**TERMS OF REFERENCE (TORs)**

**Purpose:**

The purpose of this consultancy is to:

* Develop contextualized three animated short videos in local languages of Gilgit Baltistan and Chitral (Balti, Shina, Wakhi, Burushaski, Khowar) Urdu and English on gender responsive Life Skills Based Education (LSBE) programme for out of school youth to enhance understanding of young boys/ girls on their reproductive health and family planning using community-based approaches.
* Developed localize/contextualize key messages, Information, Education and Communication (IEC) material related to reproductive health and family planning (flyers, posters, brochures) that will be used by local media outlets, community mobilizers, health workers, mentors, and champions in Gilgit Baltistan and Chitral in KP.

**Background:**

Sihat Mand Khaandaan (SMK), meaning “Healthy Families” is a five-year accelerated partnership program funded by Global Affairs Canada (GAC) and implemented by the United Nations Population Fund (UNFPA) and the Aga Khan Foundation Pakistan (AKFP). The aim is to help achieve universal access to Sexual and Reproductive Health (SRH) care services and Family Planning (FP). The project objectives are aligned closely with those of the Government of Pakistan in its commitments related to health outcomes, achieving gender equality, and empowering all women and girls.

AKRSP is responsible for demand generation and the specific outputs under the intermediate Outcome-3 in selected districts in Gilgit Baltistan and Chitral in KP which relates to reduced gender and social barriers to utilization and uptake of SRH/FP services in the target areas by women, men, girls, and boys. Enhancing the ability of local community structures, institutions, and leaders to identify and respond to gender and social barriers to utilization of FP/RH services and uptake of practices is one priority.

**Life Skills Based Education (LSBE)**

The purpose of Life Skills Based Education (LSBE) is to help adolescent girls and boys to deal with stresses and strains of their daily life confidently. Adolescence is defined as the stage of life when individuals reach to a level of maturity. Adolescence is a time of dynamic change, filled with new feelings, physical and emotional changes, excitement, questions, and difficult decisions coupled with urges to experimentation. During this time, young people need information about their own bodily changes and skills to help them plan for a happy future. As they move through adolescence, young people begin to have different kinds of relationships with their peers, family members and adults; good communication and other relationship skills can help ensure that these relationships are satisfying and mutually respectful. Yet people need to learn how to manage new feelings to make responsible decisions about their health, reproduction, and parenthood. Therefore, reproductive health of the young people is a growing concern today and is considered as a corner stone of the health and major determinant of human social development. Therefore, AKRSP worked closely with government departments, civic organizations and other key stakeholders, and community members for contextualization of LSBE material for out-of-school children especially the modules related to community-based education programme. Based on the consultative sessions, FGDs, review and desk study, the consultant has designed and developed age and gender specific contextualized LSBE material for in and out school children in Gilgit-Baltistan and Chitral. The consultant will develop contextualized three short, animated videos based on the LSBE material for out of school adolescent girls and boys.

**Scope of Work:**

Under Output 3.3.2 improved capacity for integration of gender-responsive and age-appropriate life skills-based education (LSBE) for in- and out-of-school youth. Consultant will develop short, animated videos on SRH/FP in five local languages (Balti, Shina, Wakhi, Burushaski, Khowar) of Gilgit-Baltistan and Chitral. Since the local languages don’t have a written script therefore contextualized animated videos will be helpful for mass awareness campaigns. The mass awareness campaigns will be used to raise awareness on SRH/FP issues and services. Animation is important because it can tell stories and communicate emotions and ideas in a unique, easy-to-perceive way that both small children and adults can understand. Animation has helped connect people throughout the world in a way that sometimes writing, and IEC material cannot. AKRSP will hire a service provider to develop the contextualized animated videos based on the Life Skills Based Education material. In total 3 short videos will be developed, and all three videos will be translated in five local languages (Balti, Shina, Wakhi, Burushaski, Khowar) of Gilgit-Baltistan and Chitral. Specifically, the consultant will work on the following deliverables.

* Share an inception report/methodology and plan to develop contextualize animated videos in local languages of Gilgit Baltistan and Chitral (Balti, Shina, Wakhi, Burushaski, Khowar, Domaki, Kalash) and in Urdu and English.
* Conduct field visits to develop audios and videos with community, reproductive-age women, men, and adolescent groups, girls and boys based on the LSBE material.
* Share the draft script of animated videos and messages to AKRSP communication department in Urdu for review.
* Develop, and design animated videos, and key messages for the target audience.
* Develop, and design Information, Education, and Communication (IEC) material ((flyers, posters, brochures, pamphlets, booklets) based on SBCC strategy.
* Present the communication, and IEC material (flyers, posters, brochures, pamphlets, booklets, key messages, audio, and video messages, and animated videos) for feedback to AKRSP, UNFPA, and SMK partners.
* Incorporate changes and present a brief presentation to the donor.

**Timelines:**

Start date: 1st December 2022 End date: 30th December 2022.

**Qualifications:**

* University degree from a reputable institution in communications, film making, marketing, journalism, Graphic Designing, or any other most relevant discipline.
* At least 5 years of relevant experience required.

**Experience and technical skills:**

* Demonstrable technical know-how and experience in developing and localizing Information, Education, and Communication material related to youth, sexual and reproductive health, family planning, gender, and or soft skills training programs to address barriers to access SRHR/FP services.
* Excellent computer and graphic skills with hands-on experience in layout, graphic design, editing, and publishing large documents.
* Strong writing, editing, proofreading, layout, and design, professional printing/publishing skills are essential, including the ability to present concepts verbally.
* Strong knowledge and understanding of current trends in digital media/social media.
* Attention to detail, patience, flexibility, and ability to work in multi-cultural environments and traveling to difficult mountain areas by road.

**Place of Assignment:**

AKRSP core Office Gilgit / Home-based and zoom/skype/team meetings

**Travel:**

The Consultant is expected to travel to Chitral, and GB, and Islamabad as project requirements. All approved travels, boarding/lodgings will be borne by the consultant.