

UNICEF-Turkey : TERMS OF REFERENCE (TOR)

Programme/Project/Activity Title and Work Plan Code:

YE102 Early Childhood Care and Learning

YD102-02 Young Child Health

2.3.6.(1.1) Fighting micronutrient deficiency through media mobilization campaign in especially 18 low iodized salt consumption provinces

1. BACKGROUND (attach documents if necessary):

Iodine deficiency is one of the main reasons of children's mental retardation and psycho-motor growth. In addition to this, iodine deficiency would increase the probability of stillbirth and miscarriage during pregnancy. Although iodine deficiency is mostly related to goiter, it also results in low level of school success and insufficiency in working performance because of its negative effects on mental growth. The international convention to overcome the problem of iodine deficiency is the salt iodization. The deficiency is targeted to be removed by salt, which is used widely and cheap to be iodized. For this reason, as in TDHS-2003, iodization of salt that is used for cooking in households was tested in TDHS-2008.

Salt test has been applied to about half of the sampled households in TDHS-2008. In this procedure, a small sample of salt which is used for cooking has been taken and tested whether it is iodized or not by the help of the test kits. Initially, salt has been examined for iodated.

Salt test was successfully completed in 97 percent of the households selected for the salt test. It has been designated that 15 percent of the households, where test was done, the salt has included neither iodide nor iodated. In other words, salt has not been iodized in these households. There are important differences as regards residences and regions in terms of use of iodized salt. Nine in 10 households in urban areas and 7 in 10 household in rural areas are using iodized salt. Use of iodized salt is more common in the west and in the north regions when compared to other regions. While 93 percent of households in the west are using iodized salt, it declines to 79 percent in the south, and to 61 percent in the east.

2. PURPOSE OF ASSIGNMENT:

The purpose of the assignment is for a selected company (PR and graphic design) to design, produce, implement and monitor an innovative, creative and gender sensitive awareness raising media campaign and social mobilization activities to increase 50% consumption of iodized salt especially at socially excluded. The activities will include spots, women programmes, and soap operas, for national TV channels and special spots and programmes for local TV channels.

Phase 1 : Design and production:

- 1) Develop a workplan outlining the different phases including detailed budget and time frame for the design, production
- 2) Develop a strategy for the campaign and social mobilization activities (domain of media, target audience, activities including special events, supporters at different levels, budget, time frame, expected outcomes and etc.)
- 3) Develop a monitoring and reporting system for the campaign and the social mobilization activities.

Phase 2: Development of the spots and programmes :

- 1) Conceptualize and produce layouts, designs, spots, media messages and provide UNICEF with alternative proposals depending on the importance of the project with a maximum of 3 different concepts and designs for each item.
- 2) Provide a brief note on the intended design layout etc.
- 3) Provide a detailed description of the specifications and inputs to be submitted to UNICEF including CD's, film separations including number of format and colors. All inputs and color separations should be checked thoroughly before submission to UNICEF.
- 4) Provide PDF files of the final product free of cost,

- 5) Follow the UNICEF Branding Manual
- 6) Field tests the final design.

Phase 3:

- 1) Conduct the implementation of the campaign and social mobilization activities as per the plan and budget.
- 2) Conduct a review of the campaign and social mobilization outcomes; identify key challenges, lessons learned and future action.
- 3) Based on the findings of the review, revise and adjust the workplan and design, field test and produce additional communication materials and tools and activities if needed.
- 4) Conduct the expansion of the campaign and social mobilization activities based on revised workplan and produce final campaign and social mobilization activities report.

3. **SUPERVISOR:** Sema Hosta , Communication Officer;

5. **DURATION:** 7 November 2009– 31 December 2009


4. **DESCRIPTION OF ASSIGNMENT:**

Tasks	End product/deliverable	Time-frame	Deadline
PHASE I			
Preparation Develop and test concept of the campaign			
1) Develop a workplan outlining the different phases including detailed budget and time frame for the design, production, implementation and monitoring campaign	Work plan (2 pages narrative and 6 pages matrix in both English and Turkish and ppt	4 days	
2) Develop a strategy for the campaign and the social mobilization activities (domain of communication, target audience, activities including special events, supporters at different levels, budget, time frame; expected outcomes and etc)	10 pages in both English and Turkish detailed strategy (narrative and ppt formats) including a budget, monitoring plan and time frame	4 days	
3) Develop a monitoring and reporting system for the Campaign and the social mobilization activities	Computerized functioning monitoring system in place. Campaign results compiled in forms of briefing, graphs, visual, ppts and widely disseminated through various communication channels	2 days	
PHASE II: Development of the materials		10 days	
1) Conceptualize and produce layouts, designs, etc. and provide UNICEF with alternative proposals	CONCEPT, DESIGN AND ARTWORKS: Each item category will require further specifications in quotations for varying sizes, page		

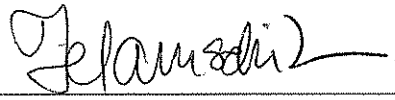
<p>depending on the importance of the project with a maximum of 3 different concepts and designs for each item;</p> <ol style="list-style-type: none"> 2) Provide a brief note on the intended design layout etc. 3) Provide a detailed description of the specifications and inputs to be submitted to UNICEF including CDs, film separations including number of formats and colors. All inputs and color separations should be checked thoroughly before submission to UNICEF. 4) Provide PDF files of the final product free of cost; 5) Follow the UNICEF Branding Manual 6) Field test the final design 	<p>numbers, flaps, types of colors, etc.</p>		
<p>PHASE III Implementation and monitoring</p>		<p>1 month</p>	
<ol style="list-style-type: none"> 1) Conduct the implementation of the campaign and social mobilization activities as per the plan and budget 	<p>2 set of 10-15 pages detailed reports (first report for the first 45 days, second for the following 45 days) including visual, graphs, media and press clips, TV ratings, PPT s outlining activities conducted, completed and its outcomes.</p>		
<ol style="list-style-type: none"> 2) Conduct a review of the campaign and social mobilization outcomes; identify key challenges, lessons learned and future action. 	<p>Two review reports both in English and Turkish, including graphs, visuals, ppts, data and etc. Each report will be minimum 15 pages.</p>		
<ol style="list-style-type: none"> 3) Based on findings of the review revise and adjust the workplan and design, field test and produce additional communication materials and tools and PR activities, if needed. 	<p>Revised workplan both in English and Turkish Additional sets of communication tools and material designed, field tested and produced</p>		
<ol style="list-style-type: none"> 4) Conduct the expansion of the campaign and social mobilization activities based on revised workplan and produce final campaign and social mobilization activities report 	<p>20 pages detailed report including visual, graphs, media and press clips, TV ratings, ppts outlining activities conducted, completed and its outcomes. 5 pages report on key outcomes of the campaign including press clips and TV rating data, and ppt use in annex</p>		
<p>7. QUALIFICATIONS OR SPECIALIZED KNOWLEDGE/EXPERIENCE REQUIRED FOR THE ASSIGNMENT:</p>			

- A company or a consortium of companies with PR, Graphic Design and Research services.
- Equipped with qualified, creative, innovative and gender balance teams with excellent, media, programme communication and behavior change and graphic design skills and knowledge and strong analytical and research skills
- Company or and consortium with proven track experience in designing, producing and monitoring innovative, creative and gender sensitive awareness raising campaign and social mobilization activities .
- Company or consortium familiar with the communication needs practices and attitudes of socially excluded target audience.
- Company or consortium with Excellent English and Turkish writing and reporting skills.
- Familiar with UN visibility guidelines.
- Sense of ethics and in-depth understanding of children's rights issues;
- Flexibility
- Hard working, capacity and dedication,

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 23.10.09

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 Lilia Jelamschi
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 Date:



Reviewed by :
 Sema Hosta
 Communication Officer
 Date:

 26.10.09

10 APPROVED BY:
 Regina De Dominicis
 Deputy Representative
 Date:

23.10.09
