

Terms of Reference (ToR)
Consultant for Awareness-Raising Sessions on Health and Hygiene for Middle and High School Students

Target Districts: Haripur, Peshawar, Nowshera, and Swabi

1. Background

The rising incidence of tobacco and drug use, suicide, and HIV/AIDS among youth in Khyber Pakhtunkhwa is a significant public health challenge. Hygiene standards in schools also vary, often lacking adequate facilities for personal and community hygiene. To address these critical issues, NIDA-Pakistan, in collaboration with KP-HCIP and the World Bank, intends to conduct targeted awareness sessions focusing on preventative health measures. These sessions aim to educate schoolgirls targeting middle and high school students, on tobacco and drug prevention, suicide awareness, HIV/AIDS prevention, and personal and community hygiene., thus empowering them with the knowledge to make safe, informed choices.

2. Objective

The consultant will:

- Develop and deliver awareness sessions to educate students on preventive health topics and equip them with knowledge to make informed health choices.
- Conduct 100 awareness-raising sessions across four districts, targeting 1,000 students (500 girls and 500 boys).

3. Scope of Work

The consultant will:

- **Develop Curriculum:**
 - Create a culturally sensitive, age-appropriate curriculum on tobacco and drug prevention, mental health, HIV/AIDS, and personal/community hygiene.
- **Deliver 100 Awareness Sessions:**
 - Conduct interactive sessions, ensuring equal engagement across both genders.
- **Monitor and Evaluate (M&E):**
 - Design and implement pre- and post-session assessments to measure impact.
- **Community and Parental Engagement:**
 - Organize briefings to involve parents and local leaders, encouraging community support.

4. Deliverables

- **Curriculum:** Age-appropriate materials, including session guides, multimedia tools, and interactive aids.
- **Awareness Sessions:** Delivery of 100 sessions across designated schools in four districts.
- **Monthly and Final Reports:** M&E progress reports and a comprehensive final report detailing session outcomes, challenges, and recommendations.

5. Duration

The consultancy will last for **6 months**, with approximately 16-17 sessions per month to meet the goal of 100 sessions.

6. Required Qualifications

- **Education:**
 - Master's Degree in Public Health, Education, Psychology, Social Sciences, or a related field.
- **Experience:**
 - Minimum 2-3 years of practical experience in health education, youth engagement, or public health awareness programs.
 - Proven experience in curriculum development, training delivery, and health communication.
- **Technical Skills:**
 - Expertise in behavior change communication (BCC) and interactive training.
 - Knowledge of Monitoring & Evaluation (M&E) practices for youth health initiatives.
- **Cultural and Language Proficiency:**
 - Familiarity with KP's sociocultural context; proficiency in Urdu and Pashto is preferred.
- **Communication Skills:**
 - Strong reporting and interactive facilitation skills with experience using multimedia tools.
- **Professional References:**
 - Minimum of two references from recent, similar projects in youth or public health education.

7. Budget and Payment Schedule

- **30%** upon approval of curriculum and delivery of initial sessions.
- **30%** after two months based on satisfactory performance.
- **30%** after four months of successful session delivery.
- **10%** upon submission of the final report.

8. Evaluation and Selection Criteria (Total: 100 Marks)

Criteria	Description	Marks
Educational Qualifications	Master's degree in relevant field (MBBS/Public Health (20 marks), Education/Psychology/Social Sciences (5 marks))	20
Relevant Experience	5+ years (30 marks); 3-5 years (20 marks); 2-3 years (10 marks)	30
Technical Expertise	Strong BCC and M&E skills (20 marks); Moderate (10 marks); Basic (5 marks)	20
Cultural Knowledge	Proficiency in Urdu/Pashto and cultural understanding of KP	10

Communication Skills	Excellent report writing and facilitation with multimedia skills	10
Financial Proposal	Cost-effectiveness of the budget alignment	10

Total: 100 Marks

9. Application Process

Submit:

- Cover letter
- Detailed CV.
- Technical proposal detailing approach and methodology.
- Financial proposal with budget breakdown (all inclusive).
- Two professional references.

Deadline for Submission: 20th November, 2024

Please submit the above through email: recruitment@nidapakistan.org.