

In-depth review of communication materials related to children and HIV

1. Objective

Findings from this in-depth review of communication materials related to children and HIV in Vietnam will be shared with relevant stakeholders to help identify opportunities for improvement. The review will also inform decision making on how to address gaps in responses regarding the needs of children, caregivers and all other stakeholders (including media) who work to help children affected by HIV.

2. Scope

The review will cover the following activities:

- Collection and analysis of communication materials related to children and HIV in Vietnam, developed by governmental, national and international organizations
- Assessment of the abovementioned target groups' needs regarding communication materials, and the extent to which these are met by existing materials
- Sharing of materials with interested partners
- Development of a communication framework that addresses target groups' core competencies
- Consultation with relevant stakeholders and experts in communication, children and HIV to identify gaps, as well as opportunities for developing needed materials

- Prioritized recommendation of new materials, developed in response to identified gaps and opportunities

The review will focus on:

- Communication materials targeting children, caregivers, care workers, social workers and the media
- Communication materials associated with target groups' core competencies, including but not limited to:
 - *OVCs* – Life skills, adherence, sexual and reproductive health education
 - *Caregivers* – Parenting and nursing skills, communication with children
 - *Care workers* – Case management, basic care (e.g. adherence, psychological care, child development), communication with children

3. Methods

The review process will follow the phases below (not necessarily in order):

a. Preparation and initiation

A preparatory meeting between the consulting team and Pact (likely with its donor, USAID) will be held to clarify:

- Terms of reference
- Scope of work and expectations
- Workplan and timeline

The consulting team will subsequently develop the full proposal, including detailed workplan, data collection tools, schedules and budget.

b. Collection and analysis of materials

This phase includes identification of information sources for materials related to children and HIV, and collection of said materials. Collection may occur in parallel with key informant interviews, using semi-structured questionnaires on specific issues related to the materials. Where possible experts will be consulted to analyze how existing materials fit into target groups' core service areas and expected outcomes.

c. Consultation with relevant stakeholders/experts

Analysis results and gaps identified will be presented to key stakeholders and/or experts to receive input on development of a communication material framework and new materials in response to identified gaps and opportunities. Consultation may be integrated into the sharing phase below or conducted simultaneously, based on consultation with Pact and USAID.

d. Sharing of preliminary findings

The consulting team will be able to share the outcomes of the review with Pact and its partners.

e. Reporting review outcomes

The draft report will be prepared within one month of sharing and consultation.

4. Review team

The team will be composed of Pact staff and two other qualified experts with experience in behavior change communication (BCC), children and HIV.

Consultant qualifications:

- Experience with BCC
- Experience with issues related to HIV or child development
- Strong written and oral communication skills
- Ability to work in a team environment

Team leader responsibilities:

- Overall team management
- Task and responsibility assignment
- Leading review design and implementation
- Ensuring consistent, cohesive teamwork
- Ensuring objectives and deliverables are met
- Ensuring consensus between team members and resolving any issues that may arise
- Collating the preliminary draft report based on team member contributions
- Developing the draft report based on team members' comments and distributing to Pact and its partners
- Making appropriate changes to the draft report, in consultation with team members, based on comments from Pact and its partners

5. Deliverables

- Criteria for materials collection
- Materials collected (hard and/or soft copies)
- Report including overview and analysis of materials collected, a communication material framework and recommendations on development of needed materials
- Workshop to share materials with partners
- Consultation with relevant stakeholders (form of consultation to be determined in collaboration with Pact)
- Recommendations on development of needed materials

6. Timeline

Expressions of interest must be e-mailed to Pact at vn.info@pactworld.org no later than July 30, 2010. The review will be conducted from August 15 to December 30, 2010 (up to 35 working days per person).