

Terms of Reference

Development of a Communication Strategy for the Zambia Agency for Persons with Disability (ZAPD)

1.0 Background

The 2010 Population and Housing Census Report indicates that there are 251,427 persons with disabilities in Zambia. However preliminary results from the National Disability Survey undertaken by the Central Statistical Office in 2015, indicate a 7.7 % prevalence rate translating into 1,080,000 persons with disabilities in Zambia.

Disability has its own stigma pervasive in every society. In some countries, the discrimination faced by persons with disabilities (PWD) can be particularly oppressive. A lot of the stigma is fuelled by a lack of understanding by society of what some of the causes of disabilities are. This lack of understanding can cause misconceptions about disability with devastating consequences including a perpetuation of stereotypes about persons with disabilities and their continued non-acceptance in the communities they live.

According to the social model of disability, disability is caused by the way society is organised, rather than by a person's impairment or difference and looks at ways of removing barriers that restrict life choices for disabled people. As such, the disability movement believes that there are inherent economic and social barriers in Zambia which prevent people with impairments from participating fully in society and that these barriers are so widespread that PWD are prevented from ensuring a reasonable quality of life for themselves.

The Government of the Republic of Zambia in response to the challenges faced by persons with disabilities established the Zambia Agency for Persons with Disabilities (ZAPD), an Institution established under the Persons with Disabilities Act No. 06 of 2012 of the Laws of Zambia. The main role of ZAPD as stipulated in the Act is: vi. Promote public awareness relating to the prevention of disabilities and the care of persons with disabilities.

The mission of ZAPD as outlined in their Strategic Plan 2017-2021 is **“To coordinate and regulate the provision of inclusive services for persons with disabilities through targeted coordination and regulation interventions, creation of strategic partnerships and fostering awareness creation on disability issues”**.

Mere recognition of disability discrimination is not enough, hence the need for the public to understand disability and their role in protecting the rights of PWDs. Disability awareness in this case, is critical in removing stereotypes and overcoming preconceptions regarding disabilities.

In this regard, to further strengthen the capacity of the Agency to fulfil its mandate, in particular that of awareness raising, there is need to develop a Communication Strategy including Information, Education and Communication (IEC) materials that will focus on raising awareness on disability through targeted messages shared through selected appropriate communication channels. *This is as planned under Outcome IV: A well informed society supportive of disability issues under the Agency's Strategic Plan-2017-2021.*

2.0 Objectives of the Assignment

The objective of this assignment are twofold:

1. Develop an advocacy and communication strategy aimed to increase awareness and knowledge on disability in Zambia;
2. Develop a costed implementation plan for the advocacy and communication strategy.
3. Design communication materials targeting different audiences as identified in the strategy.

3.0 Assignment Tasks

Under the guidance of ZAPD, the specific tasks of this assignment include:

1. Conduct a desk review of available data such as the National Disability Survey (2015), the National Disability Policy and Disability Act.
2. Conduct a baseline assessment to inform development of the communication strategy this will include a review of documents ZAPD has developed in the last five years and ensure there is no duplication of materials being produced.
3. Develop a communications strategy for ZAPD to enhance the awareness, understanding, and knowledge of the general public, of key stakeholders in the government, private sector, civil society, etc. at the national and local levels.
4. Specify appropriate communication channels, dissemination methods and media such as video, print, web/online media, traditional media, and social media, among others, to effectively communicate key messages to specific stakeholders.
5. Design a standard publication layout for ZAPD for use in future publications.
6. Develop guide for all communications on disability issues to ensure consistent formats for publications and communication products.
7. Conceptualize, design and develop Information, Education and Communication (IEC) materials on disability with appropriate and relevant messages tailored for key stakeholders using various formats as appropriate such as text, graphics, imageries, infographics, video, printed materials, etc.
8. Develop a costed implementation plan for the advocacy and communication strategy including the annual activities related to advocacy and communication.
9. Review and update the ZAPD website to ensure it has some agreed IEC materials uploaded.

The company/consultants will work closely with ZAPD as well as consult widely with Government Ministries to be identified and members of the UN Agencies working together on the UN Joint Programme focussing on Social Protection. A communications team will be established at ZAPD who will work with the consultant.

4.0 Expected Deliverables

The following are the expected assignment deliverables:

1. An inception report detailing the process of the development of the strategy.
2. An outline of the communication strategy.
3. A first draft of the communication Strategy and costed implementation plan.

4. Strategy validation workshop with stakeholders and incorporation of inputs. A final version of the Communication Strategy and costed Action Plan, incorporating comments on the first draft.
5. Draft Communication materials to be validated by ZAPD and other key stakeholders.
6. Design and production of IEC materials for various audience such as imageries, infographics, video, printed materials, etc.

6.0 Required Experience

It is expected that Companies as well as individuals can pool expertise under one Proposal and undertake this assignment. If an International Company decides to tender for this assignment, they will be expected to partner with a local company or with local consultants and demonstrate how tasks will be split between the International Company and the local expertise.

The company/consultant (s) should:

- Demonstrate prior experience in developing a communication strategy, ideally in the development context.
- Have a good understanding of disability issues in Zambia.
- Have at least five (5) years of progressively advanced experience in strategic communications, public advocacy, which must include developing communications and advocacy strategies at the global, regional or national level.
- Have relevant experience in working with government and/or international organizations on consultancy assignments, especially in strategic communications planning.
- Have experience in producing good communication and advocacy materials for use by clients.
- Have excellent proven written and spoken English and strong oral and written communication skills. Some knowledge of local language is going to be an advantage.

7.0 Timing and duration

The duration of the assignment will be for 60 working days.

9.0 Deadline for proposal submission

Interested consultants should submit a detailed technical and financial proposal on the basis of following points:

1. A letter of interest stating why you are eligible for the assignment.
2. A Technical and Financial proposal which should include a description of the proposed methodology to be used, a schedule of planned activities.
3. Detailed budget including professional fee (in USD). For communication materials to be developed subsequent to the development of the strategy, an indication of unit costs should be provided.
4. CV of the professional to undertake the assignment including a summary of similar assignments undertaken previously.
5. At least 3 references of previous mandates.
6. Samples of materials that have been produced as well as samples of Community Strategies developed.

Send Technical and Financial proposals to mshanga@ilo.org and mpalankonko@yahoo.co.uk cc. hamusimbi@ilo.org no later than 17:00 on 25th April 2018.