



basic education
Department:
Basic Education
REPUBLIC OF SOUTH AFRICA



Call for Applications (EOI) of a consultant to coordinate Goodwill Ambassadors for Comprehensive Sexuality Education (CSE) in the Department of Basic Education (DBE), South Africa

BACKGROUND

Comprehensive Sexuality Education (CSE) plays a central role in the preparation of young people for a safe, productive and fulfilling life in a world where HIV and AIDS, sexually transmitted infections (STIs), unintended pregnancies, gender-based violence (GBV) and gender inequality still pose serious risks for their well-being. In South Africa the Department of Basic Education has been implementing CSE through the Life Orientation (LO) and Life Skills (LS) Curriculum Assessment Policy Statement (CAPS) since 2000.

In an effort to strengthen the implementation of CSE through the engagement of the broader community, in 2018, the DBE produced a 13-episode documentary television series on HIV Prevention and Sexuality Education called the *Breaking the Silence*. The aim of the television documentary series is to promote an intergenerational dialogue between educators and learners, using a reality television style. Breaking the Silence series also seek to promote awareness of the critical role that CSE plays in equipping young people with the necessary knowledge, skills and values to navigate their life and make positive healthy lifestyle choices as well as engaging community members and parents on the various topics that CSE content deals with in the classroom to garner support for the implementation of CSE in schools.

In 2019, in partnership with UNESCO the DBE also launched the Let's Talk EUP Campaign which is a multi-media campaign aimed at promoting messaging on the prevention of early and unintended pregnancy among adolescents and young people. The Let's Talk EUP Campaign seek to promote dialogue with various audiences including policy makers, teachers, parents, community members, parents, traditional and religious leaders, young people including men and boys on their role in the prevention of teenage pregnancy by ensuring young people have access to education, health and rights.

Both Breaking the Silence and the Let's Talk EUP Campaign seek to facilitate a broader public engagement using social media and other digital platforms on issues affecting young people's sexual reproductive health and raise awareness on the critical role CSE has in building young people's knowledge, skills and values to navigate their human sexuality and engage in positive healthy lifestyles.

RATIONALE

The DBE has sought partnership with the South African Broadcast Cooperation to broadcast the Breaking the Silence series which is envisaged to be released during 2020. To ensure that the public is engaged with the series and promote dialogue on the CSE content covered in the documentary, a social media campaign using goodwill ambassadors for CSE will be implemented alongside the broadcast of the series. In this regard, the DBE intends to co-opt social media influencers and local celebrities (television/ Actors/Actresses/Radio personalities etc) who will partner with the DBE using digital and social media platforms to promote the series while also engaging their followers and the public on the various topics covered in CSE.

The Social Media Campaign will also be used to promote the valuable contribution that CSE makes in the lives of young people while seeking to counteract the dissident messaging in the

public domain in South Africa against CSE. In addition to the promotion of the Breaking the Silence Documentary the Social Media Campaign is expected to integrate the Let's Talk EUP Campaign messaging as part of promoting the dialogue on the importance of young people and adolescents accessing not only CSE but sexual reproductive health services in order to prevent early and unintended pregnancy, new HIV infections and school related gender based violence.

In this regard, the DBE supported by UNESCO seeks to appoint a Consultant/ Consultants who will manage and coordinate the Social Media Campaign as well as the Goodwill Ambassadors co-opted to lead the campaign.

Expected Tasks of the Consultant/Consultancy

The appointed Consultant will be expected to do the following:

1. Identify and co-opt together with the DBE a number of reputable television/radio and social media influencers personalities who will become Goodwill Ambassadors for the Breaking the Silence/Let's Talk EUP Campaign and CSE;
2. Develop and manage short term contracts (3months) with the Goodwill Ambassadors on their role during the roll out of the social media, digital and community engagements to be undertaken on CSE using Breaking the Silence and Let's Talk EUP Campaign;
3. In partnership with the DBE and UNESCO facilitate the training of the Goodwill Ambassadors on the content and the development of the messages that will guide the social media campaign as well as the community engagements with the various audiences that the Ambassadors will engage;
4. Coordinate and manage all of the Goodwill Ambassadors' activities including attending meetings; securing of radio and television interviews to promote the social media campaign, attending of the launch of the Breaking the Silence with the Minister and participate in joint panel discussions with Minister of Basic Education upon request to promote the series and engage public;
5. Support, provide guidance and monitor the Goodwill Ambassadors in their implementation of the social media activities on Breaking the Silence series which should be run in parallel to the broadcast of each episode. Ensure that the social media messaging on CSE carried out by the Ambassadors articulate and represent the information on CSE accurately without compromising the content and posing reputational harm to the DBE. It is estimated that once the documentary is released it will run over a period of 3 months.
6. Manage the Goodwill Ambassadors schedules, completion of tasks, necessary travels as well as allocation of funds for costs incurred in the completion of task during the social media campaign and community engagements; and
7. Track and provide monthly reports on the visibility and public engagements on the social media activity on the various platforms that the Goodwill Ambassadors have used to spread the messaging on CSE.

Expected Deliverables, Time-Frames and Budget

| Deliverable | Time-frame | Budget Allocation |
|---|--------------------------------|--------------------------|
| Inception Report and Proposed Implementation Plan | 1 Week post appointment | 10% |

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| Contracts with Co-opted Goodwill Ambassadors on expected roles and responsibilities | 2 Weeks | 15 % |
| Facilitate Training of Goodwill Ambassadors and report on training | 2 Days | 15% |
| Roll Out Social Media Campaign and community engagements and Submit Monthly Reports | 3 Months | 40% |
| Final Report | 2 Weeks after Campaign | 20% |

The available budget for this consultancy is 15 000 USD

ROLES AND RESPONSIBILITIES

- a) UNESCO will recruit and contract the appointed Consultant.
- b) The DBE and UNESCO will review and approve the appointed Consultant's Implementation Plan.
- c) The DBE and UNESCO will co-facilitate with the Consultant the training of the Goodwill Ambassadors and approve the developed content messaging prior to the release on the social media space and other various platforms.
- d) The DBE and UNESCO will review and approve monthly reports and the final report from the Consultant.

Required Competencies and Experience of the Consultant

The service provider should:

- Have extensive experience in working in the Media space and in managing media (tv/radio and social media influencers) personalities;
- Have knowledge, understanding and exposure on landscape of issues affecting young people in South Africa specifically with regards to HIV and AIDS, Teenage pregnancies, Gender Based Violence and their rights to accessing Sexual Reproductive Health and Rights;
- Knowledge of Comprehensive Sexuality Education and its critical role in empowering young people to make informed positive lifestyle choices;
- Have previous experience of working in (a)similar project/s using Ambassadors to drive behavioural change;
- Preferably be a youth B-BEE Level 1 Contributor;
- Be conversant with the mission, objectives and deliverables of CSE in the Basic Education;
- Be able to travel with the Ambassadors for each public appearance, TV and Radio interview.
- Have experience in implementing and monitoring social media campaigns using celebrities and social media influencers.

Time-Frames

The contract will be for a duration of 6 months after appointment.

Due Dates for Submission of Expression of Interest

Interested parties are invited to submit a 2 page expression of interest (EOI) with their qualifications, a proposed budget and proposed implementation plan for the work including a portfolio of evidence of similar work done successfully by 10 July 2020 to vacancies.harare@unesco.org and copy b.mpini@unesco.org