

## TERMS OF REFERENCE

### CONSULTANCY TO DEVELOP “VOX POP” AS A SOCIAL MEDIA CAMPAIGN OF CHILDREN’S VIEWS ON THE IMPORTANCE OF BUDGETING PROCESSES FOR IMPROVED SPENDING ON CHILDREN.

#### 1.0 BACKGROUND

The Jesuit Centre for Theological Reflection (JCTR) is a faith-based organisation and a Ministry of the Society of Jesus (Jesuits) operating in Zambia since 1988 to promote social justice. Since its inception, the work of JCTR seeks critical understanding of the current issues (economic, social, political, and other critical issues) from a social justice perspective.

The Centre, in partnership with Save the Children International (SCI), is currently implementing a project called Driving Sustainable Change for Children’s Rights (DSCCR). This project is guided by two key thematic areas i.e., Civil Society Organisations (CSOs), children and communities influence budgeting processes for improved spending on children and, children in the targeted districts benefit from improved quality service delivery in education, health and nutrition, child protection and social protection. When this project is successfully accomplished, JCTR and its partner envisions a situation where space within the governance system of the country (Zambia) is adequately provided for girls and boys, men and women to participate and influence both the planning and implementation processes of the national budget.

For JCTR therefore, a good understanding of the budget process is critical in speaking effectively about the rights of children. Being a policy document, the national budget demonstrates government commitment to addressing problems that affect the wellbeing of citizens. Most importantly, government illustrate through the budget that policies, particularly those that aim at promoting the welfare of children such as the National Child Policy (NCP) formulated in 1994 following ratification of the United Nations Convention on the Rights of the Child (UNCRC) and revised in 2006 through the Ministry of Sport, Youth and Child Development (MSYCD), and the Education Act of 2011 among others, are not merely an academic exercise. Rather, by addressing challenges faced by children, the budget shows government willingness to implement such policies. Further, a good budget that incorporates the views of children is an indication of government adherence to international conventions including the United Nation’s Conventions on the Rights of a Child.

In light of the above, developing Vox Pop messages becomes imperative. Vox Pop originates from a Latin phrase “*Vox Populi*” that is translated as ‘the people’s voice’ (Beckers 2019). Since children are human beings, Vox Pop can also mean the voices of children. Given this understanding, developing Vox Pop messages will provide for children an additional platform that allows for their

views and concerns to be heard. Herein lies the significance of the initiative as driving sustainable change for children's rights entails attaining increased access to children's rights through their active participation in the budget process. Also, through the general community membership as well as government, come to realize what is ignored once they listen to children voices through Vox Pop.

JCTR, therefore will work to ensure that CSOs, children and communities have the capacity to influence the planning and implementation process of the national budget for improved spending on children by devising a wide variety mechanism that includes Vox Pops, conducting sensitisation meetings on children's rights, and building capacities for right holders to be able to engage and do advocacy themselves.

In view of the above, consultancy work is being sort to develop Vox Pop messages by children (complimented by actors in the community) that will aim at intensifying the campaign for their increased involvement in the budget process. Where the Vox Pop are well developed and given the media coverage they deserve, three communities namely Lufwanyama, Ndola and Masaiti districts of the Copperbelt province, and the country as a whole stand to benefit from a robust advocacy work on the necessity of children involvement in the nation budget formulation and implementation.

## **2.0 CONTEXT SUMMARY**

According to the World Bank, Zambia has a projected population of about 18,383,955 persons of which over 51% live in rural areas. About 53% of this population are children below the age of 18 years. Because of the country's high poverty rate, children's rights to access education, health, social protection among others, are compromised (Habitat for Humanity GB). This situation has been made worse with the outbreak of the Coronavirus (COVID-19) pandemic which has further restricted children access to their fundamental rights including rights to education, health and social protection. The rising debt obligations have further posed a challenge on financing and quality delivery of social services undermining the condition of families and children.

Notwithstanding the situation above, the Government of Zambia has shown commitment to ensuring that every child is given an opportunity to enjoy their rights as reflected in its commitments to international and regional agreements. Zambia is one of the 52 countries in Africa that has committed to safeguarding children from all forms of violence by signing and ratifying a number of international and regional treaties. Among the regional and international treaties, the country has signed includes the Abuja Declaration of 2000, and the Cairo Protocol and Dakar Framework on Education for all which requires governments to spend at least 15% and 20% of their national budget on Health and Education respectively (World Education Forum, Daka, Senegal 26-28 April 2000). Considerable strides have been made by the government in domesticating the articles of these instruments so that the liberties that accompany them can be enjoyed by the children of Zambia and the general citizenry through the laws and legislations that are put in place. One such example is the 1994 National Child Policy which was later revised in 2006 that mandates the government to ensure that the Zambian children survive, develop, participate and are protected.

Despite these efforts, the country still lags on citizen's involvement on matters of national importance. For instance, the Open Budget Survey of 2015 ranked Zambia at 39 out of 100 on transparency, and 40 out of 100 on participation. Four years later, the ranking dropped to 30/100 for transparency and 20/100 for participation. Clearly, this indicates that more can be done by the Government of Zambia to provide the public with adequate information thereby making available opportunities for citizen to participate in the national budgeting process. It is noteworthy to mention that statistics under discussion do not reflect the level of participation by children in decision making. Generally, active participation of children in decision making in Zambia is limited and the role of customary law in addressing child protection issues is not always in line with national and international legal provisions<sup>1</sup>. JCTR regards participation in the budget process by all citizens and children in particular as a right that is supposed to be enjoyed by all. When citizens, particularly children, influence the budget process, there is a huge possibility that public resources will be fairly allocated.

### **3.0 RATIONALE**

The DSCCR project, recognizes that the survival, development, protection and participation of children hangs on the availability of governance systems that consider children as a key constituent in the country. Unfortunately, the governance systems and structures have not adequately addressed the needs and plight of children as well as enhancing their participation in public affairs, such as national planning and budgeting processes. This in turn, continues to challenge the accessibility to rights like education, health and social protection etc.

As a way of building on experiences and lessons learnt with child focused projects, JCTR wishes to engage a consultant for purposes of developing Vox Pop (audio and video) messages that will aim at sensitizing the public on the importance of involving children in the planning and implementation process of the national budget. Doing so will go a long way in bringing children, CSOs and community members to influencing the budget process for improved spending on children. This process is also aimed at encouraging the participation of children in decision making particularly in areas pertaining to their welfare. Greater participation is needed from statutory authorities, the community and children themselves in addressing community concerns.

### **4.0 SCOPE OF WORK**

Given that the project is child centred, the task to develop Vox Pop is expected to follow a transparent and inclusive process of consultations with diverse groups of children. The Vox Pops will purposively target the voices of children in the three districts (Lufwanyama, Masaiti and Ndola). The process of accomplishing this task will include video interviews with children aimed at investigating public opinions regarding the participation of children in the budget process. Additionally, other stakeholders like service providers, local authorities and community members must be interviewed on how the rights of children can be enhanced, especially through the national budgeting process.

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<sup>1</sup> [https://www.myscd.gov.zm/?wpfb\\_dl=49](https://www.myscd.gov.zm/?wpfb_dl=49)

To this end, the consultant will be required to undertake the following tasks:

### ***1. Pre-production***

- a) Develop child friendly tools to aid data collection in the exercise.
- b) Create the role-play content and media using the primary data collected.
- c) Pre-test the material with the intended audience to make sure it is understandable and engaging.

### ***2. During Production***

- a) Administer the tools through key informant video interviews with a wide variety of children. Additionally, Vox pops or “a child-on-the-street interviews” will be encouraged.
- b) Produce video focus group discussions with children for purposes of getting a rich and in-depth understanding of their level of knowledge, attitudes and practices regarding their participation in the budget process.
- c) Analyse the pretested materials and produce a final Vox pop incorporating any additional feedback from the JCTR.
- d) Compliment graphic content with the production of still images showcasing the needs of children in all districts.

### ***3. Post-production***

- a) Produce draft to the client.
- b) Incorporate feedback from the client.
- c) Package and deliver to the client.

## **5.0 DELIVERABLES AND PROPOSED TIMELINES**

- a) The consultant will work under the supervision of the Faith and Justice Program Manager supported the JCTR Communication and Digital Engagement Officer.
- b) The consultancy is for a duration of fifteen (15) days including weekends, through the estimated period of 13<sup>th</sup> June through to the 27<sup>th</sup> June, 2022.
- c) Detailed work plan outlining the pre-production, production and post-production activities with timelines.
- d) Create the role-play content and questionnaire for the interviews.
- e) Pre-test the material with the intended audience (JCTR and its partners where applicable) to make sure it is understandable and engaging.
- f) Analyze the pretested materials and produce a final Vox pop incorporating any additional feedback from the client.
- g) Produce final Vox Pops.
- h) Design, package and deliver Vox Pops to the client on a memory storage device (CDs, DVD, external drive etc.)

## **6.0 CONSULTANT REQUIREMENTS**

- At least BA Degree in Journalism and Media Studies or some relevant educational background in Mass Communication and related studies.
- At least five (5) years working experience in a media related organization and/or position.

- Demonstrable experience in producing Vox Pops, documentary and videos in the form of sensitization materials for government Ministries or NGOs in Zambia, especially with community related projects.
- Proven track record of previous development of achievements with the Government, NGOs and Donor Agencies is desirable.
- Understanding of the role of communication in sensitisation and advocacy work. With strong speaking, and applied training skills.
- Strong grounding in the area of governance and the budgeting process in Zambia is an added advantage.

## 7.0 EXPRESSION OF INTEREST

All expressions of interest (of no more than eight pages) should include:

1. **Technical Proposal:** This should include a brief profile about the consultant with particular emphasis on previous experience in this kind of work; the consultants understanding of the Terms of Reference, proposed work plan (timelines) and tasks to be accomplished etc.
2. **Financial Proposal:** This should provide cost estimates for the consultancy (fees based on person's days for the assignment). **Tax obligations should be included.**

## 8.0 SUBMISSION OF INTREST

- All expressions of interest should be addressed to:

**The Executive Director**

Jesuit Centre for Theological Reflection

P.O. Box 37774

Lusaka.

- The deadline for submission of the expressions of interest is ***Friday 3<sup>rd</sup> June, 2022 at 17:00hours.*** In view of COVID-19 health concerns, all expressions of interest should be submitted electronically to [admin@jctr.org.zm](mailto:admin@jctr.org.zm) and [jctr.office@gmail.com](mailto:jctr.office@gmail.com)

For further details, contact us on (+260 211 290 410 or +260 955 290 410)

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