**TERMS OF REFERENCE**

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| **Activity:**  | Consultancy for Training Journalists on Health Journalism |
| **Program:**  | USAID Pakistan Maternal and Child Health Program, Sindh |
| **Component:**  | The Health Communication Component (HCC) |
| **Number of Days:** | 15 Days |
| **Lead Partner** | Center for Communication Programs Pakistan |

**1. Background**

Johns Hopkins Center for Communication Programs is working alongside with Center for Communication Programs Pakistan (CCPP), Mercy Corps, and Rural Support Programmes Network for implementation of the Health Communication Component of the Maternal and Child Health (MCH) Program. The MCH Program is a six-year initiative (2012-2018) supported by USAID with five interrelated components, namely, Family Planning/Reproductive Health, Maternal, Newborn and Child Health, Health Communication, Health Commodities and Supply Chain and Health Systems Strengthening. This innovative program is designed to improve health outcomes for women and children in the Province of Sindh, as well as to address key issues at the Federal level.

The Health Communication Component (HCC) focuses on the identification, prioritization, and coordination of a selected set of interventions for reduction of social and cultural barriers that impede uptake of healthy behaviors, improvement in the interaction between clients and providers and increase in the uptake of relevant reproductive maternal, newborn, and child health services.

HCC is implementing five key activity sets linked to the MCH Program Communication Strategy for improving mother and child health status in Sindh. One of the key activity sets is to advocate for improved investment in and coordination of behavioral programming by strategically using mass media to support communities for provision of improved services, mobilization of essential resources and to advance public policies on maternal and child health in the focus districts of Sindh. The goal is to enable the creation of institutionalized forums of local stakeholders to take actions to support the society around them with an aim to influence policymaking, resource mobilization and its allocation and accountability for improved services.

The use of mass media, in particular the news media, has the ability to give voice and platform to communities to influence such a change. This essentially requires focus on decision makers because it is they who can control the environments that either promote maternal and child health or foster its deterioration. To this end, coverage of health issues need to become a prioritized beat for mass media to hold the government accountable, bring positive policy changes and mobilize required resources in a sustainable manner.

In order to achieve this, among other interventions, the HCC developed a series of health journalism tutorials for producing a cadre of health reporters from existing and aspiring journalists at district and provincial levels to report on mother and child health issues.

**2. Objective**

This TOR is engaging a master trainer for conducting training of trainers (ToT) along these tutorials to journalists from HCC’s programme districts.

**3. Scope of Work**

The following is the scope of work:

* Develop familiarity with the content of tutorials on health journalism, and contribute to the development of the ToT and district training agendas and content.
* As master trainer, conduct a two-day training of trainers along the tutorials on health journalism to journalists from HCC’s programme districts.
* Coordinate stakeholders, specifically members of press clubs and senior journalists, for participation in ToT and district trainings.
* Mentoring trainers and also trained district journalists during the course of the programme intervention.

**4. Deliverables**

The following are the deliverables for this consultancy:

1. Final ToT agenda and ToT content
2. Final district training agenda and content
3. 1 ToT in Karachi
4. Periodic contact reports with journalists and other stakeholders

**4.Timelines**

A total of 15 days during the following period:

Start Date: 17 March 2017 and End Date: 30 September 2017

**5. Qualifications**

* A senior journalist or an academic with at least ten years of relevant professional experience;
* A relevant university degree from a recognized university in/outside Pakistan;
* Familiarity with issues of health in Pakistan, preferably in the domain of maternal, newborn and child health;
* Familiarity with the practice of journalism, particularly health journalism
* Mobility and willingness to accept the assignment at short notice;
* Experience in developing similar information, education and communication material, preferably for journalists;
* Previous work experience with development and aid organizations; and
* Fluency in English and Urdu, and also Sindhi if possible.