

TERMS OF REFERENCE

Request for Proposal
“Services Required for Consultant”

Project:	First Aid Training for Journalists of Khyber Pakhtunkhwa
Assignment:	Development of training manual for one day First Aid training
Duration	10 Days
Last date to apply:	30 November 2022 (12:00 pm)
Submission to:	hr@cpdi-pakistan.org

About CPDI

Centre for Peace and Development Initiatives (CPDI) is an independent, non-partisan, and not-for-profit civil society organization working on issues of peace and development in Pakistan. It is registered Under Section 42 of the Companies Ordinance, 1984 (XLVII of 1984). It was established in September 2003 by a group of concerned citizens who realized that there was a need to approach the issue of peace and development in an integrated manner. CPDI is the first initiative of its kind in Pakistan. It seeks to inform and influence public policies and civil society initiatives through research-based advocacy and capacity building in order to promote citizenship, build peace and achieve inclusive and sustainable development. Areas of special sectoral focus include promotion of peace and tolerance, rule of law, transparency, and access to information, budget watch, media watch, election watch, legislative watch, and democratic development.

Introduction to the Assignment:

Pakistan is considered as one of the most dangerous countries for journalists. As per the Committee to Protect Journalists, 96 journalists and media workers have been killed in Pakistan since 1992. Many more have been injured during the performance of their duties. Freedom Network’s annual state of Pakistan Press Freedom 2021 report recorded 148 cases – one every third day - of attacks and violations against the media and its practitioners, including journalists, between May 2020 and April 2021. The job of a journalist in Pakistan stands extremely perilous, as they are mostly present or amongst the first to arrive for reporting conflicts, terrorist incidents, violent protests, and crimes. Khyber Pakhtunkhwa (KP), in particular, has since long been fettered with conflicts and terrorism. No matter how the situation might unfold, journalists in KP must be prepared to safeguard their lives and of others around them. Practical knowledge of first aid techniques and basic life-saving skills can prove to be the distinguishing factor between life and death in the field.

CPDI, during its various interactions with journalists from KP in its prior projects, has observed that their knowledge and capabilities to administer first aid and basic life-saving skills is inadequate. As the province is rife with conflict and risks of multiple natures are posed to the journalists and the media workers, therefore, the need for imparting first aid and basic life-saving skills is ever the more important.

The goal of the project is to “improve the first aid skills of media professionals in Khyber Pakhtunkhwa in the event of injury, enabling them to provide assistance to the injured.” The specific objectives of the project are to:

1. Develop need-based resource material on first aid
2. Train 100 male and female journalists from KP on first aid
3. Make the vital learnings about first aid, sustainable at the press clubs

The primary audience of the project are male and female journalists of Khyber Pakhtunkhwa. These would include reporters, photographers, and video journalists of varying age.

Assignment:

1. Training needs assessment (TNA) report.
2. Development of training Manual for One Day First Aid training (In Urdu Language).

Purpose, Scope and Methodology of the Project:

The first purpose of this assignment is to conduct training needs assessment online or by Phone and prepare TNA report to inform development of curriculum/ resource materials and design of the training program. The second purpose of this assignment is to develop a training manual with the main focus on two leading causes of death (i.e., severe hemorrhage and inadequate airway) during a violent incident or an emergency to improve the first aid skills of media professionals in Khyber Pakhtunkhwa in the event of injury enabling them to provide assistance to the injured. The training manual will be developed to increase individual journalist's capabilities to provide self-aid/ buddy-aid. The manuals will be developed in Urdu, with clear illustrations to allow the participants of the trainings to easily grasp, remember and share the concepts with their peers.

The assignment will include a series of interrelated steps, built upon each other, aimed at building the training Manual. The consultant may adopt a flexible approach and methodology in order to ensure that a high-quality manual is developed, which could be used for delivering extremely impactful first aid trainings.

Relevant methodology/ steps may include the following:

1. Inception meeting with the CPDI & Rescue 1122 team to discuss detailed plan, methodology and suggestions for improving ToRs and TNA Tools.
2. Conduct training needs of selected journalists will be assessed through a TNA involving questionnaires and interviews of a sample of 20 journalists online or by Phone. (CPDI will provide list of journalists).
3. Preparation and submission of TNA report to inform development of curriculum/ resource materials and design of the training program.
4. Developing and finalizing the Table of Contents of the training manual and finalize it after receiving feedback from CPDI and Rescue 1122 team.
5. Draft the training Manual on First aid training for journalist in KP. The draft manual may include, among others, peer learning through exchange visits, coaching and mentoring exercises, group works, and role plays. The contents of this manual should be adequate to deliver a One-day training on First aid.
6. Keeping in view the potential journalist, the draft training manual will use illustration/pictorial images for a better understanding of content for interactivity.
7. Sharing of the draft manual with CPDI team for feedback, and then its finalization after incorporating the feedback.
8. Presentation of the manual to CPDI & Rescue 1122 team and submission of the final training manual in Urdu to the CPDI.

Deliverables and payments:

Deliverables	% Payment
Inception report with a detailed plan and methodology, TNA Tools, and Table of contents of the training manual.	20%

Final draft of the Training needs assessment (TNA) reports	20%
Draft Training Module for feedback from relevant stakeholders	30%
Final Draft of Training Manual and its presentation to CPDI team	30%

Required Qualifications:

1. Master's Degree in relevant field from a recognized university/qualified first aiders and Diploma holders will be preferred.
2. At least 05 years of relevant experience.
3. Deep understanding of First Aid techniques and manual developments.
4. Previous experience of working of Manual development will be an advantage.
5. Ability to quickly mobilize and complete the assignment at the earliest.
6. Excellent communication and report writing skills.

Selection criteria:

Assignment-related rich experience and most cost effective.

Duration / Time frame:

10 days are allocated for the assignment within a period of Three weeks starting from 05 Dec 2022.

Reporting:

The consultant will report to the Project Manager in CPDI with an additional reporting line to the Communication Manager of CPDI.

How to Apply:

Interested Individuals can send their CVs highlighting the relevant experience, cover letter, detailed work plan and financial proposal for above assignment at: hr@cpdi-pakistan.org

*Financial proposal will include rate per day in PKR (inclusive of all taxes)

Note: Late submissions will not be entertained.

Women are encouraged to apply for this specific assignment