

# **Terms of Reference for A Rapid Assessment of Training Needs and Provision of HIV and AIDS Training to the Media Practitioners**

## **1. Introduction**

The National AIDS Commission (NAC) was established by an Act of Parliament of the Government of Lesotho in 2005 as a National Coordinating Body responsible for the development and coordination of strategies and programmes for combating HIV and AIDS; for facilitating implementation, monitoring and evaluation of programmes and for provision of policy guidance to implementing structures.

These Terms of Reference (TOR) have been developed to strengthen the capacities of media practitioners on HIV and AIDS Competency, the role of the media in reporting HIV and AIDS issues, effective reporting, making HIV and AIDS newsworthy, professional ethics and standards of reporting, covering and reporting of those infected and affected by HIV and AIDS and all vulnerable groups, sources of information and finding new angles for reporting HIV and AIDS issues.

The task is divided into two segments being as follows: The first segment of the task involves finalising a training needs assessment on HIV and AIDS Media practitioners and writing a needs assessment report thereof. The second part of the assignment is the development of a detailed training plan in training manuals and materials in accordance with the gaps identified in the training needs assessment report and conducting the training sessions for the media practitioners. The expertise of the contracted consultant(s) will also be demonstrated in developing and effectively executing the task, in a professional and satisfactory manner in line with the TOR.

## **2. Background and Context**

Lesotho has been severely affected by the HIV and AIDS epidemic that started with the diagnosis of the first documented case of AIDS in 1986 in the mountain district of Mokhotlong. The epidemic has since reached higher incidence levels and is now estimated to affect about a quarter (23.2%) of the adult Basotho population aged 15-49, adversely affecting both social and economic indices. In Lesotho, there are an estimated 62 new HIV infections and about 50 deaths due to AIDS each day. There are an estimated 270,000 people living with HIV in Lesotho as of end 2007. Of these, there are 11,801 infected children and 258,472 infected adults. Females continue to be more infected with an estimated 153,581 infected compared to 116,692 males. There has been no significant change in the national adult HIV prevalence since 2005. The sentinel surveillance conducted in 2007 showed that there is no major difference in HIV prevalence among women attending ANC clinics.

In the context of these adverse indicators, showing little improvement from year to year, the Government of Lesotho has implemented programmes to reduce the further spread of HIV infections, and mitigation against the adverse impact of AIDS on the population. There is still a great need for a concerted effort to implement an effective national response, in partnership with international development agencies and implementing partners. Appropriate policies and legislative guidelines, together with national coordination mechanisms have been put into place to manage the planning, mobilization and orderly implementation of the national HIV and AIDS response.

In reiterating its commitment, in 2005 the Government of Lesotho established the National AIDS Commission (NAC) through an Act of Parliament to replace the former Lesotho AIDS Program Coordinating Authority (LAPCA). NAC has the overall mandate to coordinate the national response towards HIV and AIDS in Lesotho. NAC was established along the UNAIDS “Three Ones Principle” of:

- One National Coordinating Body
- One National Action Framework, and
- One National Monitoring and Evaluation Framework

The core challenges facing Lesotho is to build necessary and adequate capacity for the effective and efficient management of the implementation of the national HIV and AIDS response through a multi sector approach. This includes the media practitioners, who are powerful agents in educating the nation and advocating for behaviour change amongst Basotho, through effective and positive reporting on HIV and AIDS issues.

The National AIDS Commission is therefore looking for a training consultant or training institution with high level expertise in HIV and AIDS thematic areas and also a track record in HIV and AIDS staff training. The consultant will finalise the training needs assessments within the media practitioners, develop a needs assessment report and develop a detailed training plan, manuals and materials and conduct training as scheduled.

### **3. Objectives of the Assignment**

The overall objective of the assignment is to facilitate the development and conduct of HIV and AIDS training needs assessments of media practitioners, develop training plan and conduct training with the existing and newly developed manuals and materials.

Specifically, the consultant should:

- 3.1 Engage with the various media houses to collect appropriate information for the development and implementation of an appropriate training needs assessment;
- 3.2 Undertake a training needs assessment within the media practitioners and

- identify persons to be trained;
- 3.3 Identify key sources of information, data and collect and analyze information on perspectives of training policies, needs and existing resources on HIV and AIDS training needs in the media fraternity.
- 3.4 Prepare, disseminate and validate a report on Situation Analysis for NAC and media practitioners;
- 3.5 Based on objectives 3.1 – 3.4 above:
  - Draft an HIV and AIDS Training Plan and budget for the media practitioners
  - Develop a training Manual (s) and materials for the Training;
  - Implement the training;
  - Provide training reports.
- 3.6 Provide continuous feedback and engagement with NAC Director of Policy, Strategy and Communication at every step of key deliverables to ensure clearance is provided for progress.

#### **4. Specific Tasks of the Consultant/Training Firm**

- 4.1 To develop an Inception Report and a work plan for rolling out the assignment;
- 4.2 To undertake a training and skills needs assessment on the HIV and AIDS situation in the media fraternity so as to establish and understand the HIV and AIDS training needs, gaps and issues in the relevant sector;
- 4.3 Develop/Adapt Training Manuals that are essential and relevant to the effective, satisfactory fulfilment of the TORs and objectives of the assignment; and validate them.
- 4.4 To prepare a Final Training, Plan, Training Manual and Materials, Plan and conduct training workshop in line with the objectives of this assignment; based on the assessment findings.
- 4.5 Preparation and submission of satisfactory workshop reports.

#### **4. Key Deliverables**

- 4.1 An Inception report with work plan and budget for the assignment
- 4.2 A concise training skills/needs assessment report covering the different levels of targets in the media submitted within 10 days of signing the contract; report should, among others outline the methodology and tools for carrying out consultations, findings and contacts;
- 4.3 A Modular Based Training Manual related to professional publicity and HIV and AIDS; training of the module should have an M&E component;
- 4.4 Final Training Plan
- 4.5 Training of identified media practitioners
- 4.6 Within the 10 days after completion of Training, the Consultant(s) must provide a comprehensive training report with annexes to include: Training Plan and Resource materials, Training Evaluation; List of Trainees and Addresses & Contacts for subsequent follow up.

## **5. Key Qualification, Experience and Skills**

The Consultant(s) shall possess an advanced university degree in Journalism and/or media studies, Mass Communication, Corporate Communication, Public Relations, Social Sciences or any relevant field. In addition, the consultant shall possess the following skills and competencies:

- Broad understanding of HIV and AIDS issues in the context of the media;
- Sound and up-to-date appreciation and understanding of outlined HIV and AIDS theme areas for the training;
- Technical, practical and conceptual understanding of the HIV and AIDS pandemic in Lesotho and the overall national response;
- Demonstrable, high level track record in Technical Adult Training and, in particular; training in HIV and AIDS issues, concepts and technical areas;
- Demonstrable, excellent data collection, analysis and report writing skills using standard social science methodologies;
- Fluency in spoken and written English (knowledge of Sesotho language would be an added advantage)
- Excellent facilitation skills;
- Good interpersonal skills;
- Advanced computer literacy to include professional/technical presentations;
- Proven experience working with the media and other related stakeholders;
- Demonstrable excellent knowledge and expertise and experience in institutional assessments, the multicultural response to HIV and AIDS as well as the HIV and AIDS policies and advocacy processes. HIV and AIDS communication skills.
- Well developed HIV and AIDS communication skills;

## **6. Timing and Duration**

The assignment will commence on 01 March 2009 and shall run for an estimated 25 person working days not extending beyond April 2009.

## **7. Reporting**

The Consultant shall report to the Director Policy, Strategy and Communication NAC and **OR** any other person delegated by his office.

## **8. Payments**

Payment shall be lump sum based on daily in-country rates applicable to the Consultant(s) and in line with the payment history, experience and deliverables. The schedule of payment will be agreed with the consultant(s) at the time of negotiating the contract.

Final payment will be effected after submission and acceptance of the final reports with their electronic copies. The following payment schedule is proposed:

- 30% of the contract price shall be paid upon submission and acceptance of the Training Needs Assessment Report;
- 30% of the contract price shall be paid after submission and acceptance by the client of the Training Manuals and Training Plan;
- 40% of the contract price shall be paid after completion of the assignment and submission of satisfactory final deliverables specified in (4) in these TORs.