



TERMS OF REFERENCE

Design and Production of Advocacy Materials for Public Release for Persons with Disabilities (PWDs) (TZK001) - 2024

1.0 Background

Tanganyika Christian Refugee Service (TCRS) was established in 1964 to provide emergency relief and humanitarian services to refugees and asylum seekers in Tanzania. At first, TCRS operated as a field programme of the Lutheran World Federation's Department for World Service LWF/DWS and later on in 2006 as an autonomous Non-governmental Organization. Since 1984, TCRS expanded its operations to include development work aimed at empowering disadvantaged communities by addressing socio-economic and climate-related challenges and helping communities overcome extreme poverty.

The Inclusive Community Resilience project, funded by the Finnish Evangelical Lutheran Mission (Felm), aims to improve food security, promote sustainable livelihoods and disaster risk management ultimately build resilience to climate change inclusively. The project is implemented in a total of 45 villages located in Kilwa, Morogoro, and Kishapu, which are highly vulnerable to climate change.

2.0 Purpose of the ToR

This Terms of Reference (ToR) seeks to engage a qualified consultant to design and produce Advocacy Materials aimed at increasing public awareness, sensitivity, and support for the rights, needs, and contributions of Persons with Disabilities (PWDs). The goal is to promote a more inclusive society, reducing discrimination and stigmatization by fostering better understanding and collaboration.

The advocacy materials will serve as a comprehensive toolkit, offering stakeholders such as community members, decision-makers, and partners guidance on effectively supporting and engaging with persons with disabilities. They will outline best practices for fostering inclusion and respectful interactions, aligning with established guidelines for the support and empowerment of individuals with disabilities.

3.0 Scope of work

The Consultant will produce Advocacy Materials in two main formats:

Videos: These videos will provide visual, engaging content to communicate key principles of working with persons with disabilities. The videos will highlight testimonials, insights, and lived practical experiences, offering perspectives from both persons with disabilities and the families who support them. This format will help stakeholders connect emotionally with the stories shared and understand the importance of inclusive practices in a more profound way.

Booklets: These written materials will delve into specific guidelines and strategies, presenting actionable steps and advice for creating a more inclusive environment. Booklets will cover a range of topics, including how to ensure accessibility, ways to encourage active participation and guidance for adapting services to meet diverse needs.

Information within these materials will be gathered directly from persons with disabilities, as well as from families who live with and care for them. Special attention will be given to capturing the experiences and testimonies of beneficiaries who have been actively working with TCRS. By centering their perspectives, these materials will not only educate but also empower stakeholders and the community we serve to make informed, respectful, and impactful contributions to the lives of persons with disabilities within their communities.

4.0 Objectives

The primary objective of the consultancy is to design, produce, and deliver advocacy materials by using simple language with key messages that:

- i. Educate stakeholders with practical knowledge and skills for effectively engaging with and supporting persons with disabilities.
- ii. Collect and convey relevant information from persons with disabilities and their families, particularly those who have collaborated with TCRS.
- iii. Highlight success stories, identify challenges, and develop strategies to enhance inclusivity and accessibility for persons with disabilities.

5.0 Key Deliverables

i. Inception Report: A comprehensive report detailing the Consultant's approach, methodology, timeline, and work plan for the project, including key themes and a structured content outline.

ii. Data Collection Report: Documentation of insights, testimonials, and other collected information from persons with disabilities, their families, and TCRS beneficiaries, including summaries of interviews and consultations.

iii. Draft Advocacy Materials:

- Video Drafts: Initial drafts of short videos (3-5 minutes each), including scripts, raw footage, and initial edits that reflect the advocacy themes and objectives.
- Booklet Drafts: Draft versions of booklets (approximately 10-15 pages each) covering PWDs support practical guidelines, strategies, and success stories with photos and sketches.

iv. Finalized Advocacy Materials:

- Completed Videos: Final versions of each video, fully edited with closed captions, voice-overs, and other accessibility features, ready for distribution.
- Completed Booklets: Final, print-ready versions of each booklet in coloured quality papers, designed to be visually accessible with finalized content, graphics, and layout.
- Final Report: A comprehensive report summarizing the consultancy process, insights gained, challenges encountered, and recommendations for further advocacy work. This should include a summary of key feedback and how it was integrated into the final materials.

6.0 Consultancy competencies and skills

- Master's degree in Communications, Media Studies, Social Sciences, or related fields.
- Proven experience in developing advocacy and educational materials, particularly for vulnerable groups.
- Demonstrated experience in video production, content creation, and graphic design.
- Understanding of disability rights, inclusive communication, and accessibility requirements.
- Strong interviewing and interpersonal skills to engage and collect insights from PWDs and their families.
- Ability to work independently and meet deadlines.

7.0 Timeline

The consultancy is expected to take place for four weeks. A detailed work plan with timelines for each deliverable will be developed at the inception phase.

8.0 Consultant Selection Procedure

TCRS will select the Consultant based on:

- I. Relevant Experience: Proven track record in designing and producing advocacy materials, particularly for persons with disabilities.
- II. Technical Skills: Proficiency in graphic design, content development, and any relevant software tools.
- III. Proposal Quality: Clarity, creativity, and feasibility of the submitted proposal, including timelines and budget.
- IV. Understanding of Issues: Demonstrated knowledge of the challenges faced by persons with disabilities and relevant advocacy strategies.
- V. References: Positive feedback and recommendations from previous clients or projects.
- VI. Cultural Competence: Ability to engage effectively with diverse communities and understand their unique needs.
- VII. Availability: Capacity to commit to the project timeline and requirements.

i. Submission of Proposals

- Academic qualifications.
- Relevant services undertaken in the past three (3) years.
- Detailed reference list indicating the scope and magnitude of similar assignments.
- Proposed methodology.
- Team composition and task assignment/roles.
- Proposed work plan.
- Report outline.
- Registration and other relevant statutory documents.
- A detailed budget proposal.

Application be sent by email to:-

***The Director,
Tanganyika Christian Refugee Service (TCRS),
P.O. Box 3955,
Dar es Salaam.***

Email: mail@tcrs.or.tz,

Closing date: 20th Nov 2024

If you do not hear from us, please consider your application unsuccessful.