



GILGIT-BALTISTAN RURAL SUPPORT PROGRAMME



TERMS OF REFERENCE (ToRs)

Media Engagement for Child Protection in Gilgit & Baltistan Division

UNICEF-Funded Child Protection Project

1. Background

Gilgit-Baltistan Rural Support Programme (GBRSP), with the support of UNICEF, is implementing a Child Protection Project in Gilgit-Baltistan. GBRSP intends to engage experienced media houses/service providers to design and implement a **three-month media engagement campaign** aimed at raising public awareness and promoting positive social and behavioural change on key child protection issues.

The campaign will utilize **electronic, print, digital and social media platforms** to reach diverse audiences across Gilgit-Baltistan.

2. Purpose of the Assignment

The purpose of this assignment is to develop, produce and disseminate impactful, culturally appropriate and locally relevant media content to promote:

- Child Protection;
- Positive Parenting;
- Prevention of Gender-Based Violence (GBV);
- Prevention of Sexual Exploitation and Abuse of Children (PSEA);
- Parents' and caregivers' responsibility for child safety; and
- Community responsibility for protecting children and promoting their positive development.

3. Objectives

The specific objectives of the assignment are to:

1. Increase public awareness regarding child protection and child safety.
2. Promote positive, non-violent and supportive parenting practices.
3. Raise awareness regarding GBV and PSEA.
4. Encourage parents and caregivers to create safe and supportive environments for children.
5. Promote community participation and responsibility in child protection.
6. Encourage positive social and behavioural change.
7. Promote citizen engagement on positive parenting and child protection.
8. Highlight positive parenting practices, community experiences and success stories.



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4. Geographical Coverage

The campaign shall cover **both Gilgit Division and Baltistan Division**.

The selected media house/service provider shall ensure effective coverage within the respective division in which it is engaged and demonstrate adequate reach among urban, semi-urban and rural communities.

The service provider shall propose appropriate media channels and geographical coverage in its technical proposal.

Where separate service providers are engaged for the two divisions, each service provider shall be responsible for the complete media coverage and deliverables within its respective division.

5. Local Language Coverage

The campaign content shall be developed and disseminated in **locally understood languages of the respective division**, in addition to Urdu where required for wider communication.

- **Gilgit Division**

Depending on the target audience and geographical area, content may be developed/disseminated in:

- Shina
- Burushaski
- Wakhi
- Khuwar, where relevant
- Urdu

- **Baltistan Division**

Depending on the target audience and geographical area, content may be developed/disseminated in:

- Balti
- Shina, where relevant
- Urdu

The service provider shall ensure that translations, voice-overs, scripts and adaptations are linguistically accurate, culturally appropriate and retain the intended child protection messages.



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The bidder shall clearly indicate in its technical proposal the proposed **language, geographical and audience coverage**.

6. Scope of Services

The selected media house/service provider shall be responsible for planning, developing, producing, disseminating and monitoring the campaign for a period of **three (03) months**.

A. Campaign Planning

The service provider shall:

- Develop a Three-month media engagement plan;
- Identify target audiences and appropriate media channels;
- Prepare a monthly content and dissemination schedule;
- Recommend suitable media platforms for maximum reach and engagement; and
- Ensure appropriate language and geographical coverage.

B. Content Development and Production

The campaign may include the development and production of:

- Media talks and discussions;
- Interviews and expert discussions;
- Short awareness stories;
- Short video/audio messages;
- Cartoon plays/animated content;
- Experience-sharing programmes;
- Success stories;
- Articles and features;
- Public service messages;
- Social media posts and reels;
- Digital awareness content; and
- Other innovative media formats proposed by the service provider and approved by GBRSP/UNICEF.

C. Key Communication Themes

The content shall focus on, but not be limited to:

- Child protection and child safety;
- Positive parenting;
- Positive and non-violent discipline;
- Prevention of GBV;



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- Prevention of PSEA;
- Prevention of child abuse and exploitation;
- Parents' and caregivers' responsibilities;
- Community responsibility for child safety;
- Positive moral and social development of children;
- Child rights and wellbeing; and
- Other relevant child protection themes approved by GBRSP/UNICEF.

D. Media Dissemination

Approved content shall be disseminated through appropriate:

- Television/electronic media;
- Radio;
- Newspapers/print media;
- Digital media;
- Social media platforms;
- Websites; and
- Other relevant local and regional media channels.

The service provider shall use an appropriate combination of media platforms based on audience reach, geographical coverage and the nature of the content.

7. Expected Deliverables

The selected service provider shall provide, as applicable:

1. Three-month media campaign plan;
2. Monthly media/content calendar;
3. Content concepts and scripts;
4. Production of approved media content;
5. Regular broadcasting/publication/dissemination;
6. Media talks and discussions;
7. Short awareness stories;
8. Cartoon plays/animated content;
9. Experience-sharing and success stories;
10. Local-language content and adaptations;
11. Digital and social media content;
12. Monthly progress reports;
13. Evidence of publication/broadcast/dissemination;
14. Audience reach and engagement statistics, where available; and
15. Final campaign report covering activities, reach, engagement, achievements and lessons learned.



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8. Required Experience and Capacity

The media house/service provider shall:

- Be a legally registered firm/company/media house;
- Have at least three (03) years of relevant experience in media engagement, public awareness, SBCC or development communication;
- Have proven experience in child protection, gender, GBV, PSEA or related development sectors;
- Demonstrate established media reach in the respective division;
- Have adequate technical and creative capacity for content development and production;
- Have qualified personnel for media planning, content development, production and monitoring;
- Preferably have previous experience with Government, UNICEF, UN agencies, NGOs or other development partners; and
- Have the capacity to provide campaign monitoring, reporting and audience analytics.
- Prior work experience with GBRSP will be considered an added advantage.

9. Safeguarding and Ethical Requirements

All campaign content and activities shall comply with applicable child safeguarding and ethical media principles.

The service provider shall ensure:

- Protection of children's privacy and dignity;
- No disclosure of identifiable information of child survivors;
- No victim-blaming or stigmatizing content;
- Age-appropriate and culturally sensitive messaging;
- Appropriate consent for photographs, interviews and recordings involving children;
- No content that may expose children or vulnerable persons to further harm; and
- Compliance with GBRSP/UNICEF safeguarding requirements.

All content shall be submitted to GBRSP/UNICEF for review and approval before dissemination.

10. Monitoring and Reporting

The service provider shall maintain proper records and provide evidence of campaign implementation, including, where applicable:

- Broadcast logs;
- Publication copies;
- Social media links and screenshots;



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- Audience reach;
- Engagement statistics;
- Viewership/listenership data;
- Digital analytics; and
- Other relevant monitoring evidence.

The service provider shall submit **monthly progress reports** and a **final campaign report** to GBRSP.

11. Coordination and Supervision:

The selected service provider shall coordinate closely with the designated **GBRSP Child Protection/Project Focal Person** and relevant GBRSP/UNICEF representatives.

The service provider shall obtain approval for campaign themes, scripts, creative materials and dissemination plans before implementation.

GBRSP shall monitor the quality, timeliness and coverage of the assignment and may independently verify the reported media activities.

12. Financial Proposal:

The service provider shall submit a detailed and competitive financial proposal covering the complete Three-month assignment.

The quoted price shall include all costs necessary for successful implementation, including:

- Content development;
- Creative development;
- Production;
- Media placement/broadcasting/publication;
- Digital and social media dissemination;
- Personnel;
- Travel and logistics, where applicable;
- Monitoring and reporting;
- Taxes and statutory charges; and
- Any other costs associated with the assignment.

13. Duration of Assignment:

The assignment shall be implemented for **three (03) months** from the date of signing of the contract/issuance of the commencement order.



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Campaign activities shall be conducted regularly throughout the contract period in accordance with the approved media plan.

14. Ownership of Materials:

All campaign materials developed under this assignment and paid for by GBRSP shall be made available to GBRSP/UNICEF for programme, awareness, and reporting, documentation and non-commercial purposes.

The service provider shall not commercially reproduce or use project-specific materials without prior written approval from GBRSP.

15. Expected Outcome:

The assignment is expected to contribute to:

- Increased public awareness of child protection;
- Improved understanding of positive parenting;
- Increased awareness of GBV and PSEA;
- Greater involvement of parents and caregivers in child safety;
- Increased community engagement in child protection; and
- Positive social and behavioral change regarding the protection, safety and wellbeing of children across Gilgit-Baltistan.