

**Jamaica Disaster Vulnerability Reduction Project  
(DVRP)**

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**TERMS OF REFERENCE**

**Development and Execution of a  
Comprehensive Communications Campaign  
for Disaster Risk Reduction and the DVRP**

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## **1. BACKGROUND INFORMATION**

### **1.1. BENEFICIARY COUNTRY**

Jamaica

### **1.2. BACKGROUND**

The Jamaica Social Investment Fund (JSIF) is a limited liability company incorporated under The Company's Act of Jamaica. It was established in 1996 as a component of the Government of Jamaica's (GoJ's) national poverty alleviation strategy. The Fund was designed primarily to channel resources to small-scaled community-based projects. This is done with the use of an Operations Manual that acts as a guide to ensure transparency, accountability and efficiency in project implementation.

The operations of the JSIF were initially funded by a loan negotiated between the GoJ and the World Bank. Though the Fund was initially established as a temporary organization with an initial lifespan of four (4) years, it has been in operation for over twenty-one (21) years; invested an estimated USD 200 million, of which approximately 80% is on infrastructure. Presently the Fund has been charged with executing agreements with international donor partners that will continue until 2022.

#### ***The mandate of the JSIF is:***

The Jamaica Social Investment Fund (JSIF) mobilizes resources and channels these to community-based socio-economic infrastructure and social services projects. Through a national partnership between central and local government, communities and private and public organizations, the JSIF addresses the immediate demands of communities in a manner that is quick, efficient, effective, transparent and non-partisan.

### **1.3. JAMAICA DISASTER VULNERABILITY REDUCTION PROJECT (JDVRP)**

JSIF is in the process of implementing several development programmes from varying funding agencies, targeted at underserved urban and rural communities.

The DVRP is being financed by the Government of Jamaica with a loan of US \$30 million from the World Bank. The project is being implemented over a six-year period (July 2016 – July 2022). The DVRP supports the GoJ in implementing a program that promotes climate and disaster risk management in the wider context of sustainable development. This will be achieved through: i) improving the capacity of Government institutions to

generate and use hazard and risk information to shape local and national development; and, ii) reducing disaster and climate vulnerability by making infrastructure more resilient.

The Project will support the Government to proactively address disaster risk, rather than treating a disaster as an exogenous shock to development. The Project will also, in the event of a major disaster triggered by a natural event, enable a quicker response to address emergency needs and thus reduce the risk of the GOJ having to halt or divert resources from the implementation of the other development priorities.

There are four primary components. These are Component 1 – Understanding Risk; Component 2 - Risk Reduction; Component 3 - Contingent Emergency Response; and Component 4 - Project Administration. Complementary activities will be carried out through grant financing that will complement the Loan activities. These activities are related to i) disaster risk financing and insurance; ii) disaster response and recovery; iii) safer schools; and iv) risk reduction.

The activities under this TOR, while supporting and including both Components 1 and 2, will seek to highlight the concepts of understanding and managing risk which is focused on building the capacity of Government for data collection, sharing and analysis, enhanced Seismic network, support to roll out the new Building Code; and Risk Reduction which involves construction of new facilities i.e. Fire Stations, School expansions, coastal protection works and large urban drainage systems.

The DVRP is executed by the JSIF alongside many partners in Government. These include the National Environment and Planning Agency (NEPA), Office of Disaster Preparedness and Emergency Management (ODPEM), Jamaica Fire Brigade (JFB), National Works Agency (NWA), Earthquake Unit (EQU) of the University of the West Indies (UWI) and the Ministry of Education, Youth and Information (MOEYI).

## **2. OBJECTIVE**

The main objective of this consultancy is to help to achieve the overall objective of the DVRP by enhancing the awareness, understanding, and knowledge of key stakeholders in the government, private sector, civil society, and general public, on disaster risk reduction, climate change and the DVRP in general.

### 3. SCOPE OF THE WORK

*Note:* The services delivered through the TOR are to be undertaken in accordance with generally accepted international standards and professional practices acceptable to the Government of Jamaica and the World Bank. The scope of work is understood to cover all activities necessary to accomplish the objectives of the Consultancy, whether or not a specific activity is cited in these Terms of Reference (ToR).

#### **General Scope:**

Develop a communications strategy to enhance the awareness, understanding, and knowledge of key stakeholders in the government, private sector, civil society, etc. at the national and local levels on disaster risk management; engage effectively with stakeholders, and help achieve the overall project objectives.

The principal target groups under the project are the general population, non-governmental organizations (NGOs), community-based organizations (CBOs), local authorities, private sector groups, professional groups, media groups, students and teachers.

#### **Specifically, the Consultant Firm will be required to undertake inter alia:**

##### **• Phase One – Needs Assessment & Communications Strategy**

- Consult with key implementing partners for the project including; the Ministry of Local Government and Community Development (MLGCD), Office of Disaster Preparedness and Emergency Management (ODPEM), Municipal Corporations, National Environment and Planning Agency (NEPA), Planning Institute of Jamaica (PIOJ) and other relevant agencies on issues relating to public awareness that should be addressed in the implementation of the project.
- Determine methodology and survey tools that will be used to capture the intended audiences and undertake baseline assessment of knowledge, awareness and behaviours against which the efficacy and impact of the campaign can be measured.
- Establish links with NGOs, CBOs, and other entities located within the general population to increase campaign reach.
- Identify needs and gaps of the climate change and disaster risk reduction communication as determined by the relevant agencies; and include plans to expand, modify or extend existing activities where prudent.
- Specify appropriate communication channels, dissemination methods and media such as video, print, animation, web/online media, traditional media, competitions, public events, social media, among others, to

effectively communicate key messages to specific stakeholders.

- Develop and prepare a communications strategy and action plan for DVRP related activities and objectives.
- Submit report, strategy and plans for review; make adjustments based on feedback for the final submission of the communication strategy, with action plan and budget.

- **Phase One – Needs Assessment & Communications Strategy**

- Design and implement a comprehensive, effective DVRP awareness and educational campaign which should include; culturally relevant materials and resources, and the use of innovative means as appropriate, focusing on climate change adaptation, and DRR.
- Develop Information, Education and Communication (IEC) materials on DRR with appropriate and relevant messages tailored for key stakeholders in partnership with relevant government agencies and stakeholders. Use various formats as appropriate such as text, graphics, imageries, infographics, video, printed materials, etc. geared towards the targeted groups.
- Design a standard publication layout for the Project for use in future publications.
- Develop appropriate scripts for radio and story board and scripts for television advertisements as required.
- Develop and produce audio-visual kits and other educational material on DRR geared towards the targeted groups
- Launch a DRR awareness campaign geared towards the targeted groups.
- Identify suppliers for the provision of goods and services in support of the campaign
- Prepare, edit and disseminate information on DRR to different media and stakeholders
- Conduct any relevant seminars, outreach meetings and workshops as required by the communications strategy
- Conduct any other activity that promotes the achievement of communication and awareness raising objectives.

*The Consultants shall ensure Government of Jamaica, JSIF and World Bank visibility in all activities and on all printed and audio-visual material.*

## **4. PROJECT MANAGEMENT**

### **4.1. REPORTING ARRANGEMENTS**

The Consultant Firm shall report directly on all technical and contractual matters to Managing Director of JSIF or designate. The Consultants are reminded that they should

request problem-solving meetings as soon as there is any indication of a variation in the scope of work, changes to the timeline or additional costs being necessary. No variations are to be made to the agreed time or cost without the prior approval of JSIF.

#### 4.2. SUBMISSION AND APPROVAL OF OUTPUTS

All deliverables are to be submitted to JSIF who will review, and provide feedback for approval of all submissions.

### 5. LOGISTICS AND TIMING

#### 5.1. COMMENCEMENT DATE & PERIOD OF EXECUTION

The intended commencement date is April 1, 2019 and the period of execution of the contract is ten (10) months.

#### 5.2. DELIVERABLES AND PAYMENT

Payment will be made in accordance with the submission and acceptance of the deliverables as outlined below:

| Deliverables |   | Date to be Delivered              | Payment |
|--------------|---|-----------------------------------|---------|
| 1            | <b>Inception Report</b> detailing the workplan and methodology, mitigation strategies to ensure timely execution of deliverables and include proposed survey instrument and strategy towards baseline assessment for review & approval.   | 1 month after signing of contract | 10%     |
| 2            | <b>Preliminary Report</b> including; results of consultations (include register of participants – hard and soft copy), results of the <b>Baseline Assessment</b> (include original hard and soft copy of all responses) and Drafts of <b>Communication Strategy with action plans and budget.</b> | 1 month after deliverable 1       | 15%     |
| 3            | <b>Communications strategy and action plan</b> for DVRP developed and prepared after feedback;<br><br><b>Draft of IEC materials</b> on DVRP and DRR, <b>standard publication layout, radio</b>  | 2 months after deliverable 2      | 20%     |

| Deliverables                  |   | Date to be Delivered                | Payment |
|-------------------------------|---|-------------------------------------|---------|
|                               | <b>scripts, television scripts and storyboards. Draft/Mock-up of audio-visual kits and other educational materials.</b>   |                                     |         |
| 4                             | Submission of developed <b>IEC materials</b> on DVRP and DRR, <b>standard publication layout</b> and <b>audio-visual kits and other educational materials</b> and information prepared for dissemination to different media and stakeholders. | Within 2 months after deliverable 3 | 25%     |
| 5                             | DVRP awareness and educational campaign implemented; climate change and DRR awareness campaign launched.  | Within 1 month after deliverable 4  | 30%     |
| 6                             | Final report – on the campaigns and current activities, recommendation and action plan to guide implementation of future campaign activities.   | 2 months after deliverable 5        | 10%     |
| <b>TOTAL NUMBER OF MONTHS</b> |   | <b>*9 months</b>                    |         |

*\*additional one (1) month for iterations and reviews on content.*

### 5.3. QUALIFICATIONS

#### Requirements of the Consultant Firm

- The Firm shall have a cadre of consultants trained and experienced in Mass Communications, Development Communication; Organizational Communications, Public relations, graphic design, animation, Social marketing and training, and other relevant fields.
- In operation for at least ten (10) years with relevant experience in developing, designing, production and publishing/dissemination/airing of communication products using various media, and organizing, and producing major events of regional or international nature;
- Good understanding of climate change and related environmental issues, Disaster Risk Reduction
- Experience in the development of communication strategies to raise awareness of issues would be an asset.



- Knowledge of the operations of international organizations, exposure to World Bank project policies would be a distinct advantage.

**The consulting firm is expected to have the following key experts**

**1. Mass Communications Specialist/Team Lead**

The Mass Communications Specialist/Team Lead must have a Master's Degree in communications or related field. A minimum of 10 years' experience in supervising or managing local project campaigns and sound knowledge and expertise in various media campaigns is required. Scripting for television and radio would be an asset.

**2. Social Market Researcher/Analyst**

The Social Market Researcher must have at least a Bachelor's Degree in Social Science, Business Administration with focus on Marketing, Psychology or equivalent certification in related fields with at least 8 years' experience. Sound knowledge and expertise in formulating and conducting surveys and analysis is required.

**3. Public Relations Officer**

The Public Relations Officer must have at least a Bachelor's Degree in Public relations or equivalent certification in related fields with at least 8 years' experience. Sound knowledge and expertise in identification of target audiences and ability to communicate information effectively to various kinds of audiences at different levels is required. Scripting for television and radio would be an asset.

**4. Graphic Designer/Artist**

The Graphic Designer must have at least a Bachelor's Degree in Art & Design or other related field or equivalent certification. This expert must have 8 years' experience in creating content designs for various media formats for project campaigns.