## Annex I

**Terms of Reference for a Consultancy to develop, disseminate, monitor and evaluate an integrated Information, Education and Communication (IEC) Social Behaviour Change Communication (SBCC) integrated package for addressing interventions on ending Violence Against Children in Uganda.**

<table>
<thead>
<tr>
<th>1. Justification</th>
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<tbody>
<tr>
<td>Terms of Reference for a Consultancy by a Media and Advertising Firm to develop, disseminate, orient implementing partners, monitor and evaluate an integrated Information, Education and Communication (IEC)/ Social Behaviour Change Communication (SBCC) multimedia package for addressing interventions on ending Violence Against Children in Uganda.</td>
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**Impact of Violence Against Children**

Develop, disseminate, orient implementing partners, monitor and evaluate an integrated IEC/ SBCC package for addressing interventions on ending Violence Against Children in Uganda. The rationale and context of the assignment and history of activities to date that justify development of this integrated multimedia package are listed below;

- Violence Against Children through documented research violence occurs in the household, community and in the school set ups. These violations are Gender Based Violence, Corporal Punishment, Domestic Violence, Defilement and Child Marriage.

### 1. Gender Based Violence

Gender Based Violence: is a general term for any harmful act that is perpetrated against a person’s will and is based on socially ascribed gender differences between males and females. Gender Based Violence is a significant social problem in Uganda which constitutes a wide range of human rights violations. According to the Uganda Demographic Health Survey 2011 62 per cent of children and women experience at least one form of violence. Gender Based Violence against children and women are often accepted as forms of “tradition” or disguised as “discipline” and inevitably, children and women in Uganda are victimized both directly and indirectly affecting relationships that eventually impacts on household incomes, community progress and national development.

### 2. Corporal Punishment

Corporal Punishment: This is any punishment in which physical force is used and intended to cause some degree of pain or discomfort, however light. Most involves hitting (smacking, slapping, spanking) children with the hand or with an implement—whip, stick, belt, shoe, wooden spoon, etc. But it can also involve, for example, kicking, shaking or throwing children, scratching, pinching, burning, scalding, or forced ingestion (for example, washing children’s mouths out with soap or forcing them to swallow hot spices).

In addition, there are other non-physical forms of punishment which are also cruel and degrading and thus incompatible with the Convention on the Rights of the Child. These include, for example, punishment which belittles, humiliates, denigrates, scapegoats, threatens, scares or ridicules the child.

### 3. Domestic Violence

Domestic Violence: This is a pattern of behavior which involves the abuse by one partner (the abuser) against another (the abused) who have an intimate relationship. What is unique about domestic violence is that it is the violation that takes place within the home and/or in domestic relationships and as such the abuses are not easily visible to outsiders and even when they are noticed, they are often condoned as “private matters.”

According to 6 (8) of Domestic Violence Act, ‘where it is established that there is a child in the domestic relationship in respect of which a complaint is made, the local council court shall make a written order to the Probation and Social Welfare Officer to make an inquiry and take any necessary action regarding the welfare of the child in accordance with the provision of the Children’s Act.’

### 4. Defilement

Defilement: The Constitution of Uganda, (Section 129 of the Penal Code Act) defines defilement as any person who performs a sexual act with another person who is below the age of 18. In the following conditions, the
act will be considered as “aggravated defilement,” • The victim of the offense is under 14 years old • The victim of the offense is a person with disability • The perpetrator is parents, guardians or person with authorities over the victim • The offender is infected with Human Immunodeficiency Virus (HIV) • The offender is a serial offender. The consequences of defilement vary according to an individual. But the short- and long-term repercussions of defilement can be devastating. Children are physically hurt and mentally scarred in the most terrible way, often with lifelong consequences. One survivor often suffers from multiple impacts at the same time.

5. Child Marriage: This is defined as a formal marriage or informal union before age 18. While it is a reality for both boys and girls, girls are disproportionately the most affected. In Uganda, 49 per cent of girls under 18 years are married off. Another 24 per cent are either pregnant or have given birth. Where prevalent, child marriage functions as a social norm. Marrying girls under 18 years old is rooted in gender discrimination, encouraging premature and continuous child bearing and giving preference to boys’ education. Child marriage is also a strategy for economic survival as families marry off their daughters at an early age to reduce their economic burden.

6. Child Sacrifice and Mutilation: Child sacrifice and mutilation of children in Uganda has continued to increase in recent years. The bodies of children are being discovered drained of blood, missing organs and facial features or decapitated to be used in witchcraft rituals. According to Uganda Police force report for the last three years, 11 children were reported in 2012, 12 children in 2013 and 13 children in 2014 across the country in different districts. Because of the peculiar nature of this crime, often done in such secrecy, its believed that more children are victims of the crime than what is reported by the Police and the staggering numbers of missing children are attributed to child sacrifice and generalized trafficking in children.

The National multi-media integrated package to eliminate Violence Against Children will effectively support the delivery of results under the strengthening of technical networks from national to district levels. This effort is to be realized through the following preventive and response strategies:

a) The approach of community sensitization, mobilization and district lead advocacy through positive deviants from this environment can be utilized to have a positive impact on the social norms that govern the perpetual existence of Violence Against Children.

b) The other approach of utilization of legal frameworks at national level (which is meant to be implemented at district level) designed to offer a jurisdictional protective measures so that cases of violence against children are mitigated, addressed and children receive the necessary psycho-social support to help them with the road to recovery.

7. Justice for Children: This is the child protection component that establishes or strengthen systems to effectively deliver services for the protection of children in contact with the Constitution of the Law of the Republic of Uganda. Working within the framework of a National Social Protection Strategy and a Sector Wide Approaches on Justice, Law and Order, legal and policy frameworks for child protection are strengthened and further technical assistance to the design and implementation of laws, policies and regulations, including the Children’s Act, the Orphan and Vulnerable Children’s Policy, and the Birth and Death Registration Act is offered to Government ministries. It also deals with the improvement and standards for children’s services and their inclusion within social protection and justice, law and order strategies, as well as national and sectoral plans. The services are also meant to strengthen government and communities’ capacity to establish and maintain child protection surveillance systems and enhance the Government’s capacity for management and oversight to social protection work.

Improving sensitization, mobilization and empowerment of community structures to access justice and social services for prevention and response is key in child protection by the government. Examples of these include community policing outreach activities, international and national date’s and commemorative events (Anti Female Genital/ Mutilation Day, Pokot day, Tepeth day, Justice Law and Order Sector open days in districts, 16 Days of activism) community activities for response and preventive measures employed.
In summary, the importance of how community attitudes pre-determine practices as influenced by a range of barriers that have a close relationship to power relations found at the home, community and organization at district and national levels.

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Violence Against Children through documented research violence occurs in the household, community and in the school set ups. These violations are Gender Based Violence, Corporal Punishment, Domestic Violence, Defilement and Child Marriage. There currently are not standard multi-media integrated package for dissemination for implementing partners. The campaigns have also been exclusive to events calendars for external relations that does not have consistency required to effect and sustain SBCC interventions within the community.

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Level of experience required for this SSA is minimum of seven years’ experience of a consultancy firm that has dealt with developing the creative to roll out of a National C4D multimedia strategy while working in close consultation with government line ministries, civil society and Faith Based Organizations.

2. Scope of Work

Key Tasks
• Submit an inception report and work-plan
• Desk review findings in the integrated IEC/ SBCC package for addressing interventions on ending Violence Against Children in Uganda
• Review the current status of Communication for Development integrated packages to eliminate Violence Against Children in the Ministry of Gender, Labour and Social Development (MoGLSD), Ministry of Education, Science, Technology and Sports (MoESTS) and Ministry of Health (MoH).
• Review selected Literature on Communication for Development best practices for interventions to end Violence Against Children in countries with similar profiles to Uganda. Identify those best Communication for Development practices that may be applicable to the Ugandan situation.
• Review, revise and develop an integrated IEC/ SBCC package for addressing interventions on ending Violence Against Children in Uganda
• Conduct interactive review and validation meetings with key stakeholders in IEC/BCC materials/ packages used in social mobilization activities to end Violence Against Children in Government, non-government organizations, Civil Society, Faith Based Organizations and district officials.
• Finalize the integrated IEC/ SBCC package for addressing interventions on ending Violence Against Children in Uganda.
• Submit all documents (the revised IEC/ SBCC integrated package and the orientation guidelines for the capacity strengthening/ building of implementing partners) for attachment as part of the annex of the main publication.

3. Areas to be Considered

The Media and Advertising Frim to consider the following areas through the:
• submission of a financial and narrative proposal on management of implementing a multimedia campaign in the four mediums of print, radio television and online media from October to February 2016 and March 2016,
• development of an integrated package for dissemination through the following multi-media channels;
  a) Print – newspaper supplement, posters, table flip charts, laminated booklets, flip-cards. Flip charts with messages, children’s notebook (memory diaries),
  b) Promotional items – pull up banners, horizontal banners, feather banners, media drop down back drop banners, wrist banners, caps, T-shirts,
  c) video – short documentaries, animation productions
  d) radio – adverts, mentions, jingles
  e) community theatre – formatted scripts, audio, visual aids and props
  f) community video – formatted scripts, audio and visual aids
  g) community meetings – formatted discussion and resolution points with messages
  h) Mobile youth truck – formatted discussion, sensitization and empowerment road drives.
• dissemination of the integrated multimedia package to implementing partners through an orientation workshop for purposes of demonstrating appropriate utilization for effectiveness
• monitoring and evaluation checklist to check on the effectiveness of the integrated package designated for various target audiences in the four mediums of print, radio, television and online media and the final report to be submitted in March 2016.

4. Expected Deliverables and time frame

Expected Deliverables of the consultancy to be conducted by the Media and Advertising Firm to develop cost, and finalize for dissemination of an integrated IEC/ SBCC package for addressing interventions on ending Violence Against Children in Uganda. The length of time to conduct the whole consultancy will be six months from October to February 2016 and March 2016.

Timelines
These shall be negotiated depending to a great extent on the operations of;
• Rolling Work Plan activities for the Learning and Safe Programmes at district levels,
• The field work schedules of the Directorate of Gender and Community Development at national level and the Community Development Office in all 112 districts under the dissemination of the SBCC package,
• The wind up of the current Country Programme that concludes in December 2015. January 2016 will be a month for evaluation of the effectiveness of the SBCC package in all districts that it has been utilized and the Media and Advertising Firm to provide a final overall report to show effectiveness in the use of the various multimedia channels utilized in the dissemination campaigns.

This consultancy shall therefore start in October and end in February 2016. The final evaluation shall be conducted in March 2016 and final report submitted. In total the Media and Advertising Firm shall be contracted to conduct this consultancy in six (06) months - that is 90 days spread out during this period.

Schedule of Payment
-Payment term: 15 % on presentation of Inception Report. 15% at the end of each two months of implementation and achievement of one third of the deliverables. The balance of 70% to be paid at the end of six months (06) implementation.

5. Tasks

<table>
<thead>
<tr>
<th>End Products/ Deliverables</th>
<th>Time Frame</th>
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<tbody>
<tr>
<td>• Produce inception report, work plan and creative brief</td>
<td>05 days</td>
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<tr>
<td>• Conduct literature/desk review.</td>
<td>05 days</td>
</tr>
<tr>
<td>• Review the current status of Communication for Development integrated multimedia packages to eliminate Violence Against Children in the Ministry of Gender, Labour and Social Development (MoGLSD), Ministry of Education, Science, Technology and Sports (MoESTS) and Ministry of Health (MoH),</td>
<td>20 days</td>
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<td>• Review, revise and develop an integrated IEC/ SBCC package for addressing interventions on ending Violence Against Children in Uganda.</td>
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<td><strong>Conduct interactive review and validation meetings with key stakeholders in IEC/BCC materials/packages used in social mobilization activities to end Violence Against Children in Government, non-government organizations, Civil Society, Faith Based Organizations and district officials.</strong></td>
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<tr>
<td><strong>Finalize the integrated IEC/SBCC package for addressing interventions on ending Violence Against Children in Uganda.</strong></td>
<td><strong>IEC/ SBCC package for addressing interventions on ending Violence Against Children in Uganda finalized.</strong></td>
</tr>
<tr>
<td><strong>Submit all documents (the revised IEC/ SBCC integrated package and the orientation guidelines for the capacity strengthening/building of implementing partners) for attachment as part of the annex of the main publication.</strong></td>
<td><strong>Revised IEC/ SBCC integrated package and the orientation guidelines for the capacity strengthening/building of implementing partners) for attachment as part of the annex of the main publication submitted.</strong></td>
</tr>
<tr>
<td><strong>Run, monitor and evaluate a multimedia campaign on three main media channels, print, radio, television and online media.</strong></td>
<td><strong>A multimedia campaign on three main media channels, print, radio, television and online media ran, monitored and evaluated.</strong></td>
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**6. Desired background qualification and experience and competencies: For Individual contractor/Consultants/ Consultancy Firms:**

**Education:**
- Level of experience required for this Organizational SSA is minimum of seven years extensive experience developing National C4D strategies and supporting the development and dissemination of Information, Education and Communication and Behaviour and Social Change integrated packages.
- For review and validation of the integrated IEC/ SBCC package for addressing interventions on ending Violence Against Children in Uganda, there should be demonstrated experience working in consultation with government line ministries, civil society and Faith Based Organizations, Cultural institutions and other community pillars.
- Demonstrated experience in managing gender, violence, child rights and education for vulnerable children (children with disabilities and girl-child) content development and dissemination.
- Proven track record of disseminating successfully, with evidence of IEC/SBCC in communities as a result of the direct intervention by this Media and Advertising Firm.

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**5. Conditions (Important)**

**Guidance**
- State if team members of the consultancy firm has right to stay in UNICEF property, work from UNICEF office and for how long.
The team members of the consultancy firm shall have the right to access UNICEF property for consultations to take place between government and other key stakeholders.

Should the team member of the consultancy provide his/her materials – computer, diskettes, paper

The team members of the consultancy firm shall provide his/her materials to support the deliverables of this consultancy.

Are the team members of the consultancy firm authorized to have access to UNICEF transport

No access exclusively except in the company of a UNICEF staff member in relation to visit to specific focus districts for consultations in support of the desk review.

Note: Team members of the consultancy firm in practice are external and therefore do not have a direct right to access UNICEF resources. Therefore, the team members/ consultancy firm direct fee is higher than UN staff net salary partially due to this fact. As team members/ consultancy firm, they are paid either a lump-sum, as per above, or on daily or monthly basis; if the latter then they are not paid during days off and while on sick leave

Under the consultancy agreements, a month is defined as 21 working days, and fees are prorated accordingly. Consultants are not paid for weekends or public holidays.

State if flight costs would be covered and at what standard e.g. business or economy from where to where (as per applicable UNICEF Policies).

Not Applicable

Team members of the consultancy firm are not entitled to payment of overtime. All remuneration must be within the contract agreement.

No contract may commence unless the contract is signed by both UNICEF and the consultancy or contracting firm.

For international consultancy firm outside the duty station, signed contracts must be sent by fax or email. Signed contract copy or written agreement must be received by the office before Travel Authorization is issued.

No team member of the consultancy firm may travel without a signed travel authorization prior to the commencement of the journey to the duty station.

Unless authorized, UNICEF will buy the tickets of the team member(s) of the consultancy firm. In exceptional cases, the consultant may be authorized to buy their travel tickets and shall be reimbursed at the “most economical and direct route”.

Notes: Team members of the consultancy firm will not have supervisory responsibilities nor authority on UNICEF budget and other resources.

Team members of the consultancy firm will be required to sign the Health statement for consultants/Individual contractor prior to taking up the assignment, and to document that they have appropriate health insurance, if applicable.

Not Applicable

The Form 'Designation, change or revocation of beneficiary' has to be completed by the consultant upon arrival, at the HR Section.

Clearance from DHR required for former UNICEF staff.

Clearance from the Government required for civil servants.