

ANNEX A

National Family Planning Board

Project to Build Capacity for Improved Adolescent Sexual and Reproductive Health

TERMS OF REFERENCE

GRAPHIC DESIGNER TO CREATE GRAPHICS FOR SEXUAL REPRODUCTIVE HEALTH (SRH) CHATBOT

Introduction

Adolescence (age 10-19 years) is a critical period of rapid physical, psychological and social changes, including sexual and reproductive maturation. Research indicates that adolescents are generally healthy, but risk-taking behaviours pose challenges to their health and development (WHO, 2018). This period is pivotal for both boys and girls, especially those from underserved populations.

However, there are clear areas where girls bear disproportionate risks for adverse sexual SRH outcomes, such as early pregnancy (51 per 1000 live births). In addition, culturally, boys are socialized to reject access to health services which also means that they will carry this through to adulthood. Hence, boys are at highest risk of STI/HIV infection which also contributes to the low rates of testing among males in addition to the provision of limited access to HIV services.

The HIV prevalence among young adolescent girls and boys aged 10-14 is estimated to be 0.1%, the result of mother to-child transmission of HIV. However, there is a four-fold increase among the 15-19 years' age group showing a slightly higher prevalence among males – (0.4% F, 0.5% M) which illustrates the increased risk consistent with the onset of sexual behavior.

This higher rate of infection therefore continues through early adulthood as the prevalence among males 20-24 stood at 1.4% outpacing the rate among females in that age group which was 1%. This does show a need to focus HIV prevention and testing activities among the adolescent male population.

To improve the health and wellbeing of these individuals (boys and girls 10 – 19 years) the National Family Planning Board is proposing the use of a SRH Chatbot delivered via UNICEF's U-Report Jamaica social messaging platform (operated using RapidPro software) to provide optimal comprehensive SRH information and referral for services for adolescent across the island. This will assist in improving their knowledge, promotion of risk reduction measures and access to non-judgmental SRH and mental health services

and the encourage the uptake of relevant preventive services, including the existing NFPB helpline services.

Consultancy objective(s)

To create, design and edit graphics to promote the use of the SRH Chatbot to educate and inform adolescents on sexual and reproductive health (SRH) issues island wide.

Target Audience: Adolescents (10 -19 years)

Sub-Target Audience: Youth (20-24 years)

Scope of Work

The Consultant will report directly to the Director of Health Promotion and Prevention at the National Family Planning Board in conducting the following tasks:

1. Develop adolescent - friendly graphics with SRH information and services for the Chatbot.
2. Edit graphics to incorporate findings from the pretesting of the material
3. Adjust adolescent - friendly graphics for use on promotional items and for placements on social media platform and other adolescent friendly spaces
4. Produce final graphics for the SRH Chatbot and promotional material to support the Chatbot.

Deliverables

The consultant shall submit the following deliverables:

- a. Draft adolescent friendly graphics for the SRH Chatbot
- b. Edit graphics for SRH Chatbot based on feedbacks and recommendations
- c. Finalize graphics for SRH Chatbot for submission

Contract Period

- Consultancy will begin February 2022, to March 28, 2022, Throughout the contract period, there will be the creation of graphic illustrations, information, educational and communication materials, editing of said graphics, pre-testing and final output presented

Remuneration

The Consultant will be paid solely on the satisfactory completion of activities/responsibilities as per below:

Deliverable	Deadline date	Percentage Payment
Develop adolescent - friendly graphics with SRH information and services for the Chatbot.	February 14, 2022	40%
Edit graphics to incorporate findings from the pretesting of the materials	February 28, 2022	20%
Adjust adolescent - friendly graphics for use on promotional items and for placements on social media platform and other adolescent friendly spaces	March 14, 2022	20%
Produce final graphics for the SRH Chatbot and promotional materials to support the Chatbot	March 28, 2022	20%

All deliverables should be submitted in soft copies and be accompanied by a signed invoice

Qualifications

The consultant should have the following:

- a) Bachelor's degree in Art, Graphic Design, or any other related field
- b) Minimum of 5 years demonstrated experience in graphic design
- c) Proficiency in the use of relevant graphic design software such as CorelDraw Adobe Creative Studio and Final Cut Pro
- d) Experience working with vulnerable populations within the Health/SRH sector
- e) Knowledge in the legal and policy environment, concerning adolescents sexual and reproductive health would be an asset
- f) At least 3-6 years of experience in developing public health or social marketing campaigns for the target population
- g) Excellent written and verbal communication skills, including copy editing
- h) Demonstrated ability to meet timelines

Supervision/Coordination

The Consultant will report directly to the Director of Health Promotion and Prevention and liaise with the Youth Intervention Coordinator at the National Family Planning Board.

Interested consultants are requested to submit a CV and brief expression of works completed including an outline estimated budget. Proposals should be submitted to procurement@jnfpb.org by **January 31, 2022**

Eligibility criteria:

- Must possess a reliable motor vehicle
- Must be a Jamaican Citizen
- Highly Confidential

Characteristics of the Consultancy

- Consultancy category and modality: Products and External Services Contractual, Lump Sum
- Place of work: External consultancy - The consultancy is an external one however, temporary office space will be made available at NFPB to accommodate the consultant as the need arise
- Place of work: Jamaica

Evaluation criteria:

- Only shortlisted candidates will be contacted
- Candidates will be shortlisted on a quality and cost-based selection process