



TERMS OF REFERENCE

TITLE	Development of Adolescent Learner Driver & Rider Curriculum
LOCATION OF ASSIGNMENT	Kingston, Jamaica
TYPE OF CONSULTANCY	INDIVIDUAL / INSTITUTIONAL
LANGUAGE(S) REQUIRED	English
DURATION OF CONTRACT	3 months
CONSULTANT REPORTING TO	UNICEF Education Specialist

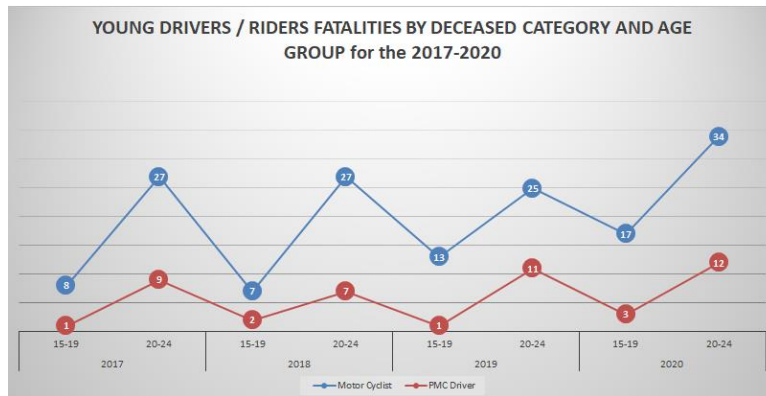
I. BACKGROUND

Global estimates by the World Health Organisation (WHO) in 2018 indicate that road crashes cause 1.35 million deaths each year, are the 8th leading cause of death for people of all ages and are the number one cause of death for children and young adults (5-29 years of age). About three quarters (73%) of all road traffic deaths occur among young males under the age of 25 years who are almost 3 times as likely to be killed in a road traffic crash as young females. In Jamaica, road crashes are in keeping with global trends, and are a leading cause of death. In 2021, 483 road fatalities were recorded by the Road Safety Unit (RSU) in Jamaica, of which 69% came from the most vulnerable groups of road users: motorcyclists (163), pedestrians (98), cyclists (27) and pillion passengers (13). Of these fatalities 25 were children (0-17 years). Notably, a vast majority of road fatalities were males (89%), with young males (ages 20-24) accounting for 65 of the deaths recorded in 2021.

The RSU reports that in recent years road fatalities among younger age groups have been gradually increasing in Jamaica. Between January and December 2021 there were 148 road crash victims between the ages of 15 and 29 years old, a 12% increase in that age group over 2020 – and 93% of these fatalities have been males. Private motor vehicle deaths among the age group 15-19 increased from 1 death in 2017 to 3 deaths in 2020 (a tripling). Motorcycle fatalities among the age group 15-19 increased from 8 fatalities in 2017 to 17 fatalities in 2020, representing an increase of over 100% within a three-year period.

These trends in road fatalities of young people are cause for concern. Specifically, the astounding increase in motorcycle fatalities in the past 4 years requires mitigating action. The RSU notes that the rising number of motorcycle fatalities in recent years correlates with a recent leaning towards the use of motorcycles as a preferred mode of transport across the country, particularly among young males. The relatively new popularity of motorcycle riding has been attributed to the growing ease with which motorcycles can now be accessed across the island given that motorcycles are currently being assembled in Jamaica. Motorcycles are also more affordable to purchase than a motor car and are relatively inexpensive to operate using less petrol. Additionally, motorcycle ridership is facilitated by the existing road traffic laws, which only require that riders of motorcycles be holders of a provisional licence - indefinitely. There is no impetus for these young riders to be formally trained or to obtain a Driver's License.

The number of fatalities among young drivers and riders for the period 2017-2020, coupled with the trend in motorcycle use amongst young males, demonstrates the pressing need for road safety interventions for young Jamaicans. These adolescents and young adults need to be formally trained and sensitized to road safety before they get behind the wheel of a car or mount a motorcycle.



A curriculum for adolescent learner drivers and riders

The importance of early introduction to road safety and motor-vehicle driver education to adolescents aged 13 and over cannot be overstated; Adolescents are at the cusp of adulthood and are attaining more independence to travel by themselves or amongst themselves. An educational intervention at this critical juncture to shape adolescents’ associations with road safety and their role in keeping themselves and others safe is a golden opportunity to improve road safety behaviour and meet the UN Goal of reducing road fatalities by 50% among lower and middle income countries by 2030.

The evidence in Jamaica indicates that there is an urgent need to have a systematic, interactive and engaging approach to deliver road safety knowledge to support a safe driving culture among the island’s youth. A standardised curriculum for use in teaching and training about road safety in Jamaica is essential and can be delivered in school or through out of school formalised arrangements. Any such curriculum must address safe behaviours, identify risky behaviours and how to avoid such behaviours, the importance of the road code, emphasize the importance of protective devices and identity factors that contribute to road crashes. A curriculum for adolescent learner drivers and riders must be designed with consideration for the developmental and learning needs of adolescents, their styles and preferred methods of communication, and will need to bridge the gap of limited road safety knowledge from the driver/ rider perspective.

UNICEF support for road safety in Jamaica

UNICEF is a global organization promoting the rights and well-being of children, particularly the most vulnerable. In Jamaica, UNICEF is committed to ensuring a safe and healthy journey to school for all children. Between 2017 and 2020 UNICEF Jamaica, in partnership with local road safety stakeholders, delivered its road safety programme focused on safe journeys to school. This initiative included in-school



awareness raising activities as well as road infrastructure improvements around schools which had been determined to be of high risk for road incidents. For the 2021-2022 period, UNICEF Jamaica is continuing to promote safe journeys to school, while also supporting the activities of government road safety stakeholders to address gaps in the national road safety policy framework, to augment existing government-led road safety training programmes, and to stimulate behaviour change by facilitating access to required safety gear.

The activities of UNICEF's 2021 -2022 road safety programme are evidence driven and target the most vulnerable and under-reached groups of children as it pertains to safe road use in Jamaica – child pillion riders and adolescent learner drivers. The activities are being delivered in collaboration with government stakeholders including: The National Road Safety Council (NRSC), the Road Safety Unit (RSU), the Island Traffic Authority (ITA) and the Ministry of Education and Youth (MoEY). The NRSC is the local organization with responsibility to develop and implement road safety promotional activities, conduct public education programmes, and to lobby for the promotion of road safety at a national level. The RSU exists to promote and foster an orderly and disciplined traffic culture that is conducive to a safe traffic environment. Under the directive of the Island Traffic Authority (ITA) the RSU analyses traffic data and disseminates road safety information to the public and policy makers and law enforcement. The MoEY has recently committed to ensuring that driver education classes are offered to Grade 13 students, in support of earning their drivers' license, to help graduating students learn proper road etiquette and safety. In time, this should positively improve the driving, riding and general safety on Jamaica's streets.

II. ABOUT THE CONSULTANCY

The **key output of the consultancy is a Learner Driver/ Motorcycle-Rider training curriculum**, targeted at adolescents, as a standardized tool for use by the Road Safety Unit (RSU), the Island Traffic Authority (ITA) and the Ministry of Education and Youth (MoEY) in the delivery of their road safety training and driver education programmes. The curriculum is to be aligned with the concepts of graduated drivers licensing as embedded in the Road Traffic Act 2018 and should focus on both road safety attitudes and the acquisition of driving and riding skills. This standardised curriculum has the potential to be delivered to an estimated annual cohort of 20,000 17-year-old students – through in-school activities as well as out of school virtual and in person events.

This Consultancy will not involve activities considered to have elevated child safeguarding risks, as there is no intended engagement with vulnerable children.

Scope of Work

Under the guidance of the UNICEF Education Team and with the support of UNICEF Road Safety Stakeholder Committee , the consultant/firm is required to produce the following:

A learner driver/motorcycle rider curriculum targeted at adolescents, which can be delivered by the RSU, ITA and MoEYI, as a standardized tool in their ongoing training and education efforts to promote road safety through attitudinal change and the acquisition of driving/riding skills .

In delivering the above, UNICEF expect that the successful candidate will address the following:

- Carry out a **desk review of best practices** of global adolescent learner driver/motorcycle rider programmes.
- **Consult with driving instructors and institutions** in Jamaica to ascertain relevance and efficacies of **existing learner driver/motorcycle rider curricula and programmes**.
- Conduct **interviews/discussions** (virtual, as necessary) with stakeholder groups including secondary school students aged 16 and over, representatives from the MoEY, ITA, RSU and the Jamaica Constabulary Force, to determine current knowledge and attitudes of adolescents about road safety, driving and motorcycle riding.
- Prepare the **standardized curriculum** to focus on both road safety attitudes and the acquisition of driving and riding skills. The curriculum should include guidance on: Obtaining a Driver's License permit, skills training behind the wheel/on the bike, and preparation for license testing.
The content of the learner driver/rider curriculum must:
 - Align with the Road Traffic Act 2018 and Regulations.
 - Indicate the duration of the training experience and the expectations of the learner throughout.
 - Identify the characteristics and educational background of suitable supervisor drivers/trainers.
 - Provide global and local risk profiles for new drivers and riders between the ages of 17 and 35 years.
 - State the attitude, knowledge and skill objectives for learner drivers/riders.
 - Provide links for online and paper-based resources to support the lessons and activities and assessment.
 - Include a driver/rider logbook.
 - Offer tips for the trainers to enhance the learning experience for students and minimise stress for the trainers.

In preparing the curriculum, the consultant/firm should specifically **consider the characteristics of the target adolescent audience** and design the curriculum to:

- Effectively motivate and engage young people. Participatory delivery strategies are recommended, including role play and problem-solving scenarios.
- Provide opportunities for practise for the skills and behaviours known to reduce crash risk.
- Indicate where the development of local interactive educational driving/ riding scenarios and/or games or simulations would be beneficial to the overall training and learning experience.

III. DELIVERABLES, TIMELINES & PAYMENT

This Adolescent Learner Driver/Rider Curriculum Consultancy is anticipated to be for a period of three months.

Deliverables	Timeline	Payment
1. Provide a report to summarise the findings of: <ol style="list-style-type: none"> a. the desk review of best practices in learner driver programmes. b. the consultations with driving instructors and institutions demonstrating efficacies c. the interviews/discussions with stakeholders about knowledge and attitudes to road safety 	6 weeks	30%
2. Deliver a DRAFT of the standardized curriculum, guided by the findings of the reviews, consultations and interviews.	6 – 10 weeks	40%
3. Deliver the final standardized curriculum	10-12 weeks	30%

Reporting Responsibilities

The successful candidate will report to UNICEF Education Specialist and will inform regularly the Road Safety Stakeholder Committee comprising of representatives of the partnering organisations (MoEY, RSU and ITA).

IV. SUBMISSION AND SELECTION PROCESS

A consultant/firm will be selected following a competitive process. To be considered, an individual or agency must submit:

1. A **technical proposal**, including:
 - a. Experience in curriculum development
 - b. Demonstrated understanding of adolescent psychology and motivations
 - c. Record of effectively managing significant projects, producing agreed deliverables within specified deadlines.
 - d. Implementation schedule

2. A **financial proposal**, including:
 - a. Detailed cost estimate for all deliverables outlined in the TOR in Jamaican dollars.



Qualifications

- An advanced University degree in Education or related Education, Curriculum or Training disciplines
- A minimum of 5 years of professional experience practicing in education, training or curriculum development.
- Ability to effectively manage significant projects, producing agreed deliverables within specified deadlines.
- Experience in conducting training, programme development and supervision.
- Excellent oral and written communication skills in English is essential.
- Licenced Driver with a minimum of 5 years driving experience.
- Familiarity with the Jamaica Road Code/Road Traffic Act 2018
- Awareness of Safe Systems Approach, Driving Behaviour, Protective Devices, Defensive driving techniques, general knowledge of motor vehicle and motor cycle operation (asset) and the United Nation Decade of Action Pillars

Timelines

- 20 February 2022 Submission of proposal and cost estimate.
- 4 March 2022 Notification of selected organization.
- March 2022 – May 2022 Development of curriculum

Criteria for Selection

Candidates will be evaluated based on a cumulative methodology, i.e. the award of the contract will be made to the candidate whose offer has been evaluated and determined as:

1. Responsive/compliant/acceptable, and
2. Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

Technical component score	Max 80 points
Financial component score	Max 20 points
Total score	Max 100 points

Only candidates obtaining a minimum of 65 points (of the total technical points) will be considered for the financial evaluation.

Technical Evaluation

Technical Criteria	Technical Sub-criteria	Maximum Points
Education	Advance Degree in Education or related discipline	15
Work Experience	Minimum of 5 years of professional experience practicing in education, training or curriculum development.	20
Knowledge & Skills	Excellent oral and written communication skills in English	10
	Licensed driver with a minimum of 5 years experience	5
	Knowledge of Jamaican Road Code/Road Traffic Act	5
	Familiarity with Safe Systems Approach	5
Technical Proposal	Demonstrated understanding of adolescent psychology and motivations	5
	Record of effectively managing significant projects	10
	Practical Implementation Schedule	5
Total Maximum obtained for Technical Criteria	(Note: the total maximum score must be equivalent to the weight assigned to the technical score)	80
Minimum score for technical compliance		65

CONTRACTUAL REQUIREMENTS OF UNICEF JAMAICA

UNICEF has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the United Nations and UNICEF, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. UNICEF also adheres to strict child safeguarding principles. All selected candidates will, therefore, undergo rigorous reference and background checks, and will be expected to adhere to these standards and principles.



Costs indicated are estimated. Final rate shall follow the “best value for money” principle, i.e., achieving the desired outcome at the lowest possible fee. Consultants will be asked to stipulate all-inclusive fees, including lump sum travel and subsistence costs, as applicable.

Payment of professional fees will be based on submission of agreed deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant

Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations and UNICEF’s policies and procedures, and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.

HOW TO APPLY

To apply, **click** on the Apply link found either at the beginning or at the end. Submit the supporting documents and 3 references.

- **Technical Proposal must be submitted as a separate document.**
- **Financial Proposal must be submitted as a separate document.**

In case of doubts please send your queries to Charlene [Buckley \(cbuckley@unicef.org\)](mailto:cbuckley@unicef.org) at least 3 working days before the deadline.



Finalized by:

Education Specialist

Date

Reviewed by:

Deputy Representative

Date

Approved by:

Representative

Date