



Vanuatu Red Cross Society  
IEC Media Campaign in Strengthening City Resilience  
Terms of Reference  
February 2018

## 1. Background and Purpose

The Vanuatu Red Cross Society (VRCS) is leading and facilitating a multi stakeholder platform in Luganville, called the “Resilience Coalition” to enable the urban area to become more resilient against climate change and disaster impacts. The resilience coalition is currently working on a City Wide Risk Assessment which will highlight the priority shocks and stresses that affects Luganville. In addition the City Wide Risk Assessment will identify risk areas and communities for the group to focus on for an in depth assessment and interventions.

One of the outcomes of the resilience coalition’s actions is to run a city wide campaign to strengthen the city and it’s communities against the negative impacts of climate change and disasters. The project indicators which this consultancy will target are:

Project Indicator 1: Coverage rates for campaign in Luganville

Project Indicator 2: One city wide campaign to promote community resilience which will comprise of a number of sub-activities or products

Project Indicator 4: Number of people participating – by Gender (1/3 women)

## 2. Aim of the Consultancy

The aim of the consultancy is to assist VRCS and the resilience coalition to reach 5,000 people in Luganville with information which will help them become more resilient against the identified impacts of climate change and disasters.

## 3. Expected Outcomes

By the end of the consultancy the consultant has:

- Produced a communication strategy and guidance notes on its implementation
- Assess and understand the existing work and materials available on themes identified by the Coalition
- Identify additional specific communication requirements
- Produce content for materials to be developed
- Produced a monitoring framework for the strategy

#### 4. Methodology

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VRCS expects the consultant to write a communication strategy to engage over 5,000 people in Luganville, addressing the key issues and priorities from the City Wide Assessment.

To develop this strategy, the communication consultant will create a scoping study that would encompass:

- Review the existing IEC/materials and its messaging available on resilience (climate change, Disaster Management, health)
- Identify the popular and effective mediums of communication for various age groups in the urban location
- Identify the more effective medium for communicating resilience with respect to the demographics of the urban location
- Develop a communication strategy for address the priorities identified in the city wide risk assessment and complement the interventions.

Upon approval of the communication strategy, the consultant will then develop the associated materials for the resilience coalition to implement and monitor the campaign in Luganville.

Depending on the strategy, these materials could be (but not limited to):

- Radio ads,
- Print media such as Pamphlets, posters
- Short video messages
- Pamphlets, posters, print media
- Press releases
- Theatre

The materials will be handed over to VRCS in digital copies, and VRCS will procure the printing etc. Other media, such as SMS and theater, can be suggested for VRCS to implement.

The consultant will also prepare a guidance document for the VRCS for the effective usage of the communication materials.

#### 5. Location of Work

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The work can take place in the consultant's location. Liaison with the Luganville team can be done via phone, Skype and email.

#### 6. Target Audience

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- The target audience for the communication and media strategy will be 12,000+ people within the Luganville municipal boundary
- The target audience for the communication and media strategy and guidance notes will be VRCS staff, volunteers and members of the resilience coalition.

#### 7. Key Deliverables

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- Communication strategy for VRCS to implement in Luganville
- Soft copies of final all produced for campaign as identified in the strategy
- Guidance notes for VRCS on campaign messaging and execution – 'A how-to use document'
- Monitoring indicators for campaign

#### 8. Timeframe

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The proposed work plan has 21 work days and is as follows:

Inputs	Days	Completed by
Analysis of climate change campaigns, Luganville market, Luganville City wide risk assessment and community vulnerability assessments	3	
<b>OUTPUT: SCOPING STUDY</b>		
Writing the <b>communication strategy</b> based on priority issue	3	
Delivering the <b>communication and media strategy</b> to VRCS and gathering feedback	2	
<b>OUTPUT: COMMUNICATION STRATEGY</b>		
Creating materials to support the implementation of <b>communication strategy</b>	6	
<b>Sharing draft materials to VRCS for feedback</b>	2	
Incorporating feedback and producing guidance notes campaign messaging and execution	2	
<b>OUTPUT: COMMUNICATION PRODUCTS DEVELOPED</b>		
Develop monitoring indicators to evaluate campaign	2	
<b>OUTPUT: MONITORING INDICATORS DEVELOPED</b>		
Handing over final materials for printing to VRCS	1	
<b>Total</b>	<b>21</b>	

## 9. Roles and Responsibilities

Vanuatu Red Cross Society is responsible for:

- Commissioning and managing the consultant
- Approving the plan of the consultant
- Providing initial climate change and Luganville City Wide Risk Assessment to the consultant
- Linking the consultant with key stakeholders as required
- Providing feedback to the consultant
- Reviewing the communication strategy and providing input
- Executing the communication strategy as a campaign

The consultant is responsible for:

- Preparing the scoping study
- Developing and submitting a communication strategy that reflects the outcomes of the consultancy
- development of draft communication materials
- Incorporating feedback from VRCS
- Providing soft copies of final documents of IEC materials for VRCS to execute the marketing campaign

## 10. Skills and Expertise of the External Consultant

The consultant should possess the following:

- ✓ Skills and experience in coordinating or designing marketing campaigns

- ✓ Skills and experience graphic design and/or developing IEC Materials
- ✓ Knowledge of the effects of Climate Change
- ✓ A good understanding of disaster risk reduction and climate change projects in the pacific
- ✓ Research and analysis skills
- ✓ Previous work experience in urban settings in Vanuatu

## 11. Process for Application

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Applicants should provide the following information:

- Expression of interest detailing a plan for:
  - ✓ Development of the marketing strategy
  - ✓ Implementation of the campaign
  - ✓ Monitoring and Evaluation of the campaign
- Daily rate and/or price per item with final cost
- Curriculum vitae/resume/company profile
- Three references
- One example of a past campaign

Please apply by email to [log.assistant1@redcrossvanuatu.com](mailto:log.assistant1@redcrossvanuatu.com) by 23<sup>rd</sup> of March, 2018 with the Reference #18-0010 or hard copies to Vanuatu Red Cross Head Office, Nambatu Area, Port Vila. Enquiries should be directed to the Project Coordinator, Jeff Ngwele on [luganvilleprojectsupervisor@redcrossvanuatu.com](mailto:luganvilleprojectsupervisor@redcrossvanuatu.com).