities, including the [Global Day of Action](#), the [Initiatives Programme](#), and the [Photo Project](#); as well as the campaign's communications and capacity-development work —to identify lessons that can be shared with the Support. Don't Punish network and strengthen the campaign's case for support and continued growth.
- Recommend strategies to increase engagement and impact; as well as to strengthen coordination and support tasks by the IDPC Secretariat, which serves as the campaign's central hub.
- Gather feedback on perceptions on the campaign's key aims, activities, approach, and communications —to assess consistency and promote improvement.

While we look forward to working with the selected candidate to develop relevant guiding questions, the following 'learning questions' guide our current approach:

- What kinds of conditions facilitate change favourable to drug policy reform and harm reduction?
- Does the Support. Don't Punish campaign represent value added to local partners' mobilisation? How and in which ways can it be developed further?
- What specific strategies can be leveraged to encourage attitudinal change in specific stakeholders? (ex. decision-makers, healthcare operators, neighbours, etc.)
- What are reasonable expectations from local partners in terms of mobilisation and impact?

At this point, we consider three primary intended users for this evaluation process:

- *The IDPC Secretariat*, for whom this evaluation will offer crucial insights on our performance as the campaign's central hub, and how to build upon it in service of our collective purpose —including in relation to fundraising activities.
- *The campaign's sister hubs and local partners*, who will be able to see in this evaluation a reflection of their contribution to a global movement for sustainable alternatives to the 'war on drugs', gain insights into shared achievements and avenues to hone engagement and impact, and strengthen their legitimacy in local and national policy debates —including by sharing the evaluation results with relevant decision-makers and funding bodies.
- *Funding bodies* (past, current, and potential), who will find in the evaluation concrete measures on the value and impact of the campaign, and thus use the document to inform their funding decisions.

### **3. Data collection and methodology**

The campaign's focus on growing people power and resourcing grassroots mobilisation lends itself well to deploy Outcome Harvesting (OH) and Most Significant Change (MSC) approaches that could leverage the Support. Don't Punish campaign's wealth of qualitative data. Similarly, the global and distributed nature of the campaign may benefit from Social Network Analysis and a network survey. That said, we are open to consider all suggestions in terms of relevant evaluation approaches and techniques and suggest that a combination of different ones is desirable. Furthermore, considering the global nature of the campaign, we understand that some degree of sampling and narrowing of the evaluation's scope will be necessary.

The evaluation methodology could include the following:

- Desk review of selected campaign materials, including:
  - o Prior evaluation reports: 2013-2015 evaluation report, 2017 campaign audit.
  - o Annual campaign reports (2020, 2021, 2022).
  - o Website and social media presence.
  - o Communications guide and materials.
  - o Campaign guides.
- Development and implementation of a feedback process involving key informants:
  - o Online survey available to local partners
  - o Interviews with key informants, which could include 2 representatives from campaign 'sister hubs', 4 campaign local partners, 2 members of IDPC staff, 2 decisionmakers.
  - o Development of case studies to help document key lifetime outcomes and impacts of the campaign core activities.

Furthermore, we are particularly interested in exploring the following domains of change:

- Development of organising, campaigning, and advocacy skills.
- Shifts in campaigners' knowledge of harm reduction and drug policy reform, and in their capacity and confidence to deploy this knowledge persuasively.
- Movement- and coalition-building.
- Attitudinal changes with regard to people who use drugs, harm reduction, drug policy reform and related grassroots groups and civil society organisations by decision-makers, journalists, and surrounding communities (i.e., public opinion).
- Changes in laws, norms, and practices with regard to harm reduction and drug policy reform.

#### **4. Expected outcomes**

The final evaluation report should be presented as a Microsoft Word document, in English, and with a maximum of 40 pages (A4 format). Additional annexes may also be added in addition to the page limit. As part of the final evaluation report, at least 4 case studies should be developed to reflect local partners' experiences in mobilising to achieve:

- Reductions in the legitimacy and incidence of punitive responses (ex. police violence, criminalisation) to people who use drugs in favour of supportive and caring approaches, including harm reduction.
- Change in the public and/or decision-makers' understandings and adoption of harm reduction concepts, policies, and practices.
- Other successes in terms of increased mobilisation capacity; access to decision-making spaces; positive impact on public opinion, media, policymakers; or progressive changes in norms, policies and practices related to drug policy reform and harm reduction.

Finally, we would be grateful to receive a slide-set (PowerPoint) summarising the final evaluation report's key points and case studies.

## 5. Terms and timeframe

This consultancy will take place over a four-month period, from October 2023 to January 2024.

The total fee for the consultancy is US\$ 10,000. The full amount will be paid upon delivery of the final report and submission of an invoice.

We envisage the following timeframe:

- **Application period (see below):** 15 – 29 September 2023.
- **Notification of successful candidate:** 5 October 2023.
- **Submission of draft inception report:** 19 October 2023.
- **Submission of final inception report:** 2 November 2023.
- **Submission of draft final report:** 14 December 2023.
- **Submission of final report integrating feedback:** 18 January 2024.

## 6. Person specification

- Demonstrable experience and expertise in conducting evaluations of social justice campaigns. Having experience in complex evaluation methodologies is desirable
- Awareness of, and interest in, drug policy reform and harm reduction.
- Excellent written and verbal communication skills, with oral and written fluency in English. Additional languages, in particular Spanish and French, highly desirable.
- Excellent interpersonal skills and ability to communicate effectively with a wide range of audiences.
- Committed team player with excellent organisational skills and the ability to plan, prioritise and manage time and varied workloads.
- Strong organisational and IT skills.

## 7. Application process

To apply for this evaluation consultancy, please send a technical proposal (3-5 pages), with a short cover letter and an updated CV to Juan Fernández Ochoa (IDPC Campaigns & Communications Officer) at [jfernandez@idpc.net](mailto:jfernandez@idpc.net) by **29 September 2023**.

The selected candidate will be contacted by Thursday, 5 October 2023.