

## **Terms of Reference(ToR)**

### **for Hiring Consultant to Implement Media Campaign Strategy of Dhaka Earthquake and Emergency Preparedness (DEEP) Project**

#### **Background**

Earthquake is one of the natural hazards that offers little room of forecast and evacuation. Only awareness and adequate preparedness can reduce its risk and impact on people. Bangladesh is in a risk of devastating earthquake impacts because of unplanned and increasing rates of urbanization, lack of awareness, dense population and inadequate space for evacuation and other factors. Dhaka, the capital of Bangladesh is a home to around 16 million people which is particularly vulnerable to earthquake because of its rapid growth as urban, poor urban planning i.e. poorly constructed structures, frequently internal displacement, poverty, lack of knowledge on Disaster Preparedness and Response, skill and resources and others. Experts have long stressed the need to take necessary steps to prepare the city and its people for facing any incident of earthquake.

To cope with the challenges a consortium initiative of German Red Cross (GRC), Christian Aid Bangladesh and Action Against Hunger(ACF) is implementing “Dhaka Earthquake and Emergency Preparedness (DEEP) Project” through Bangladesh Red Crescent Society (BDRCS). International Federation of Red Cross and Red Crescent Societies (IFRC) and American Red Cross are supporting with the technical input.

The DEEP project is underway in 15 urban wards of Dhaka South City Corporation (DSCC). The European Commission Directorate General for Humanitarian Affairs and Civil Protection -ECHO providing financial support by aiming to increase residents’ awareness of earthquake and emergency preparedness.

#### **Objective of the Media Campaign**

“Target wards of Dhaka South have increased preparedness to respond to earthquakes and other major emergencies” is the primary goal of the DEEP project what refers following,

- To implement the media campaign strategy for mass awareness on earthquake and other urban hazards.
- To develop appropriate and contextually relevant messages to circulate
- To engage all the targeted stakeholders of the project in the awareness program
- To measure the impacts of a media campaign on targeted community and take practical initiatives for further reach of the programme.

#### **Role Purpose**

Christian Aid on behalf of DEEP consortium is leading the media campaign implementation while GRC, ACF and Christian Aid is jointly financed the campaign and GRC and ACF will ensure their support for facilitating the process. BDRCS will directly work with the consultant of media campaign

where a committee will take any sorts of decision regarding the campaign and support by providing technical and programmatic knowledge and information. All the consortium partners will engage and contribute to these initiatives because this media campaign will cover the DEEP campaign of all the consortium partners. The campaign related activities will be steered by the consultant.

### Scope of Work

It is expected that after implementation of the DEEP media campaign, the targeted stakeholders of DEEP project and the people of Bangladesh will,

- Well known about the messages of Earthquake preparedness and major urban hazards
- Understand the necessity of being prepared for earthquake and other urban hazards
- Understand and know how to engage with the emergency support system and response mechanism after earthquake
- Be prepared for any urban hazards such as fire incidents, building collapse etc.

### Methodology

A consultant individual/ organization will be hired for facilitating the media campaign for earthquake as well other urban hazards. The consultant will promote the media campaign based on,

- The consultant will develop the content, knowledge, IEC materials for selected each media campaign tools before implementation.
- The consultant will implement the plan for achieving the highest coverage of earthquake awareness and preparedness.
- The Consultant will evaluate the achievements and take further initiatives for achieving effective results at the end of the project. Finally, will do the final reporting.

### Time line

The assignment is envisaged for 6 months, starting in June 2018 through November 2018. Based on timeframe it will include three things like Content development, Implementation and Evaluation linking with timeline.

### Responsibilities of Consultant

- **Content/IEC development:** Consultant will develop and ready all the materials and started to implementation. A campaign launching will be facilitated in June and the campaign will ongoing as per the produced content.
- **Implementation Facilitation:** The consultant will implement the proposed actions as per the projected budget with the support of DEEP team and volunteers and the partner stakeholders.
- **Evaluation:** Campaign committee will conduct regular monitoring. The consultant will evaluate the campaign evaluation and progress analyses on September that they can take the necessary addition if needed by September 2018.
- **Campaign Reporting:** Periodic reporting (Financial and narrative both) will take place in every month and a final report will be delivered after completing the task in end of October 2018.
- **Support in Procurement:** Consultant will assist and support the procurement of DEEP project.

## Deliverables

The consultant should deliver,

- Individual campaign event report of the selective event with photographs
- Two monthly reports of implementation
- One Evaluation reports
- One final report
- IEC materials for the event (e.g. Script from street drama, script and ready Jingle for radio, TV)

## Consultant Requirements

The consultant needs to have the following competencies and experiences:

- Have knowledge and experience of urban hazards and response
- Prior experience of conducting a similar type of campaign
- Have expertise in facilitating an inclusive DRM media campaign
- Excellent facilitation and writing capacity/skill in English or Bangla
- Understanding of media engagement in the humanitarian sector
- Understanding of the context of Bangladesh especially urban and the DEEP project area
- The ability to meet deadlines and produce accurate, high quality reports

## Reporting

The consultant will directly report to Programme Officer- Advocacy (DEEP), Christian Aid whereas he/she will be accountable to the DEEP project delegate of GRC. He/she will need to work closely with the BDRCS, supported by media campaign committee and the DEEP consortium partners.

## Application procedures

Interested individual/Consultancy firm are requested to submit **a technical & a financial proposal (separately)** as soft copy (PDF version) addressing Rahat Ara Sirajum Monir, Programme Officer- Advocacy, Christian Aid Bangladesh (Address: 42/A, Road No 42, Floor 1, Gulshan 2 ) at [bangladesh-jobs@christian-aid.org](mailto:bangladesh-jobs@christian-aid.org) with CC to [rmonir@christian-aid.org](mailto:rmonir@christian-aid.org) by 27<sup>th</sup> May 2018 before 17:00 hours of Bangladesh time. Please be aware that incomplete or partial submission will be rejected without any review.