

TERMS OF REFERENCE (TOR)
CONSULTANCY SERVICES TO DEVELOP AND MANAGE THE IMPLEMENTATION OF A
PUBLIC AWARENESS CAMPAIGN STRATEGY FOR THE GENDER RESPONSIVE EARLY
IDENTIFICATION SYSTEM (EIS) AND EARLY CHILDHOOD DEVELOPMENT (ECD)
STANDARDS

1. BACKGROUND

1.01. The Government of Grenada (GOGR) has received funding from the Caribbean Development Bank (CDB) and the Global Partnership for Education to conduct the second phase of the Grenada Education Enhancement Project (GEEP). Under the Institutional Strengthening Component of the Project, financing has been allocated for consultancy services to develop and manage the implementation of a gender-responsive Public Awareness Campaign Strategy for the Early Identification System (EIS) and ECD standards.

1.02. With recent enhancements to EIS services and improvements to ECD checklists, it is crucial to raise public awareness about the upgraded screenings and services, encouraging their use. A review of the HighScope Curriculum revealed that there is a lack of awareness among parents and kindergarten teachers regarding the curriculum's content and its play-based learning approach. Consultancy services are required to develop and manage a public awareness campaign strategy that integrates gender-sensitive approaches and targets these areas.

The campaign will focus on:

- **EIS Awareness:** Engaging parents through health centres and using diverse media channels (TV screens at public spaces like banks and bus stops, print and electronic media) to raise awareness about the importance of EIS, early intervention, and special education needs (SEN) referrals.
- **ECD Awareness:** Addressing gaps in understanding among parents regarding the structure and content of the ECD program, with a focus on the play-based learning approach in the HighScope Curriculum. Additionally, kindergarten teachers and principals will be targeted to improve understanding of the curriculum and address transition challenges for early learners.
- **Gender Sensitivity in Messaging:** Ensuring that campaign messaging appeals to caregivers of all genders, recognizing cultural or gender-based norms that may affect engagement with EIS and ECD services, particularly for male caregivers.

1.03. To address these information gaps, consultancy services will be procured to develop and implement a comprehensive gender-sensitive public awareness campaign strategy that engages key stakeholders, including parents, teachers, and the general public.

2. OBJECTIVES

2.01. The consultancy aims to:

- Develop a comprehensive gender-responsive public awareness campaign strategy for the EIS and ECD standards.
- Increase parents' awareness of the EIS and the importance of early identification and intervention for special education needs, with a focus on engaging male and female caregivers
- Educate the general public on the EIS services using multiple media platforms, with attention to gender inclusivity.
- Improve understanding among parents and kindergarten teachers about the HighScope Curriculum, particularly its play-based learning approach and its application.

3. SCOPE OF WORK

3.01. The Consultant will undertake the following tasks:

- Conduct a needs assessment to identify current awareness levels and gaps among target audiences, including male and female caregivers, kindergarten teachers, and the general public. The assessment should examine any gender-specific barriers in understanding and accessing EIS and ECD services
- Develop a public awareness campaign strategy tailored to each target group with gender-sensitive messages, outlining key messages, media channels, outreach methods, and timelines. The strategy should explicitly include outreach to male caregivers and ensure messaging addresses potential cultural or gender-related norms that may affect engagement.
- Create campaign materials such as brochures, videos, posters, and digital content suitable for various media platforms (e.g., TV, social media, print). Materials should promote inclusivity and address both male and female caregivers.
- Organize and manage awareness sessions for kindergarten teachers and principals, focusing on the HighScope Curriculum content and the importance of play-based learning.
- Monitor the implementation of the campaign and adjust the strategy based on feedback and observed outcomes.

4. DURATION

The consultancy is expected to take 60 person-days over a three-year period, allowing sufficient time for planning, implementation, and evaluation of the public awareness campaign.

5. QUALIFICATIONS AND EXPERIENCE

5.01. The Consultant must have expertise in the following areas:

Qualifications and Education Required

- Minimum Requirements: Bachelor's degree or higher in Journalism, Public Relations, Mass Communication, Public Affairs or a related field.
- At least 3 years' work experience in the field of media relations, research documentation, report writing, journalism or/and communication, community program coordination.
- Certification or working experience in Graphic design, Videography and Photography.
- Design and layout skills and proficient in specialized programs including understanding of Canva, Adobe Suite (Photoshop and Pagemaker etc.) are an added advantage.
- Demonstrated and extensive social media experience is an added advantage.

Preferred Experience and Skills

- **Communications and Public Relations:** Proven experience in designing, developing and managing public awareness campaigns / communication programmes, particularly in the education sector, with a focus on gender-responsive approaches.
- **Early Childhood Development (ECD):** Knowledge and experience in early childhood education, especially with the HighScope Curriculum, and an understanding of gender dynamics in early childhood settings.
- **Stakeholder Engagement:** Demonstrated skills in engaging with parents, teachers, government officials, and other key stakeholders.
- **Multi-cultural and Diverse Teamwork:** Proven ability to work with teams in multi-cultural environments, fostering harmonious and effective relationships across different regions, cultures, and seniority levels.

- **Monitoring and Evaluation:** Experience in tracking the impact and effectiveness of public awareness strategies and campaigns.
- **Report Writing & Documentation:** Excellent writing skills; ability to write, re-write or edit substantive and complex communication material which should be in a clear, concise, and web-friendly style. In addition, proven expertise in drafting technical reports, meeting minutes, and detailed documentation, such as documenting stakeholder consultations.
- Proficient in using office Computer software (Windows, including Microsoft Office – MS Word, Publisher, EXCEL and PowerPoint) and data management systems knowledge.
- Proficiency in the use of design software and applications is a plus (e.g. Adobe InDesign, Photoshop etc.).
- Knowledge of the Eastern Caribbean region and its education system is an asset.

6. DELIVERABLES

- a) **Inception Report:** A detailed report outlining the consultancy's approach, work plan, and timeline, with specific plans for gender-responsive implementation.
- b) **Baseline Assessment Report:** An analysis of current awareness levels and gaps related to EIS and ECD standards.
- c) **Draft Public Awareness Campaign Strategy:** A comprehensive plan outlining campaign objective, target audiences, key messages, and communication channels.
- d) **Campaign Materials:** Development and production of diverse resources, including videos, brochures, posters, and digital content.
- e) **Final Public Awareness Campaign Strategy:** A refined version of the strategy based on feedback from stakeholders and results from monitoring efforts.
- f) **Final Consultancy Report:** A comprehensive summary of the consultancy's activities, outcomes, and recommendations for sustaining public awareness efforts.

7. IMPLEMENTATION ARRANGEMENTS

7.01. The GOCR, through its Project Coordinator, supported by the Institutional Strengthening Coordinator, the Deputy Chief Education Officer for Early Childhood Development and the Deputy Chief Education Officer for Special Education Needs, will facilitate the work of the Consultant. They will provide relevant data and information necessary for the assignment and coordinate with key stakeholders to support the consultant's activities.

8. APPLICATION PROCESS

Interested consultants are requested to submit:

- Detailed Proposal highlighting interest in the consultancy, suitability and relevant experiences
 - with curriculum vitae and
 - contact information (email and telephone) of at least two professional references.