



JAMAICA SOCIAL INVESTMENT FUND

“Investing for Community Development”

INTEGRATED COMMUNITY DEVELOPMENT PROJECT (ICDP)

TERMS OF REFERENCE

CONSULTANCY

COMMUNICATIONS CONSULTANT TO SUPPORT THE JAMAICA CRIME OBSERVATORY INTEGRATED CRIME AND VIOLENCE INFORMATION SYSTEM (JCO-ICVIS)

1.0 BACKGROUND INFORMATION

BENEFICIARY COUNTRY

Jamaica

CONTRACTING AUTHORITY

Jamaica Social Investment Fund

BENEFICIARY MINISTRY, DEPARTMENT, AGENCY

Ministry of National Security

JAMAICA SOCIAL INVESTMENT FUND

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 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.

MINISTRY OF NATIONAL SECURITY

The Ministry's aim is to contribute towards creating a safe and secure Jamaica by the effective enforcement of law, order and maintenance of secure borders.

The Ministry of National Security (MNS) was established as a single Ministry in 2001 following the separation of the Ministry of National Security and Justice to form two separate Ministries. The current MNS mandate is to:

- Facilitate the maintenance of law and order;
- Protect Jamaica against internal and external threats;
- Ensure the safety of Jamaica's borders and;
- Punish and rehabilitate offenders

2.0 BACKGROUND TO THE INTEGRATED COMMUNITY DEVELOPMENT PROJECT (ICDP)

The Government of Jamaica (GoJ) signed a loan valued at US \$42M with the World Bank for the funding of the ICDP, with JSIF as the Implementing Agency. This project commenced in May, 2014 and will be implemented over six (6) years to May, 2020. The ICDP will build on the successful activities completed under a project previously implemented by JSIF, the Inner City Basic Services for the Poor Project (ICBSP), which benefited over 60,000 people in 12 inner city communities. The ICDP will empower 18 inner city communities to participate in and benefit from the development process; the Project Development Objective is to enhance access to basic urban infrastructure and services, and contribute towards increased community safety in selected economically vulnerable and socially volatile inner city communities of Jamaica. The ICDP has three (3) main components i. **Component 1:** Basic Infrastructure and Access to Services ii. **Component 2:** Public Safety Enhancement and Alternative Livelihoods and iii. **Component 3:** Institutional Strengthening for Urban Management and Public Safety.

The support to the Ministry of National Security (MNS) falls under Component 3 i.e. **Institutional Strengthening for Urban Management and Public Safety** and will support the improved coverage, range and distribution of data collected by the Jamaica Crime Observatory, including, *inter alia*: (1) expanding coverage, (2) improving the software to analyze data collected and (3) carrying out capacity building activities for staff to analyze and disseminate a greater volume of information.

3.0 PROJECT CONTEXT

Consistently high rates of crime and violence, particularly in urban areas, have posed a serious obstacle to the formation of social and human capital, and contributed to limiting economic growth in Jamaica. The cost of productivity losses, for example, due to interpersonal violence-related injuries accounted for 4 percent of Jamaica's GDP. The profile of those directly involved and affected by violent crime – perpetrators and victims alike – are typically young, unskilled, unemployed, and undereducated males between 15-29 years, who are from vulnerable urban neighborhoods, which are affected by higher rates of poverty, unemployment, lower educational attainment, low social capital, and low levels of investment in public space.

Vision 2030 Jamaica– National Development Plan (Vision 2030 Jamaica), highlights sustainable urban development as a key outcome in striving for a healthier environment. The plan calls for a holistic approach in national crime reduction efforts in order to address both urban development challenges and those relating to crime and violence. In tandem with the National Development Plan, **the Government of Jamaica (GoJ) developed a National Security Strategy (NSS), a National Crime Prevention and Community Safety Strategy (NCPCSS)**. The NCPCSS articulated the need for the establishment of an integrated crime and violence information system. The strategy underlines the need for reliable and timely data to set meaningful baselines for national crime and violence reduction and prevention policies.

Swift and sure justice processes are one of the five strategic pillars the Ministry of National Security has identified to propel its crime and violence reduction interventions. This is supported by several purpose driven indicators such as having a: reduced murder rate per 100,000 population; reduced major crimes per 100,000 population; reduction in the number of police fatal shootings; and improved citizens perception of safety. The ability to use data to assist in responding to who, what, where and why of emerging crime and violence across parishes, communities and localized *hot spots* is valuable in identifying strategies, preventing victimization, and assists in reducing crime.

3.1 OVERVIEW OF THE JAMAICA CRIME OBSERVATORY INTEGRATED CRIME AND VIOLENCE INFORMATION SYSTEM (JCO-ICVIS)

The Jamaica Crime Observatory Integrated Crime and Violence Information System (JCO-ICVIS) is an instrument that brings together all primary data sources to improve the quality of crime and violence statistics that directly influence the design and implementation of evidence-based strategies and policies to boost peaceful co-existence and citizen security in Jamaica. The JCO-ICVIS allows for comparisons of incidence and prevalence of crime and violence events over time, between places or between different groups of the population and contributes to the identification of changes in trends of certain events.

Since its inception in 2011, the JCO-ICVIS has operated out of the Research and Evaluation Unit, now the Monitoring & Evaluation, Research & Data Analytics Branch at the Ministry of National Security (MNS) at the Ministry of National Security (MNS). Its main objective is to provide reliable and timely crime and violence information that permits the characterization and monitoring of high impact events such as external causes of injuries and deaths (homicides, suicides), traffic fatalities and sexual assaults with the purpose of designing actions to deal with these problems, as well as evaluating the impact of these actions. Specifically, the system: (a) supports and keeps up to date, reliable data so as to promote transparency, security and safety in the national interest, (b) establishes valid and consistent crime and violence related statistics for each community as well as the corresponding geo-reference maps of the incidents, and (c) uses the validated data to

inform policy and decision making towards the development of improved citizen security and prevention measures.

The JCO operates through a Technical Committee which consists of seventeen (17) stakeholders. Of these stakeholders, the following institutions operate as a sub-technical committee in the provision of data: the Jamaica Constabulary Force (JCF), the Ministry of Health (MOH), the Institute of Forensic Science & Legal Medicine (IFSLM) and the Registrar General's Department (RGD). These stakeholders provide the statistical data and technical advice necessary for the proper collection and validation of the various incidences of crime captured by the system.

Since 2015, the JCO-ICVIS collects data on seven crime and violence incidences (Murder, Shooting, Sexual Offence, Robbery, Fatal Shootings, Traffic Fatalities and Suicide) in 10 of the 14 parishes. These parishes are Kingston, St. Andrew, Clarendon, St. Catherine, St. James, St. Ann, St. Mary, Westmoreland, Hanover and Manchester. Data on the additional four parishes have been collected since 2018.

3.2 OBJECTIVES OF THE CONSULTANCY

The main objective of this consultancy is to develop and drive a communication strategy towards the effective sharing, use and applications of the information produced by the JCO-ICVIS. Currently there is a need to promote the value of community level crime data in framing various crime prevention interventions and a greater level of awareness of civic and community groups in building safer spaces. It is anticipated that this will enhance the understanding of, relevance of and utilization of the outputs by the key stakeholders i.e. Ministry of National Security, Jamaica Constabulary Force (JCF), Ministry of Health, Forensics Institute (inclusive of Forensic Laboratory and Legal Medicine Units), and other relevant Ministries, Departments and Agencies' and the wider population for national policy and decision making.

4 SCOPE OF THE WORK

4.1 GENERAL

- Develop a communication strategy for the JCO-ICVIS based on an assessment of the current communications approach in consultation with relevant stakeholders.
- Develop mission statement and other brand-related content, including templates for the JCO-ICVIS brand as it relates to image, product design and dissemination format.
- Creation of products in editable format, where appropriate; electronic and hard copy format.

- Develop dissemination and outreach strategy to include crime and violence maps, etc., within and outside of MNS. Within the timeframe of the consultancy, lead implementation of first 5 months of the communication strategy.

4.2 SPECIFIC ACTIONS

Specifically, the Communications Specialist in collaboration with the Monitoring & Evaluation, Research & Data Analytics Branch within the Ministry of National Security (MNS), (JCO-ICVIS Secretariat), the Crime/Data Analyst and the Technical Committee of the JCO-ICVIS (where applicable) will develop the communication strategy of the JCO. Deliverables will be crafted using graphic design to create branding images of the JCO-ICVIS products which will be complemented by promotional activities devised and executed with the expectation of increased dissemination of JCO-ICVIS' mission and products. More specifically the consultant is required to:

- (1) Develop a communication strategy to enhance the positioning and utilization as JCO as a governance tool for crime and violence prevention programming and policymaking
- (2) Undertake consultations (maximum 2 sessions) targeting JCO Technical Committee, MNS and key stakeholders to ensure the appropriateness of the strategy (validation)
- (3) Implement the first 5 months of the communication strategy which may include *inter alia*:
 - a) Development of reporting formats/templates which will facilitate the standardized display of products. This will include the:
 - Design of templates for reporting/dissemination of data such as Statistical /Data reports, special reports, power point presentations for varied stakeholders, including some specifically targeting policymakers, civil society, media and the general public.
 - Creation of mini reports with graphics, inclusive of e-bulletins based on existing JCO-ICVIS data
 - Revamping of existing JCO-ICVIS webpage with attention also being directed at making recommendations for increasing its reach.
 - b) Identify and formulate communication strategies, inclusive of graphic design, for promotion, use and branding of the JCO-ICVIS. This will include:
 - Formulation of Vision and Mission Statement with technical team
 - Creation of Logo and Tag Line
 - Creation of Brand Palette

- Creation of infographics template/design
 - Creation of JCO-ICVIS paraphernalia inclusive of brochure – paper based, electronic and web-based.
- (4) Lead promotional activities geared towards the dissemination/public awareness sessions
- Start implementation of outreach strategy for short-term and medium-term implementation to be carried out by JCO-ICVIS within particular focus for the MNS, its Agencies and Departments, civil society etc.
 - Organise workshops with: Interest groups using data for monitoring and evaluation purposes, including policymakers at national and parish levels, Technical Committee, Public Safety, Parish Safety Committee, Child Protection Sector, private sector, civil society, media, etc.

Ownership of deliverables

The outputs/deliverables of this Consultancy will be considered the property of the Government of Jamaica, specifically the Jamaica Social Investment Fund and the Ministry of National Security.

5 PROJECT MANAGEMENT

The recipients of the services are the Jamaica Social Investment Fund and the Monitoring & Evaluation, Research & Data Analytics Branch at the Ministry of National Security and the Statistics and Information Management Unit of the Jamaica Constabulary Force. The Ministry of National Security, the Monitoring & Evaluation, Research & Data Analytics Branch in particular will manage the consultancy; provide office accommodation and accessibility to the system. Administrative support such as meeting bookings, logistical arrangements, and production of reports will be the responsibility of the Consultant.

6 LOGISTICS AND TIMING

6.1 COORDINATION

The Jamaica Social Investment Fund will have contractual responsibility for the consultancy, while the Crime/Data Analyst will liaise with the Monitoring & Evaluation, Research & Data Analytics Branch at the Ministry of National Security. The Consultant will report to the Chief Technical Director in the Ministry of National Security through the Senior Director, Monitoring & Evaluation, Research & Data Analytics Branch.

Note: Remote access to the JCO-ICVIS database is not currently possible. Additionally, the incumbent will need to be in a position to facilitate close interaction with the Crime Prevention and Community Safety Branch at the Ministry of National Security and other key stakeholders of the Ministry’s social intervention programmes; therefore, being domiciled in Jamaica for the duration of the consultancy is a requirement.

6.2 COMMENCEMENT DATE AND DURATION

The intended commencement date is November 2019 and the period of engagement will be for a period of five (5) months.

7 DELIVERABLES

The Consultant shall provide the following:

1. Inception Report
2. Progress Report/Presentation on formalizing the JCO communications strategy and associated materials
3. Validated Communications Strategy, including indicative budget for implementation of deliverables under the contract
4. Final Report on roll-out of strategy (i.e. updated, functioning website, revamped, functional social media; Evidence of visibility or other activities to raise awareness of the JCO and its products (e.g. GIS maps and presentations made).

NB: The Consultant shall liaise with all key stakeholders (including JCO staff and other Consultants) identified during the inception briefing for the development of the various deliverables.

Deliverables		Date to be Delivered
1	<p><u>Inception Report</u> following Inception Meeting with key project staff JCO/MNS/JSIF</p> <p>This report must include: approach to the Consultancy and work plan detailing methodology and relevant timelines for: a) engaging stakeholders in developing strategic management products such the mission statements, templates, logo etc; b) the design of JCO-ICVIS products and paraphernalia; c) stakeholder engagement for development and validation of communications strategy; d) implementation of finalised strategy. The methodology ought to justify the engagement</p>	2 weeks after signing contract

Deliverables		Date to be Delivered
	for various groups of stakeholders	
2	<p>Progress report to include :</p> <ul style="list-style-type: none"> - analysis of JCO's existing communications approach and tools, identifying gaps and making recommendations. - Vision and mission statement of JCO - Portfolio (including in soft copy) with various draft formats/templates (inclusive of paper-based, digital and social media tools, platforms and materials) from which the REU will provide feedback towards selecting the standardized way to display products and share information 	1 month after approval of deliverable 1
3	Brief report to include feedback from stakeholder consultations on draft strategy, and presentation of validated Communications Strategy with indicative budget.	1 months after approval of Deliverable 2
4	<p>Final report to include:</p> <p>1) Assessment of first 5 months of implementation of the communications strategy;</p> <p>2) Indication of satisfactory completion of key elements of the strategy i.e. updated, functioning website, revamped, functional social media</p> <p>3) Evidence of visibility or other activities to raise awareness of the JCO and its products (e.g. GIS maps); presentations made, finalised portfolio of templates, etc.</p>	3 months after approval of Deliverable 3
TOTAL CONTRACT PERIOD		5 months

8 PAYMENT SCHEDULE

Payment will be made upon submission and approval of the deliverables

1. 20 % upon submission and approval of the Inception Report by MNS
2. 20 % upon submission and approval of Progress Report with analysis of current JCO communications approach, vision and mission statement, and portfolio with designs and brand related details

3. 30% upon submission and approval by MNS of report on Stakeholder Consultations and validated Communications Strategy
4. 30% upon submission and approval of the Final Report (including evidence of functioning website and visibility activities).

Work Presentation for all the above-mentioned deliverables is incomplete without submission of the following:

- a. Three hard copies and one electronic copy of reports (on CD or jump drive).
- b. One electronic copy (on CD or jump drive) of PowerPoint documents and all promotional and other materials.

Note: Payments are contingent on the Monitoring and Evaluation, Research and Data Analytics Branch's approval of the satisfactory completion of deliverables.

9 QUALIFICATIONS AND EXPERIENCE:

The Consultant will be required to possess the following or demonstrate access to the required skills/expertise through sub-contracted talent. The specific requirements are as follows:

- i. Minimum of Bachelor of Arts Degree in Communications, Public Relations, Marketing or relevant field
- ii. At least 4 years' experience working in the field of public relations, communications or related areas
- iii. At minimum 3 years of experience in Graphics design and publications
- iv. At minimum 4 years' experience using social media and traditional communication in stakeholder engagement
- v. Have utilised Microsoft word, desktop publisher, Adobe Photoshop and other similar design software with at least 3 different types of clients (more would be an asset)
- vi. Possess- team working skills
- vii. Ability to meet tight deadlines
- viii. Experience in security, justice, crime prevention or related fields would be an asset

NB: The contact information of two (2) work references who can attest to ability and quality of work must be submitted with the application. Applicants should also be ready to submit samples of their work if requested.

10. SELECTION

The Consultant will be selected in accordance with the Individual Consultant methodology set out in the World Bank's 'Selection and Employment of Consultants' guidelines.

Appendix A: Membership of the Technical Committee for the JCO-ICVIS

Bureau of Gender Affairs (BGA)

Child Development Agency (CDA)

Institute of Forensic Science and Legal Medicine (IFSLM)

Jamaica Constabulary Force (JCF)

Jamaica Social Investment Fund (JSIF)

Ministry of Education (MOE)

Ministry of Health (MOH)

Ministry of Justice (MOJ)

Ministry of Local Government and Community Development (MLGCD)

Ministry of National Security (MNS)

Ministry of Transport and Mining (MTM)

Planning Institute of Jamaica (PIOJ)

Registrar General's Department (RGD)

Statistical Institute of Jamaica (STATIN)

Violence Prevention Alliance (VPA)