

# Terms of reference

## Training in communications for advocacy Kenya

Contract period: December 2020 – February 2020

**The Partnership to Inspire, Transform and Connect the HIV response (PITCH) is looking for a trainer who will strengthen the capacity of civil society organisations in Kenya in using communications as an integral part of their advocacy work.**

### The current HIV and AIDS landscape

An estimated 770,000 people died from AIDS-related illnesses in 2018. Although this is a decrease from 2017, it is still unacceptably high. Ending AIDS is now part of a broader health goal within the Sustainable Development Goals (SDGs). Those who are committed to ending the AIDS epidemic realise that a purely medical response is not effective. The AIDS response must also focus on gender equality, human rights, economic empowerment and education.

Stigma and discrimination are driving new infections urgent action is needed to address the barriers that prevent marginalised people from accessing prevention services.

### Background

PITCH is a 5-year strategic partnership that started in 2016 between Aidsfonds, Frontline AIDS and the Dutch Ministry of Foreign Affairs. The partnership aims to enable people most affected by HIV to gain full and equal access to HIV and sexual and reproductive health services. By strengthening the capacity of community-based organisations we support them to engage in effective advocacy, generate robust evidence and develop meaningful policy solutions.

PITCH encompasses partner organisations in countries that carry some of the highest HIV burdens in the world: Indonesia, Kenya, Mozambique, Myanmar, Nigeria, Uganda, Ukraine, Vietnam and Zimbabwe. These organisations are led by and work for communities of lesbian, gay, bisexual, and transgender (LGBT) people, sex workers, people who use drugs and adolescent girls and young women.

The aim of PITCH is not only to change policies affecting these groups, but to build the lobbying and advocacy capacity of community-based organisations that is sustainable beyond the 5-year life cycle of the programme.

### Purpose and objectives

The purpose of this training is to strengthen the capacity of country partners, in Kenya, in using communication effectively and strategically in their advocacy work and specifically in their campaigning work, understood as the art of achieving an advocacy objective through changing public attitudes and mobilising public participation.

The capacity of country partners varies greatly within the country. Some are well established and registered organisations, whilst others are less formalised groups of community activists. One training approach will therefore not fit all participants, and we will require a flexible trainer that can tailor the training according to specific country needs and capacity.

We are keen that the capacity strengthening efforts support partners to deliver on their planned and on-going advocacy work in 2020 and are therefore looking to focus the training and any other support around real campaigns.

The delivery of the trainings will require close collaboration with the global trainer, who is responsible for overseeing and co-delivering all the country trainings. The trainer will report to the PITCH Communications Lead.

The objectives of the project are as follows:

- Increased capacity of partners to use (strategic) communications in support of their campaigning advocacy work through a training delivered in country and based on the advocacy priorities defined in work plans for 2020.
- Build capacity to assess risks of communicating on sensitive topics in high-risk environments.
- Established cooperation and cross-partner learning among country partners on communications for advocacy during the training.
- Increased practical knowledge of partners on implementation tools (such as online campaigning, traditional media, social media and developing evidence-based messaging) to deliver the communications for advocacy strategy.

## Deliverables

- Co-facilitate the delivery of 3 days training in cooperation with global trainer
- Customise for partners in Kenya the global core curriculum for a 3-day training developed by the global trainer on how to develop a (joint) 'communications for advocacy campaign strategy'. This includes societal and cultural contextualisation, relevant references and examples
- The training set up should be practical and context specific.
- Develop in cooperation with the global trainer practical core elements, PITCH communications lead and the country teams, and could include:
  - Social media campaigning (how to run an online campaign and how to effectively engage on social media)
  - How to work with the media
  - Storytelling (audio and video)
  - Providing evidence in compelling manners (How to develop and audio and visual documentation)
- Specific division of tasks will be defined by international trainer in consultation with local trainer.
- Source and/or develop training materials in local language, including course handbook and hand-outs.
- Document trainings through photography and/or video and notes for learning papers and news items.

## Timeframe

Below is the timeframe for the planning and delivery of the training.

Phase	Timeframe
Preparation: <ul style="list-style-type: none"> <li>Familiarisation with and customisation of global core training package: 1 day</li> <li>Training preparation and division of tasks together with international trainer: 0.5 day</li> </ul>	January 2019- February 2020
Delivery of training: 3 days	12, 13, 14 February 2020
Writing report: 0.5 day	February 2020

## Requirements

The trainer should meet the following requirements:

- Senior communications for advocacy specialist and trainer
- Have a good understanding of the political, societal and media landscape in Kenya
- Demonstrable expertise in and experience of delivering capacity building trainings in communication for advocacy.
- Strong understanding and experience of HIV and AIDS and key populations (LGBT, sex workers, people who use drugs, adolescent girls and young women).
- Strong knowledge and experience to deliver practical communications trainings, such as social media, media, copywriting and video/photography.

## Apply

Please respond to these terms of reference by:

- Sending a cover letter responding to the objectives and scope of work and summarizing your experience and qualifications, including a daily rate (no more than 2 pages)
- A detailed C.V. (or track record) presenting work experience, references and relevant qualifications. Minimum of two examples of experience delivering a similar training.

## Budget

The total budget for this work is € 1500, this rate should include VAT, per diem and insurances. Local travel cost and accommodation will be covered by PITCH and includes breakfast, lunch and dinner.

## How to submit a proposal

Proposals should be submitted by email to Renee Groen at [rgroen@aidsfonds.nl](mailto:rgroen@aidsfonds.nl) by 9 January 2020 before 17:00 p.m. CET.

Any queries should be directed to Nina Hoeve, PITCH Communications Lead, ([nhoeve@aidsfonds.nl](mailto:nhoeve@aidsfonds.nl)) and supervisor for the project.

For more information on PITCH visit: <https://aidsfonds.org/work/pitch-partnership-to-inspire-transform-and-connect-the-hiv-response>