

Action Plan / Terms of Reference (ToRs) For Behaviour Change Campaign on Municipal Services

Purpose of Assignment (Objective):

The basic objective of this Public Awareness/BCC Campaign is to communicate key messages for increasing public awareness, educating & encouraging masses for playing efficient role in municipal services activities. It is also aimed to influence positive behavior and increase community enthusiasm & knowledge for long-lasting relationship. The target audience will be effectively educated through dissemination Information, Education & Communication (IEC) Materials for thorough knowledge, motivation and behavior change.

Advocacy & behavior change campaign is devised for educating, encouraging & raising public awareness of citizens for playing efficient role in municipal services activities.

Background:

Urban Policy & Planning Unit has been established by the Government of Khyber Pakhtunkhwa under Planning and Development Department to develop policies and strategies to identify appropriate solutions for urban issues in the province.

There are several indicators that cause big hurdle in way of sustainable urban development process in Khyber Pakhtunkhwa. One among these is lack of public awareness regarding effective use of public infrastructures and citizens' cooperation in the adaptation & willfully implementation of laws & policies related to urban growth.

The citizens are not aware & educated about their essential social responsibilities in urban development, specifically masses role in urban municipal services like solid waste and water & sanitation. Therefore, to increase citizens' positive perception & cooperation level, public awareness campaign is required for educating the public to properly utilize public infrastructure and encourage behavior change in users to cooperate in the implementation of laws & policies.

Scope of work:

The vendor/Advertising/Production Agency is expected to produce and air TV & radio content, including Public Service Messages (PSMs/TVCs) & Radio talk show. The Agency will also be responsible for preparing, designing Banners/flexes, brochures & pamphlets and disseminating accordingly as per desired themes.

Major tasks to be achieved after selection of the Agency:

Pre-production, production and post-production tasks/activities for TVCs/PSMs, Radio spots/PSMs & talk show and developing other IEC materials according to plan will be undertaken as following to communicate the required messages in the thematic area of Municipal Services.

1. Production/Development Process (Task-1):

1.1 Television Commercials (TVCs/PSMs): The media house will be responsible to produce five (5) TVCs/PSMs of 45 seconds each regarding Municipal Services/urban issues.

- The production process includes: Developing (Storyboard) Scripts (three columns), in consultation with UPU, Production (recording), editing, Pretesting and incorporation changes if any in the final version. Upon the approval these will be broadcast as required.

1.2 Radio Spots/PSMs: The media house will be responsible to produce/develop five (5) Radio Spots/PSMs of 45 seconds each regarding Municipal Services/urban issues.

- The production process includes: Developing (Storyboard) Scripts (three columns), in consultation with UPU, Production (recording), editing, Pretesting and incorporation changes if any in the final version. Upon the approval these will be broadcast as required.

1.3 Radio Talk Shows: The Media House will be responsible to produce/develop two (2) Radio Talk Shows of 30 minutes each regarding Municipal Services/urban issues particularly water supply & sanitation, solid waste management system of the target areas to highlight citizens' problems & educate them for finding better solutions.

- The production process includes: Research work, in consultation with UPU, developing & finalizing topics, questionnaires writing, and identifying relevant experts for each, Scripts writing (storyboards), Development (production), Editing Pretesting and incorporation of comments if any by UPU in the final version. Upon the approval these will be broadcast as required.

1.4 Information, Education & Communication Materials (IEC): The Media House/Printing Agency will be responsible to properly develop, design, prepare and disseminate panaflexes/banners (4x3), brochures (4pages), pamphlets with clear written & pictorial messages about municipal services. However, the quantity of the mentioned materials may be increased or decreased keeping in view the available budget for the activities.

- The preparation process includes: Drafting written & pictorial messages, preparation of designs for each item and sharing with UPU for comments and approval. The final and approved version will be given for printing in high quality. Upon the approval it will be disseminated as required.

2. Broadcasting/Dissemination Process (Task-2):

2.1 Television Commercials (TVCs/PSMs): The Media House will be responsible to air five (5) TVCs/PSMs from local cable networks in the target areas as under;

- 05 TVCs/PSMs to be broadcast/aired in the desired target areas for a period of one month (30 days).
- Required airing time/frequency shall be that 02 TVCs/PSMs in morning, 01 from noon to evening and 02 from evening to night (10pm).
- One TVC/PSM shall be repeated in ten (10) broadcasts every day # total 50 broadcasts in a day for five (5) TVCs/PSMs. While for the total broadcast/airing for a month (30 days) will be 1500 approximately.
- However, the airing/broadcasting time may be increased or decreased keeping in view the available budget for the activities.

2.2 Radio Spots/PSMs: The Media House will be responsible to broadcast five (5) Spots/PSMs from Radio Pakistan (AM) for KP region and two FM radio channels having wide coverage in the target areas as under;

- 05 Spots/PSMs to be broadcast in the desired target areas for a period of one month (30 days).
- Required airing time/frequency shall be that 02 Spots/PSMs in morning, 01 from noon to evening and 02 from evening to night (10pm) on each desired channels.
- Each Spot/PSM shall be repeated in ten (10) broadcasts every day on each channel # total 50 broadcasts in a day for a single station.
- However, the airing/broadcasting time may be increased or decreased keeping in view the available budget for the activities.

2.3 Radio Talk Shows: The Media House will be responsible to broadcast two (2) radio talk shows for Radio Pakistan (AM) in KP region and FM radio channel having wide coverage in the target areas as under;

- 02 Radio Talk Shows to be broadcast in the desired target areas within a period of one month (30 days).

Required airing time/frequency:

- On the 5th date of month one recorded Talk Show shall be broadcast on Radio Pakhtunkhwa at 8pm while the second shall be broadcast on 10th date of the month at 8pm.
- On the 12th date of month one recorded Talk Show shall be broadcast on first FM Channel at 10am while the second show shall be broadcast on 15th date of the month at 10am.
- On the 24th date of month one recorded Talk Show shall be broadcast on second FM Channel at 10am while the second show shall be broadcast on 28th date of the month at 8pm.
- However, the airing/broadcasting time may be increased or decreased keeping in view the available budget for the activities.

2.4 Information, Education & Communication Materials (IEC): The Media House / Printing Agency will be responsible to disseminate the IEC materials as under and will have to prepare & submit dissemination plan;

- These desired materials shall be divided equally in the required three cities (Peshawar, Mingora & DI Khan) of the target areas and shall be further distributed in the urban Union Councils of these cities. The vendor shall also mention in the dissemination plan that how these IEC materials will be handed over or pasted.

Target Areas of the Public Awareness Campaign: The public awareness campaign is deemed to be undertaken in urban areas (UCs) of Peshawar, Mingora and Dera Ismail Khan (D.I.Khan).

Required Medium of Language: The Media House/Agency will be responsible to develop all awareness materials in Urdu Language. English language may be used subject to requirement of the client.

Branding & Marking Requirements: The Media House /Agency will be responsible to incorporate the branding & marking requirements of Urban Policy & Planning Unit, Planning & Development Department, Government of Khyber Pakhtunkhwa and USAID in all materials developed for this awareness campaign.

Theme or Message Line of the Campaign: The Media House /Agency will be responsible to develop all awareness materials keeping in mind municipal services i.e generating awareness for water supply & sanitation, solid waste management system & other urban issues. The desired messages shall be further developed in a sense to clearly address awareness, educating & changing practicing behaviors of the target citizens. **(Please refer Annexure-A)**

Time Frame for Assignment: The Media House /Agency will be responsible to complete development or production process within one month after awarding of contract. However, the broadcasting/dissemination process will start after the successful completion of initial process for each item mentioned above.

Special Note: Please note that all contents would only be broadcast / disseminate once cleared/approved by Urban Policy & Planning Unit, P&D Department in writing or through email. At the closing or finalizing time the Media House /Agency will be responsible to submit the final report and other relevant materials both in soft & hard.

Qualification/Special Knowledge/experience:

The Media House /Agency would be expected to meet the following qualifications and experience:

- Atleast five (5) years of professional experience in related fields.
- Proven experience in producing & broadcasting TVCs, Radio spots, talk shows, etc as desired in thematic advertising campaign.
- A local firm having good understanding of the area & topic will be given preference.
- Demonstrate expertise in the area of innovative and creative public awareness materials production in the thematic line of required campaign.
- Demonstrate capacity to undertake the required tasks within tight timeframes.
- Proven production & distribution capacities for printed materials.
- Registered with the Income Tax / Sales Tax departments.
- Knowledge and understanding of the role of public bodies in the delivery of public awareness campaigns and/or public education campaigns.

ANNEXURE-A**Themes or Messages Line of the Campaign**

The sub-message lines for developing Public Awareness Messages under the major theme “***Kami Bas Sirf Ihsas Ki Hy***” shall be designed as per below identified sub-themes, keeping in mind municipal services i.e educating citizens for the efficient use of water, sanitation, solid waste management system, transportation, & other urban issues. The following themes for tailoring messages are identified after thorough consultation with relevant departments.

S. No	AWARENESS THEMES/MESSAGE
1	Save water at home
2	Avoid Polluting Water
3	Clean water, Healthy Life
4	Water is life, Love your life
5	Discouragement of Illegal connections.
6	Cleanliness start with you
7	Your support in cleanliness, will make the city clean
8	<i>Qadam Barawo, Safayi karawo, Bemarian bagawo</i>
9	Cleanliness is half of a faith
10	Avoid throwing Garbage in Gutters
11	Stop open burning, Save environment
12	Follow traffic rules, Save your future.
13	To avoid death, use seat belt!
14	Public Assets are yours, Protect these for yours ease.
15	Slow down! Your family will be waiting for you