

Terms of Reference (ToR)
for
Implementing a Mass Media Campaign on Increasing Seat Belt Use in Tajikistan

Project

Fourth Phase of the Central Asia Regional Links Program (CARs-4): Supporting the Department of State Automobile Inspection of the Ministry of Internal Affairs of the Republic of Tajikistan to ensure the use of seat belts in vehicles.

Background

The project is being implemented by EASST Expertise on behalf of the Ministry of Transport of the Republic of Tajikistan in partnership with the NGO Young Generation of Tajikistan (YGT). The aim of the project is to raise awareness, encourage behaviour change and increase seat belt wearing rates in Tajikistan.

Not using seat belts is a very high risk factor globally for road death and injury. The WHO estimates that wearing a seat belt reduces the risk of a fatality among front seat passengers by 40-50 per cent and among rear-seat passengers by 25 per cent.

Increasing the use of seat belts could therefore have a major impact in Tajikistan, which has a very high road fatality rate and a low seat belt usage rate. On average, there are around 1,352 road fatalities every year in Tajikistan – around 14 per 100,000 population despite a relatively small rate of vehicle ownership, although this is also growing. With more than 70 per cent of the country's eight million population being children and young people under the age of 30, the high level of road traffic collisions is not only a human tragedy for every family impacted, but also poses an increasing burden on the country's social and economic development.

This project will recommend improvements to current legislation, review penalties for non-use of seat belts, discuss standards for the manufacture and installation of seat belts and look at strengthening control over compliance with rules on seat belt use with a view to increasing use rates.

International evidence suggests that significant change in seatbelt wearing rates is best achieved when legislative change, police engagement and enforcement and awareness raising are all implemented together in a coordinated campaign. Our project will include a 12-month mass media campaign along with local police awareness raising activities around the importance of wearing seat belts and tackling common misconceptions.

Contractors

EASST Expertise is a not-for-profit limited company registered in the UK (Company Number 9068982) established in 2014. EASST Expertise is an independent consultancy specialising in global road safety, stakeholder engagement and sustainable transport, EASST Expertise is strongly driven by the charitable objectives of its parent NGO, EASST, which holds 100% of

the shares. These are the promotion of public safety and public health for the protection of human life. Specific areas of attention include providing information on and promoting safe and sustainable transport; improving regulation and road safety enforcement, vehicle roadworthiness, promoting public health for drivers, passengers, pedestrians and all road users; improving road safety governance and management; safe road design and construction; promoting international cooperation and exchanges of best practice; and cooperating with other stakeholders globally in pursuit of these aims.

For this project, EASST Expertise are working closely with the NGO Young Generation of Tajikistan, who also have an established team with considerable expertise in road safety.

Objective

The objective of this assignment is to deliver a 12-month mass media campaign across a range of media and channels including TV, radio, billboards and social media in Tajikistan. The campaign will be carefully designed and monitored with tailored messaging to influence seat belt wearing rates among specific audiences (e.g. drivers).

Target audiences will be identified, and messaging will be developed and tested in collaboration with one of the world's leading road safety behaviour change experts. This will be based on the results of focus groups and structured stakeholder interviews undertaken to better understand attitudes towards seat belt wearing and barriers to compliance.

Scope of Work

The selected communications agency or association of experts will be expected to work collaboratively with the road safety behaviour change expert and the contractors to plan and implement the mass media campaign across Tajikistan. This will include:

1. Providing technical advice on popular media channels in Tajikistan and offer advice on the appropriate mix of media to achieve maximum reach with our target audience(s).
2. Setting out an implementation plan for the 12-month campaign – planning the mix of media and timeline for delivery. This will be divided into two six-month periods (phase 1 and phase 2) and will be subject to mid-phase reviews of the campaign's impact.
3. Devising campaign assets in collaboration with the contractors to deliver the key messages across various media. The exact mix of campaign assets will depend on the outcome of the baseline focus groups and research. It is envisaged that as a minimum, the communications agency or association of experts will:
 - Design, develop and produce at least one (and up to three) 30-second TV advertisements/ Public Service Announcements.
 - Develop and produce at least two (and up to four) 20-second radio advertisements/ Public Service Announcements.

- Develop creative content for at least one (and up to three) static billboards and bus stop display panels.
- Develop creative content for at least one (and up to two) electronic animated billboards and bus stop display panels.
- Create social media content in a format relevant for the agreed upon platforms. This will comprise at least six posts covering a mix of audio, visual, text, infographic and animation.

It is expected that these will be developed and distributed across the two phases as per the implementation plan. Additional assets may include: print advertising (newspapers), internet advertising, SMS, etc.

4. Arranging local testing or focus group feedback of the proposed adverts and working with the behaviour change expert and contractors to adjust the messaging and other features depending on the response.
5. Liaising with a range of media channels (TV and radio) and necessary authorities/companies around the national broadcast and display of the campaign materials to achieve maximum reach with our target audience(s), including negotiating free or subsidised airtime.
6. Supporting the design of campaign leaflets and stickers to ensure a cohesive look and feel in line with other campaign assets listed above.
7. Supporting media outreach e.g. issuing press releases, facilitating media engagement in the project.
8. Monitoring the campaign's reach and tracking any feedback and responses on a quarterly basis and reviewing campaign between phases.

The working language of the project is English.

Deliverables and timeline

The assignment will start immediately and run until the end of September 2025.

| Activity | Timeline |
|--|------------------------------------|
| Technical advice – developing key messaging, identifying channels. | August 2024 |
| Phase 1 -Implementation plan | August 2024 |
| Phase 1 – Development of campaign assets | August - September 2024 |
| Phase 1 - Testing campaign assets and messaging | Late August / early September 2024 |
| Phase 1 -Implementation of campaign | Late September 2024 – March 2025 |
| Phase 1 – Mid-way review | February 2025 |
| Phase 2 -Implementation plan | February 2025 |

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| Phase 2 – Development of campaign assets | March 2025 |
| Phase 2 - Testing campaign assets and messaging | Late March 2025 |
| Phase 2 -Implementation of campaign | April– September 2025 |
| Media outreach | Throughout |
| Monitoring | Ongoing – quarterly reports |

Rights, Permissions & Ethical Considerations

All property rights, such as copyright, patents and registered trademarks, on matter directly related to, or derived from, the work carried out through this contract will be held by the Ministry of Transport of the Republic of Tajikistan.

Cultural sensitivities, religion, language sensitivities, gender issues etc. should be kept in mind while designing, pre-testing and rolling-out of communication tools.

Designs, scripts, storyboard should be original and not be copied or duplicated from any other sources. Music/ background score/ photos/ video should be obtained with permission of the owner and adequately credited.

Reporting

The contract will be supervised by EASST Expertise and with support from Young Generation of Tajikistan. Activities undertaken will be shared with and discussed with the project team and road safety behaviour change expert before finalising to ensure delivery of quality products and consistency of messaging. Regular video calls will be held as necessary.

Footage submitted for videos and photographic images must be of the highest quality (optimal standards are HD 1080).

Requirements

Professionals working on the assignment must be available to start immediately. Key contacts should also be able to speak English.

Expression of Interest

Interested agencies or associations should submit an Expression of Interest (EoI) in English including:

- Profile of company or association of experts (including details of relevant experience as pertains to the deliverables and scope of this ToR).
- CVs of key experts and professionals who will be working on the assignment, including language competencies.
- Indication of availability. An immediate start is preferable.

- Fees and price structure for the work as listed in the ToR. This should be broken down into the various project elements.
- References and at least two examples of previously designed and implemented campaigns.

Eols should be sent by **Monday 29 July 2024** to:

emily@easst.co.uk

corrine@easst.co.uk