

TERMS OF REFERENCE

TITLE	Development of a Communication Plan for the National Road Safety Council
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, 487 road fatalities were recorded by the Road Safety Unit (RSU) in Jamaica, of which 63% came from the most vulnerable groups of road users: motorcyclists (167), pedestrians (96), cyclists (29) 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 68 of the deaths recorded in 2021.

The National Road Safety Council (NRSC) was formed in 1993 as the local organization with responsibility to develop and implement road safety promotional activities, conduct public education programmes, and to lobby for road safety awareness at a national level. Jointly funded by private and public sector interests, the NRSC currently is comprised of close to 30 members and is chaired by the Prime Minister of Jamaica. The work of the NRSC is coordinated by a small Secretariat housed in the Ministry of Transport and Mining.

Since its formation, the NRSC has been instrumental in the framing of national road safety policy and improvements to road safety legislation. In recent years, the NRSC has been integral to the crafting of the Road Traffic Act (2018) and associated Regulations. While a focus of the NRSC for the past decade has been to reduce the number of road fatalities to 'under 300', the current emphasis of the Council is in alignment with the UN Global Plan of Action for Road Safety, which incorporates the widely accepted five pillars of the safe systems approach to road safety (road safety management, safer roads, safer vehicles, safer users and post-crash care) and calls for a halving of road fatalities by 2030.

A communication plan for the NRSC

In recognition of all the recent and pending changes in road safety policy, legislation and regulations in Jamaica, there is a need for the NRSC to develop a new communication plan aligned with current communication objectives and in keeping with the mandate of the Council. Considering that the NRSC is



coordinated by a small Secretariat the development of a new communication plan will require the assistance of external support.

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, including the NRSC, to address gaps in the national road safety policy framework.

II. ABOUT THE CONSULTANCY

The **key output of the consultancy is a strategic communication plan**, that includes specified actions to guide the NRSC and to strengthen the capacity of the NRSC Secretariat to deliver coordinated, consistent and targeted messages about road safety in Jamaica.

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 in close collaboration with the Executive/Secretariat of the NRSC, the consultant/firm is required to produce the following:

A strategic communication plan to facilitate the delivery of coordinated, consistent messaging targeted at both internal and external stakeholders of the National Road Safety Council.

In delivering the above, the successful candidate is expected to deliver a plan that will :

- Provide a brief **situation analysis** based on a **communication needs assessment** of the NSRC's environmental and operational context.
- Identify **key target audiences** for the communication plan.
- Provide **SMART communication objectives** for the NRSC, relative to both internal and external stakeholders, and in the context of its current work plan/programme of action, resources and priorities.
- Identify the **key messages and suitable communication approaches, activities and tools** to achieve the communication objectives.
- Provide an **indicative budget** for the communication strategy that is guided by the human, technological and financial resources available to the NSRC.



- Identify **additional resources** required to fulfil the communication objectives.
- Outline **key action items** to improve the NRSC's capacity to implement the communication plan.
- Establish a **timeframe for the implementation** of the communication plan.
- Recommend **potential fundraising opportunities/sources** of funding to implement the communication plan.

This Consultancy is NOT expected to implement the communication plan or to develop any communication/media assets.

III. DELIVERABLES, TIMELINES & PAYMENT

This Communication Plan Consultancy is anticipated to be for a period of three months.

Deliverables	Timeline (delivered at)	Payment
1. Inception Report (to include findings of the communication needs assessment) with workplan	3 weeks	25%
2. DRAFT Communication Plan presenting: <ul style="list-style-type: none">• Communication objectives, target audiences, key messages, communication activities and tools.• An indicative budget• Available resources and additional resource needs.• Key action items, and supporting guidance, to build NRSC's capacity to implement the plan.• Recommended timeframe• Potential funding sources to support implementation of the plan.	8 weeks	35%
3. Final Communication Plan	12 weeks	40%

Reporting Responsibilities

The successful candidate will report to UNICEF Education Specialist and work closely and in collaboration with the Executive/Secretariat of the NRSC.

IV. SUBMISSION AND SELECTION PROCESS

A consultant/firm will be selected following a competitive process. To be considered, an individual or agency must submit their CV and financial proposal.

Qualifications

- An advanced University degree in Communications or related field
- A minimum of 5 years of professional experience practicing in communication planning
- Ability to effectively manage significant projects, producing agreed deliverables within specified deadlines.
- Excellent oral and written communication skills in English is essential.
- Awareness of Safe Systems Approach would be an asset

Timelines

- 8 April 2022 Submission of application and cost estimate.
- 22 April 2022 Notification of selected organization.
- May 2022 – July 2022 Development of communication plan

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 Communications or related discipline	25
Work Experience	Minimum of 5 years of professional experience practicing in communication planning	20



	Demonstrated ability to manage projects and met deadlines	15
Knowledge & Skills	Excellent oral and written communication skills in English	20
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