



**International Labour Organisation (ILO)
Country Office for Indonesia and Timor-Leste
Youth4OSH Project [RAS/16/05/USC]**

**Terms of Reference (TOR) for an External Collaboration (EXCOL) Contract:
Adaptation, Piloting and Dissemination of Communications Toolboxes on OSH for
Young Workers and Young Employers in the Manufacturing Sector in the Philippines**

I. Background and Justification

Work situations that put at risk the lives or health of workers are unacceptable and have high economic, social and political costs for society. Each year, an estimated 2.78 million women and men die from work-related cause. Of these, 2.4 million fatalities are a result of work related diseases. Young workers aged 15 – 24 suffer up to 40 per cent higher rates of non-fatal occupational injuries than older workers. Key factors responsible for high injury rates for young workers include a lack of awareness of workplace safety principles and rights at work, limited job skills and experience, poor training, assignment to inappropriate tasks, precarious terms of employment and long working hours in difficult conditions, amongst others.

In response to these challenges, the International Labour Organization (ILO) project “Youth4OSH: OSH for Young Workers and Young Employers in Global Supply Chains— Building a Culture of Prevention” [RAS/16/05/USC] is addressing one of the key factors contributing to high injury rates among young workers: Lack of awareness about Occupational Safety and Health (OSH) among young workers and young employers. The goal of the Youth4OSH project is to reduce workplace injuries, fatalities, and occupational diseases through increased preventative safety actions by young workers and young employers in the Philippines and three other countries in South-East Asia, with a focus in the Philippines on manufacturing sector global supply chains. The Youth4OSH project, which is supported by the United States Council for International Business (USCIB) Foundation, is being implemented in conjunction with the ILO SafeYouth@Work project,¹ within the overall framework of the ILO Flagship Programme “OSH Global Action for Prevention” (OSH GAP).²

¹ Shared priorities of the Youth4OSH and SafeYouth@Work project include: Developing videos, social media content and strategies, fact sheets and brochures; Holding a World Day for Safety and Health at Work 2018 campaign on OSH for young workers; and promoting the development of an online ‘OSH for young workers’ platform with a focus on prevention. Synergies between the two projects are being sought in particular in the development of specific communication materials including the online platform. The Youth4OSH project is focusing on two of three sectors that the SafeYouth@Work project has selected, i.e. manufacturing and construction. More information about the SafeYouth@Work project is available at: http://www.ilo.org/safework/projects/WCMS_541264/lang--en/index.htm

² The OSH GAP Programme focuses in particular on small and medium-sized enterprises (SMEs), including in the construction sector, with particular attention to workers working under conditions that make them vulnerable. Amongst other objectives, the OSH GAP Programme aims to generate an increased demand for the safety and health of workers by: Building strategic alliances with institutions mandated to promote and mainstream OSH issues; leading communication campaigns in target countries; and providing selected audiences with the knowledge and skills to better communicate OSH issues to workers and employers. More information about the ILO OSH GAP Programme is available at: http://www.ilo.org/global/about-the-ilo/how-the-ilo-works/WCMS_495278/lang--en/index.htm

A key component of the Youth4OSH project is to design, pilot test, and disseminate Communication Toolboxes containing relevant, practical and user-friendly tools, materials, guidance, and strategies to support networks of intermediaries to raise awareness and spur action by employers and employers' organizations, trade unions and workers' organizations, youth organizations, individual 'youth champions', government authorities, policy-makers and other relevant stakeholders to address OSH issues facing youth in the Philippines (amongst other countries in the South-East Asia region) and to generate public demand for improvements in national OSH systems and services,³ including – for example – demand for improved and sustained:

- Collection, use and availability of OSH data and information, particularly notification and recording of age-disaggregated data and information regarding occupational injuries and illnesses of young workers
- Regulations, policies and programmes on OSH to address the safety and health of workers, particularly young workers, e.g. through mainstreaming OSH into educational, vocational and/or apprenticeship programmes
- Capacities of the Government, the social partners and youth organizations to promote and enforce compliance with OSH laws and regulations, particularly age-adjusted strategies regarding young workers, including at local levels
- Awareness raising about the particular risks and hazards faced by young workers, the relevant requirements of the OSH Law, etc., including by directly involving youth in OSH awareness raising programme and initiatives.

Target users: The immediate target users and direct beneficiaries of the Communication Toolboxes are national and local institutions, networks and organizations in the Philippines that have immediate or potential capacity⁴ to effectively communicate on OSH issues with young workers and young employers in the manufacturing sector. Potential users of the Communication Toolboxes in the Philippines include:⁵

- Workers' organizations (e.g. Federation of Free Works – FFW)
- Employers' organizations (e.g. Employers' Confederation of the Philippines – ECOP; Federation of Philippines Industries – FPI)
- Government authorities (e.g. Department of Labor and Employment – DOLE)
- Occupational Safety and Health (OSH) organizations and networks (e.g. Safety Organizations of the Philippines – SOPI; Association of Safety and Health Training Organizations of the Philippines – ASHTOP; Association of Safety Practitioners of the Philippines – ASPI)
- Youth organizations and youth networks (e.g. the Boy Scouts of the Philippines)
- TVET and other academic institutions⁶

³ See further: ILO, National Occupational Safety and Health Systems and Programmes. Available at: <http://www.ilo.org/safework/areasofwork/national-occupational-safety-and-health-systems-and-programmes/lang-en/index.htm>

⁴ It is intended that the Communication Toolboxes support networks and organizations that have the potential to effectively communicate on OSH issues with young workers and young employers in manufacturing sector global supply chains, with the necessary tools and resources necessary to have communications impact.

⁵ Specific staff roles and functions within such organizations for which the Toolboxes may be most relevant include: Media relations, advocacy, public relations, communications, OSH, member services, outreach, training, and youth issues officers and focal points.

⁶ Toolbox content may include, for example, tools, materials and guidance to support OSH awareness raising at secondary schools.

Target audiences: The ultimate target audiences and beneficiaries of the Communication Toolboxes in the Philippines are female and male young workers and employers aged 15 – 24 working in global manufacturing sector supply chains. The Communication Toolboxes will benefit these target demographics in the following ways:

- **Young workers** in manufacturing sector global supply chains in the Philippines will benefit from enhanced knowledge, awareness, and understanding and skills related to OSH risks, measures for their prevention and control, and relevant rights at work, increasing demand for more effective protection and improved OSH services.
- **Young employers** in manufacturing sector global supply chains in the Philippines will benefit from guidance on organizing work so as to protect all workers and in particular young workers and apprentices from OSH risks e.g. through implementation of age-sensitive enterprise-level OSH Management Systems.

Scope and Content: The Communication Toolboxes that this assignment will help to develop will leverage new and existing ILO and other relevant strategies, guidance, tools, training manuals and other relevant materials – including materials that have been developed in the context of the SafeYouth@Work Project – for undertaking effective communications and advocacy on OSH and youth issues. In this context, ‘effective’ communications and advocacy is understood to include, communications that are evidence-based, persuasive, well-targeted to specific audiences, in line with ILO standards and objectives, and responsive to specific and differentiated OSH risks and hazards faced by young workers and the underlying causes of these. The Communication Toolboxes will present this content in an accessible and user-friendly way in order to increase the capacity of selected networks to advocate and mobilize action for the protection of young workers from unsafe forms of work at the workplace, sectoral, and/or national level.

In particular, the Communication Toolboxes may include the below-listed types of content.⁷ A key goal of this assignment is to support ILO in selecting and defining the most strategic, value-added and needed content to include in the Toolboxes, based on robust internal and external consultation during the design process:

- i. Tools, templates and guidance for networks to develop effective communication and advocacy strategies and developing scalable and sustainable communications interventions to raise awareness on OSH issues facing youth⁸
- ii. Social media content and strategies, including videos, photographs, and infographics to support awareness raising on OSH and youth issues
- iii. Templates and guidance for engaging effectively with the media to raise public awareness on OSH and youth issues, e.g. press release template

⁷ Key sources for content may include the ILO e-labadminOSH 2017, the ILO Occupational Safety and Health website (<http://www.ilo.org/safework/lang-en/index.htm>), the ILO Safe Youth at Work Kit (http://ilo.org/ipecc/areas/Safeworkforyouth/WCMS_120426/lang-en/index.htm), and tools, materials and content developed by the ILO SafeYouth@Work project (http://www.ilo.org/safework/projects/WCMS_516592/lang-en/index.htm), amongst others. Supplementary reference may also be made to relevant toolkits developed by other United Nations specialized agencies, funds and programmes, such as those developed by UNICEF, FAO, and the inter-agency Communication for Development toolkit developed by ILO together with FAO, UNAIDS, UNICEF, UNDP, UNESCO and WHO as well as sources developed by national OSH agencies and institutions.

⁸ Including tools, templates and guidance for establishing communication and advocacy objectives, including desired change in knowledge, attitudes and/or behaviours; defining target audiences and key messages; selecting effective communications channels and platforms; ensuring two-way engagement with audiences; resources; and monitoring and evaluating effectiveness for continuous improvement.

- iv. Guidance for workers' organizations and trade unions on effectively engaging young workers as participants in OSH communications and advocacy initiatives⁹
- v. Guidance for employers' organizations on young employers as participants in OSH communications and advocacy initiatives and inputs to support employers, including young employers, to develop and deliver their own training programmes and enhance OSH measures at enterprise-level
- vi. Fact sheets, posters, fliers, and brochures on OSH and youth issues
- vii. Materials to support TVET and other academic institutions to raise awareness on OSH
- viii. Key messages regarding the benefits for workers' organizations, employer's organizations, government authorities, and youth organizations of communicating more effectively on OSH and youth issues
- ix. Illustrative case studies and good practice examples

II. Assignment

ILO requires the services of a highly-qualified consultant to adapt the Communication Toolboxes and associated training and promotional materials being developed by ILO for piloting and dissemination in the manufacturing sector in the Philippines. The consultant is also required to support piloting of the Communication Toolboxes in manufacturing sector global supply chains in the Philippines and subsequent dissemination of the Communication Toolboxes in the Philippines. The consultant is expected to coordinate and collaborate with ILO staff and other external collaborators that may be engaged by the ILO to support development and country-level adaptation of the Communication Toolboxes, including in order to ensure consistency of delivery, and cross-learning amongst all ILO staff and external collaborators involved. In particular, the consultant is required produce the below listed outputs by the below specified deadlines.

III. Outputs and Deadlines

The consultant must produce the following deliverables by the following deadlines:

Output	Deadline
<p>Output 1: Inception</p> <ul style="list-style-type: none"> • Develop and agree with ILO a detailed workplan and methodology for country-level assessment, adaptation, launch, piloting and dissemination of the Communication Toolboxes in the Philippines. • Establish a Focus Group to guide design and development of Communication Toolboxes content in the Philippines and for the manufacturing sector. The working methods and composition of these Focus Group must include active, direct, and documented engagement of youth themselves as representatives of the ultimate target audiences and ultimate beneficiaries of the Communication Toolboxes. • Inception draft of Communication Toolboxes content for the manufacturing sector in the Philippines, based on desktop literature review of work already done by ILO, including by the SafeYouth@Work project, to identify gaps and opportunities for the Communication Toolboxes to add value and support ILO's ongoing work around OSH and youth knowledge and awareness-raising in the manufacturing sector in the Philippines. 	<p>22 December 2018</p>

⁹ This could include, for example, guidance on promoting the inclusion of OSH inductions and means of protecting young workers from OSH risks and hazards in the context of collective bargaining. Refer also to October 2016 ILO SafeYouth@Work project communications strategy report.

<ul style="list-style-type: none"> Support development by ILO of the Table of Contents, overall architecture, and online platform for the Communication Toolboxes.¹⁰ 	
<p>Output 2: Baseline assessment report to inform Communication Toolbox design and content</p> <p>Write a baseline assessment report to inform Communication Toolbox design and content that:</p> <ol style="list-style-type: none"> (1) Identifies predominant OSH issues for young workers and young employers in manufacturing sector global supply chains in the Philippines (2) Identifies the communication channels and platforms that are most effective for communicating with young workers and young employers in manufacturing global supply chains in the Philippines, based on Knowledge, Attitude and Behavior (KAB) survey instruments already developed by ILO. (3) Identifies networks that are capable of promoting OSH awareness and action for young workers and young employers in manufacturing sector global supply chains in the Philippines. This section of the assessment report must present baseline data with respect to at least the following key indicators: <ol style="list-style-type: none"> i. Baseline level of knowledge of OSH issues faced by youth of members of the networks targeted by the project for training, based on pre-training results of an ‘OSH issues faced by youth knowledge test’ ii. Baseline level of communication skills of the networks targeted by the project for training, based on pre-training results of a ‘Communication skills test’ (4) Proposes a short list of suitable networks for ILO to collaborate with in the context of the Youth4OSH project vis-à-vis manufacturing sector global supply chains in the Philippines. (5) Summarizes implications of the findings of the baseline assessment for design and content of Communication Toolboxes. 	31 January 2018
<p>Output 3: Desktop review of Communication Toolbox design and content</p> <ul style="list-style-type: none"> Review and ensure that all relevant content of the Communication Toolboxes and associated training and promotional materials being developed by ILO are: <ul style="list-style-type: none"> ▪ Focused on priority OSH issues in manufacturing sector global supply chains in the Philippines, as identified during the baseline assessment ▪ Tailored for use by networks capable of raising OSH awareness in manufacturing sector global supply chains in the Philippines ▪ Tailored to communicate effectively with their target audiences, i.e. young workers and young employers in manufacturing sector global supply chains in the Philippines. ▪ Accurately presenting relevant legislative and regulatory provisions, as well as relevant policies and programmes. 	9 February 2018

¹⁰ This includes, in particular, assessments of communications channels, Knowledge, Attitude and Behaviour (KAB) surveys of young workers in targeted countries and sectors, and findings of Focus Group Discussions (FGDs) with young workers on communication channels undertaken in the Philippines.

<ul style="list-style-type: none"> Identify gaps and weaknesses in draft Communication Toolbox content and undertake extension research as necessary.¹¹ Identify opportunities to improve Communication Toolbox design. 	
<p>Output 4: Adaptation workshops</p> <ul style="list-style-type: none"> Organize adaptation workshops to validate and test the design and content of the Communication Toolboxes and associated training and promotional materials. Participants in the adaptation workshops must include ILO's tripartite constituents and other key stakeholders in the Philippines as well as the networks selected by the project for piloting the Communication Toolboxes in the Philippines. Ensure the active, direct, and well-documented engagement of young workers and young employers from manufacturing sector global supply chains in the Philippines as representatives of the target audience and ultimate beneficiaries of the Communicating Toolboxes in the Philippines. 	16 February 2018
<p>Output 5: Proofreading</p> <p>Proofread the Philippines language (Filipino/Tagalog) content of the Communication Toolboxes and associated training and communication materials being translated by an external provider, for technical accuracy.</p>	2 March 2018
<p>Output 6: Launch</p> <p>Support ILO to organize the launch of the Communication Toolboxes and associated training and promotional material in the Philippines in a pilot testing version on 28 April 2018 as part of ILO's World Day for Safety and Health at Work 2018 campaign.¹²</p>	28 April 2018
<p>Output 7: Piloting</p> <ul style="list-style-type: none"> Pilot the Communication Toolboxes with at least one (1) network or organization selected by ILO that is capable of promoting OSH awareness and action for young workers and/or young employers in manufacturing sector global supply chains in the Philippines. Pilot test report, including an assessment of the adaptation process; documentation of lessons learned; and recommendations for roll-out and dissemination of the Communication Toolboxes. 	16 June 2018
<p>Output 8: Training sessions and follow-up meetings</p> <ul style="list-style-type: none"> Organize training sessions, dissemination and follow-up meetings with additional targeted networks selected by ILO. Administer a pre-training and post-training assessment with the targeted networks, utilizing tools developed by ILO, in order to assess, at a minimum: <ul style="list-style-type: none"> i. Change in level of knowledge of OSH issues faced by youth of members of the networks targeted by the project for training ii. Change in the level of communication skills of the networks targeted by the project for training Report documenting the number of training sessions and the key training activities undertaken and analyzing the results in order to assess the effectiveness of each of the training session. 	20 July 2018

¹¹ For example, content will be customized to focus on priority OSH issues for young workers and young employers in manufacturing sector global supply chains in The Philippines.

¹² More information about World Day for Safety and Health at Work is available at: <http://www.ilo.org/safework/events/safeday/lang--en/index.htm>

Output 9: Endline Assessment and Final report

Final consultancy report that:

- 1) Documents the nature and number of new initiatives to promote OSH awareness and preventative action among young workers and/or young employers launched by networks with which the project has engaged in the Philippines following project intervention.
- 2) Documents activities undertaken to disseminate the Communication Toolboxes, and the number of networks in each country and at the regional-level to which the Communication Toolboxes are disseminated.
- 3) Documents how networks with which the project has engaged in the Philippines have been activated equipped with the Communication Toolboxes.
- 4) Compares baseline data on (a) the level of knowledge of OSH issues faced by youth and (b) the level of communication skills of members of the networks targeted by the project for training with endline data with respect to at least the following key indicators:
 - i. Endline level of knowledge of OSH issues faced by youth of members of the networks targeted by the project for training, based on post-training results of an 'OSH issues faced by youth knowledge test'
 - ii. Endline level of communication skills of the networks targeted by the project for training, based on post-training results of a 'Communication skills test'
- 5) Summarizes, and compiles copies of, the communications strategies of the networks with which the project has engaged and/or minutes of meetings of the networks that document how the networks have integrated the Communication Toolboxes into their communication strategies.
- 6) Summarizes activities undertaken, deliverables produced, lessons learned, challenges encountered during the course of the assignment, and opportunities for further action.

31 July
2018

The work of the consultant performed in the course of this assignment will be reviewed the Project Manager, Youth4OSH Project, based in the ILO Country Office for Indonesia and Timor-Leste (CO-Jakarta).