



Terms of Reference (ToRs)
For
Communications & Outreach Campaign

under the

Pandemic Response Effectiveness Project (PREP) for
Covid-19 Project

Terms of Reference

Communications & Outreach Campaign

1. Introduction

The Pandemic Response Effectiveness Project (PREP) for Covid-19 is being implemented by the Ministry of Federal Education and Professional Training (MoFEPT). Since communication is a critical part of bringing visibility to various components of PREP, therefore a comprehensive communication campaign will be developed and run under this project.

The global pandemic which began two and a half years ago has created lot of challenges in the education sector in Pakistan and this communication campaign aims to generate awareness with regards to education and learning (via distance learning), ensuring safety in schools, and increasing the resilience of the system to future shocks. This comprehensive campaign will be developed to reach out to students, teachers, parents, policy makers, community leaders and influencers for generating awareness regarding thematic areas highlighted in the TORs.

Development of the communication campaign includes multiple stages, beginning with design and followed by concept development, testing, production, and dissemination. Multiple media platforms will be used to launch this mega campaign to generate awareness all over the country. This campaign will include electronic media, print media, social media and various outreach activities which include awareness events, workshops, development of Information, Education & Communication (IEC) Material, SMS Campaigns etc.

For this purpose, a communication firm will be hired to launch the campaign. The project team along with the firm will develop a comprehensive design of the campaign which will remain the guiding document throughout the campaign process. The comprehensive design will guide the firm about what the target audience does, feels, and thinks today—and what the Ministry intends to communicate to them, as a result of the campaign. Based on the design, the communication firm will begin by developing suitable communication ideas.

2. Communication Campaigns' Objectives

The main objective of the campaign is to develop a sustainable mechanism for social mobilization, awareness raising and advocacy in target communities. Particularly, the campaign will focus on:

- Reinforcing the value of education for the individual and for society to (i) ensure school readiness through Early Childhood Education (ECE) (ii) highlight the importance of foundational learning and (iii) emphasize on retention from primary to secondary level.
- Addressing barriers to children's participation and retention in schools, especially specific barriers to girls' education
- Enhancing awareness of national distance-learning content.

- Promoting and protecting students' and teachers' health, safety, and wellbeing through the expansion of sensitization campaigns for health and education with a focus on girls and marginalized communities.

3. Scope of Work

The scope of work includes awareness-raising and advocacy amongst target audience to mitigate demand and supply side education barriers with a focus on vulnerable communities, through community engagement, electronic, social and print media.

3.1 Thematic areas:

- Importance of early literacy and numeracy to help children learn
- National distance learning content and platforms
- Out of School Children (OOSC)
- Importance of ensuring that children do not drop-out after school disruptions caused by Covid19 & floods
- Remote learning best practices for students, teachers and parents
- Digital avenues available for education
- Hygiene measures to take while in school/around people
- Information on COVID-19 and important measures
- Tips for parents and teachers for effective learning and readiness for school
- Awareness for parents and policymakers alike on the important of play-based learning
- Mental health: Seeking help & support
- Combating gender inequality

3.2 Activities to be undertaken:

Mapping exercise

Understand, identify and map media information use habits; demographics, psychographics along with nuanced characteristics and profile of the target audience including parents, communities and local stakeholders in order to tailor and design relevant creative messages and IEC materials.

IEC Materials Development

Deliver/ adapt a mix of appropriate and contextually relevant IEC tools and materials for respective target audiences to support social mobilization and outreach activities. Develop and design relevant tools and products including but not limited to leaflets, brochures, FAQs, guides, posters, banners, information kits, training and IEC materials, audio-visual aids, adaptable formats into local and indigenous modes of communication

Outreach & Behavioral Change campaign

Awareness Events & Workshops for communities to engage School Management Committee (SMC), teachers and students.

Media Campaigns

- Electronic – TV
- Electronic – Radio
- Print Media
- SMS
- Digital Media through Social Media boosting, paid advertising, digital PR, brand ambassadors and endorsements

Production

- Advertisements
- Documentaries
- Short videos
- Animated videos
- Brand ambassador videos
- Testimonials

3.3 Specific Tasks

- Create focus of the campaign on children from birth to the end of the schooling cycle (birth to age 17) and the transitions between levels. It will also highlight the learning environments at home, in pre-school grades (ECE and/or Katchi) and primary, middle and high school grades.
- Work closely with the MoFEPT to understand the affected populations, their parental and social backgrounds, access to different means of learning during school closures, availability of different means of communication including advertisements, TV talk shows, internet sharing and other similar aspects which are important for benefiting from the proposed campaign. The initial analysis will also include potentially disruptive stereotypes of gender and resource inclusion from inception to implementation stages.
- Assess outreach and relative effectiveness of various forms of media (print, electronic including radio, and social media) to approach different target population groups.
- Develop high quality and appropriate content for various forms of media to maximize public dissemination of communication campaign, with sound realization towards different languages, cultures, age-groups, social and economic classes. This should include translation of communication materials in local languages, as needed, and the use of material that is contextually relevant, sensitive to social sensibilities and does not perpetuate any stereotype or bias including but not limited to gender bias, or ethnic stereotypes by including and engaging characters (people and animations) that closely proximate with target audience

- Work with MoFEPT to monitor & evaluate the access, change in viewership, retention of user’s geographical coverage, and other aspects related to utilization of various types of programs being transmitted through every platform.
- Make suggestions to MoFEPT if timings, schedules, or delivery mechanism needs to be reviewed based on various age-groups and grade-levels of students, and parental engagement.
- Suggest campaign strategies to create awareness program for capacity building and to ensure collaborative learning continuity of both the parents and the children.
- Develop and finalize materials for different media/ target audience including Infotainment scripts and key messages, TV/ radio/FM spots, illustrative leaflets and brochures, posters, and other materials in local language to support the desired objectives of the campaign at all levels.
- Promotion of already existing content /videos of distance learning that are currently ran by MoFEPT on various online mediums.
- Share reports, analytics, suggestions, with the ministry based on new findings and insights from the communication campaign’s effectiveness and its response.
- By the end of campaign, share comprehensive report summarizing various lessons learnt, challenges, faced, and behavior patterns of target groups.
- Produce PR package (press conference, press kits, media registration, event script, booth design, etc.) for key campaign events and highlights.

4. Duration of Assignment

The timeline for the Communication Campaign activity is planned to be for a minimum 6 months from December 2022 onwards till **June 30, 2023**.

5. Deliverables

S. No.	Deliverables	Duration
5.1	A quick diagnostic review report on the media and information use habits of target audience/key beneficiaries along with branding and visibility guidelines	15 Days from Contract Signing
5.2	Communications and visibility: Giveaways, IEC tools and materials to support social mobilization and outreach activities. Develop and design relevant tools and products including but not limited to leaflets, brochures, FAQs, guides, posters, banners, information kits, training and IEC materials, audio-visual aids, adaptable formats into local and indigenous modes of communication	From 3 rd to 6 th month of the contract

5.3	Standardized event management materials and exhibits , including backdrop, roll-up standees with key messages on each component (as agreed and advised by technical teams and Client), banners, event material etc.	From 3 rd to 4 th Month of the Contract
5.4	Development of content for PR and media coverage , including Press Releases, Op-Eds, Editorials (which are to be released in consultation with PCU, MoFEPT) and arranging press conferences	From 2 nd to 6 th Month of the Contract
5.5	Design and develop Public Information Campaign(s) on key components for relevant delivery channels (Mainstream Print, Electronic, Radio/FM) including audio-visual content creation, social media and ICT campaign (SMS, IVR etc.) and earned media including key stakeholder consultations and focus group discussions.	From 1 st to 6 th Month of the Contract
5.6	Short form videos and short documentaries to capture results, testimonials, beneficiary stories and impact	From 1 st to 4 th Month of the Contract

6. Team Composition & Qualification Criteria

The consultant agency must have the following qualifications and experience:

- Demonstrated post-registration experience of ten (10) years in developing and implementing Public Information Campaigns for various public/private/ not for profit sectors to support community outreach and mobilization
- Documentarily verifiable experience to produce a series of strong visual-based print and electronic material for beneficiaries and information-based material for stakeholders, including innovative use of ICTs such as SMS and real-time IVR communication through mobile phones
- Experience of handling social media campaigns
- Expertise in media management, media linkages and PR
- In-house capacity in creative concept development, art direction, multimedia. digital design and latest audio-visual equipment
- Availability of appropriate skills and staff, which may include content development, design and delivery of communication material and public information campaigns for a diverse audience as follows:
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S. No.	Designation for this Assignment	Qualification & Experience	Assigned Tasks or Deliverables	No. of Positions
6.1	Team Leader	Masters in mass communication, Journalism or a related field, with at least 07 years of relevant experience & in-depth knowledge of running communications & outreach campaigns for Government and development sector	Team Lead to successfully run the campaign and complete the contract as per the TORs	01
6.2	Media Expert	Master's in mass communication, Journalism or a related field, with at least 07 years of relevant experience & In-depth knowledge and experience of handling local media is essential. Proficiency in local languages preferred.	Handling all media platforms & coordination with the relevant bodies	01
6.3	Advocacy /Communication Specialist	At least 5 years of experience of engagement with high level stakeholders, preferably with government counterparts in an advocacy role. Previous experience in donor funded project essential. Knowledge of education campaign sectors will be preferred.	Participation/coordination at technical level. Compilation of inputs to consistent and convincing documents. Inputs in development of tools	01
6.4	Creative & Education Content Writer	Master's in journalism, Communications, or a related field. At least 3-5 years of experience in developing pre-primary and elementary education materials, preferably in a donor funded project	Report Writing	01
6.5	Community & Outreach Specialist	Masters in Anthropology, Business, Public Administration or related field. At least 3-5 years of experience in working on community mobilization and outreach campaigns	Designing community mobilization and outreach activities	01
6.6	Graphic Designer	Bachelors in graphic Designing, or a related field. At least 3-5 years of experience in designing education materials, preferably in a donor funded project	Campaign management tools panaflex /banners /holding/social media artwork	01
6.7	Social Media Manager	At least 4 years of experience in managing social media pages and campaigns	Management of social media Pages & Campaigns	01

7. Reporting Arrangements

The Communication firm will provide monthly reporting throughout the assignment comprising communication activities carried out throughout the month, platforms used and outreach achieved.

8. Selection Method

The firm will be selected using the Quality and Cost Based Selection (QCBS) method under the World Bank Procurement Regulations IPF Borrowers (July 2016, Revised November 2017 and August 2018).