



TERMS OF REFERENCE – Consultant, Material Development

These terms of reference will guide the selection of a Consultant to design and produce Information, Education and Communication (IEC) supporting material to a ‘Blogging’ Activity for Persons with HIV and affected.

The National AIDS Committee is a nongovernmental organization that was established in 1988 to coordinate the national multisectoral response to the AIDS epidemic in Jamaica. The NAC website has five main functions:

- To advise and publicize current and new policy issues relevant to HIV / AIDS / STIs.
- To involve all sectors of society in efforts to prevent and control HIV / AIDS / STIs.
- To act as a central body where ideas, experiences and questions about HIV / AIDS /STIs in Jamaica can be shared, discussed and addressed.
- To provide a sustainable means of showcasing the initiatives of the NAC and member organizations
- To aid the process of soliciting funds from fundraising activities, public and private sector participation

BACKGROUND

The NAC is seeking to engage persons living with and affected by HIV through its website blog. A blog (blend of the term web log) is a type of website or a part of a website. Blogs are usually maintained by an individual with regular entries of commentary, description of events, or other material such as graphics or videos. Most blogs are interactive, allowing visitors to leave comments and even message each other. Blogging has become a new tool for advocacy because of its popularity, ability to question authority, act as alternative source of information, organize supporters, and lobby those in power. A blog can allow one solitary individual to effectively launch campaigns for social change with a potentially global reach.

For our purpose, that is, blogging for HIV advocacy, we see an opportunity to build the capacity of vulnerable groups to effectively participate in discussions that affect them in a public space. We see a potential impact in the wider Jamaican society, in creating an enabling, supportive environment for persons with HIV, by allowing the human stories of those most vulnerable, including Men who have Sex Men (MSM) and Sex Workers (SWs) to have a space for expression.

A Pre-Blog Workshop concept was developed in collaboration with the Greater Involvement for Persons Living with HIV and AIDS (GIPA) desk, National HIV/STI Programme, as an opportunity to build the advocacy/lobbying capacity of persons with HIV through the use of various media. These workshops will also target other persons with HIV classified as ‘most at risk’ including Men who have sex with Men (MSM), Sex Workers as well as males (age 19- 39). The aim is to sensitize and train about 15 persons per workshop and have 3-5 persons of these blogging once per week on the NAC website as a result.

As an output to these workshops, a creative and vibrant resource is necessary as a tool for the sharing and sustainability of messages and new skills. In this regard we seek someone to spearhead the writing, design and production of a comprehensive document which shares the experience of the development of a blog for HIV advocacy in Jamaica.

SPECIFIC TASKS

1. Attend workshop(s) and liaise with participants/presenters to glean relevant information
2. Conduct research (literature review of existing documents and online resources) to find related information on *HIV related advocacy using media* to be included in final product
3. Spearhead the writing, design and production of an E-Booklet/E-document for Information, Education and Communication (IEC) including writing, layout and formatting, graphic design, and editing. The document should include graphics and images in a creative and easy to read layout.
4. Test material with focus group to determine usefulness/effectiveness and make necessary changes based on testing

Other Requirements

Material prepared must also be available in appropriate format for uploading to the NAC website and sharing via email. Although created primarily for use online the document should also be easily printable.

DELIVERABLES

- Initial Written Content (based on Blog Workshop and other research conducted). First draft to be submitted to the NAC within 2 weeks of signed contract.
- First draft of complete designed version to be submitted within two weeks after receipt of comments/corrections from initial content
- Report on focus group testing and revised draft to be submitted within one week of receipt of comments/corrections
- Final document (with separate folder including text and graphics) to be submitted to by April 8, 2011

REPORTING RELATIONSHIP

The **Consultant** will report to the Executive Director of the National AIDS Committee consulting with the Communications Officer.

CONTRACT PERIOD

The Consultant will be required to work for 6 weeks.

QUALIFICATIONS OF OFFICER

Applications are invited from suitably qualified persons with minimum requirement:

- Have at least 3 -5 years experience in developing IEC material relating to social /health issues that impact behaviour
- Have at least a Diploma in mass communication, marketing or related discipline
- Have completed training in communication, development of media materials, graphic design, conducting market/social research
- Able to submit sample of recent work
- Have good working knowledge of HIV/AIDS and sexual health issues.