



MINISTRY OF LABOUR
AND SOCIAL
PROTECTION



Japan
Fund for
Poverty
Reduction



L3605/G9191: MON48076 – ENSURING INCLUSIVENESS AND SERVICE DELIVERY FOR PERSONS WITH DISABILITIES PROJECT

TERMS OF REFERENCE CONSULTANT TO DELIVER A COMPREHENSIVE COMMUNICATION STRATEGY FOR AWARENESS-RAISING AND ATTITUDE CHANGE AND TO PROVIDE SUPPORT ON THE IMPLEMENTATION OF THE COMMUNICATION STRATEGY – C5

A. Objective/Purpose of the Assignment:

The Government of Mongolia is implementing the "Ensuring inclusiveness and service delivery for persons with disabilities project" (Project) with Loan No.3605 from the Asian Development Bank (ADB). The Project aims to support the employment of persons with disabilities (PWD) by increasing access to services and livelihoods and self-reliance of PWD in Ulaanbaatar and the provinces (aimags) and thereby increasing their contribution to the economy and society.

See details on <https://www.adb.org/sites/default/files/project-documents/48076/48076-002-rrp-en.pdf>

The project will provide support in awareness raising and change the public attitude towards persons with disabilities (PWD) through the development and implementation of effective communication strategy. The communication strategy will focus on (i) supporting Disabled Persons Organizations (DPO) to take a leading role in influencing attitudes through communications initiatives targeted at general public; and (ii) building the knowledge, capacity, and skills of media providers to produce high quality, right-based content about PWDs in their mainstream content.

The communications strategy will be led and overseen by a Media Steering Committee comprising DPO representatives, the MLSP and media experts. The consultant will work closely with the Media Steering Group and the project implementation unit (PIU).

B. SCOPE OF WORK:

1. Develop an effective communication strategy to increase public awareness and change attitudes towards people with disabilities;
2. Support in implementation of the communication strategy through improving the leadership of mass media organizations; and assisting Media Steering Committee /MSC/ and PIU in monitoring the implementation of the communication strategy;

The consultant will engage in the following activities:

Within the Scope of Work 1:

- Conduct desk review of international practices in communication strategies for changing public perceptions on disability and inclusive society.

- Develop the Communication Strategy and Implementation Plan in consultation with stakeholders, including DPOs, project consultants, government officials, and mass media organizations, for awareness raising towards the PWDs
- Draft ToRs reflecting the implementation of the activities within the scope of Communication strategy, communications campaigns and information dissemination activities as directed by MSC.
- Define inclusive editorial policies of the media, promoting PWD activities, engaging PWDs in the content of programs to be streamlined via television, radio, and newspaper accessibility;
- Assist the PIU in contracting mass media organizations to develop high quality, right-based content for PWDs that will target broad audience and influence in attitude change towards PWD.

Within the Scope of Work 2:

- Monitor the consistency of the planned contents in line with the strategies stipulated in the Communication Strategy
- Organize and support MLSP, MSC, and media providers to engage with DPOs;
- Develop a communication platform for PWDs;
- Support capacity building activity for selected media providers and communication strategy implementers, members of the MSC, and participating PWDs and organize meetings as needed;
- Support MLSP in organizing public campaigns, disability awareness, and attitude change activities under the collaboration of the selected media providers;
- Serve as an effective spokesperson on routine project activities, when required by the PIU and Media Steering Committee;
- Provide advice on monitoring of implementation activities of a communication strategy, contents, brochures, posters, and other advocacy materials in the field of public awareness;
- Provide administrative translation and interpreting support as needed for the use of MSC, MLSP and PIU for preparing advocacy materials;