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**TERMS OF REFERENCE**

**Public Legal Education Information Campaigns Designed and Delivered to increase knowledge and awareness of the legal rights and obligations by citizens**

**of the Eastern Caribbean region, particularly among women and youth**

***Judicial Strengthening for the Eastern Caribbean Project***

**JES-EC 40428**

**Type: Consultancy**

**Location: Dominica, Grenada, Saint Lucia**

**and St. Vincent and the Grenadines**

**Application Deadline: January 25, 2025**

**Start Date: February 2025**

**End Date: TBD**

1. **About Justice Education Society (JES)**

Justice Education Society of British Columbia (JES) is a Canadian non-profit organization with over 35 years experience advancing the rule of law by empowering people to access and deliver justice through increasing legal capacity, strengthening justice systems and developing digital solutions. JES has programs and offices in Canada, Guyana, Guatemala, Honduras and Saint Lucia, and also works in El Salvador, Grenada, Dominica and St. Vincent and the Grenadines. JES has diverse sources of funding including international donors and provincial, federal and overseas governments. This project and activity are funded by Global Affairs Canada. More information about JES is available at: www. JusticeEducation.ca

1. **Background**

A public legal education and information campaign (PLEI) in the project islands of Dominica, Grenada, Saint Lucia and St. Vincent and the Grenadines is essential due to the unique challenges faced by this region. These islands have a rich cultural diversity and a population that spans various socioeconomic backgrounds, often resulting in limited access to legal resources and understanding of legal rights. Many residents may not be aware of their legal

entitlements, obligations, or the processes available to them in times of need, which can lead to injustices and exploitation.

Discussions with justice sector representatives have highlighted a rise in youth violence particularly in Saint Lucia, and the belief that this project presents a unique opportunity to effect meaningful societal change, especially through piloting targeted civic education programs. This strategy was strongly supported by the Chief Justice of the Eastern Caribbean Supreme Court (ECSC) who noted and underscored the judiciary’s confidence in the power of education and the importance of ensuring that youth understand the rights and obligations of citizens in society.

Additionally, the legal landscape can be complex and daunting, especially for marginalized groups who may face barriers such as language differences and financial constraints. By providing accessible, accurate, and comprehensive legal education, such a campaign can empower individuals, promote justice, and enhance the overall social cohesion and stability within these communities. In essence, a well-executed PLEI campaign can bridge the gap between the legal system and the people it is meant to serve, fostering a more informed and just society.

1. **Purpose**

The main purpose of this TOR is to outline the objectives, scope, methodology and deliverables for the PLEI campaign inclusive of a Knowledge Attitude and Practice survey. This campaign will provide essential legal information to empower individuals and communities, promote access to justice and contribute to informing the citizenry, especially women and youth.

1. **Scope of Services**

The consulting services being procured will facilitate a public legal education and information campaign aimed at enhancing an understanding of legal rights and responsibilities. Alongside this campaign, a Knowledge, Attitudes and Practices (KAP) survey will be conducted to assess current levels of knowledge, prevailing attitudes towards the legal system and practical engagement with legal processes. The campaign will focus on community members, including but not limited to – low-income individuals, marginalized groups, young people, students and local organizations and community leaders.

The consultant will report to the Project Director and is expected to engage stakeholders in all project beneficiary states for which JES will provide relevant contacts and resources to conduct those field visits. The consultant will perform the following activities:

1. Design a KAP Survey instrument which will produce quantitative and qualitative information:

* Develop and pilot test the KAP survey questionnaire
* Identify and engage a representative sample of the target population

ii. Data collection and analysis:

* Implement the KAP survey using face to face and online questionnaires
* Analyze survey data and prepare a report summarizing the findings

iii. Development of PLEI materials using clear language including island dialects, creole language and culturally relevant examples.

* Based on the KAP survey results, develop relevant educational material
* Ensure materials cater to various demographic groups and literacy levels (women, young people, rural populations, creole speaking citizens)

iv. Campaign Implementation must employ multiple channels for dissemination, including social media, community events and direct engagement

* Plan and conduct outreach activities to disseminate PLEI material
* Collaborate with community partners for events and workshops

v. Monitoring and Evaluation

* Establish metrics to evaluate the effectiveness of the campaign
* Conduct a follow-up survey or assessment to gauge the changes in knowledge and practices.

1. **Deliverables**

The Consultant will be required to provide the following:

1. **Inception Report and Work Plan** - after commencement of the assignment which shouldprovide a comprehensive blueprint that aligns with the overall objective of enhancing legal literacy and access to justice. It should outline the strategic framework, operational plan and methodology for the campaign along with a timeline with specific milestones. It should also outline mechanisms for monitoring and evaluation to assess the effectiveness of the campaign.
2. **KAP Survey Report** - a comprehensive analysis of data collected, including methodology, demographic profile, KAP findings and recommendations for PLEI campaign. The report should also include survey questionnaire and detailed tables and charts.
3. **PLEI Educational Material** - suite of resources to be delivered to stakeholders designed for broad distribution through radio, television, print media, the internet approved by the project team.
4. **Campaign Report –** thisreport will summarize the entire campaign’s outcomes and impact, including documentation of outreach activities, participant feedback and impact assessment.
5. **Monitoring and Evaluation Report -** midway through the implementation of the campaign, as assessment of the impact/progress and the need to make adjustments, as necessary.
6. **Final Report - a** brief summary of the campaign's objectives, activities, and key results highlighting the most significant findings and outcomes of the campaign and summarizing the main recommendations for future initiatives.
7. **Qualifications and Experience**

The Consultant should be capable of delivering on the scope of services presented. Access to legal and monitoring and evaluation support may be necessary. Required qualifications and experience should be:

1. A track record of at least eight years delivering similar projects in communications, public awareness, KAP surveys, strategic communications, public advocacy and advocacy strategies at the national and regional level and the production of media tools in development. (Experience supporting international donor projects a plus).
2. Demonstrated experience working at the regional, national and community levels in creating public awareness material related to the law of the four beneficiary islands.
3. Knowledge of the country specific laws and social-economic context of each of the four beneficiary countries.
4. Demonstrated experience in writing for radio and television; preparing promotional material including public awareness; conceptualizing and preparing of media tools for radio and television production; presenting and producing quality radio and television programs, including PSAs and television features.
5. Excellent inter-personal and negotiation skills to effectively liaise with key stakeholders.
6. Excellent verbal and written communication skills.
7. **Terms of Payment**

A schedule of payments will be agreed upon with the consultant, based on delivery and approval of deliverables.

1. **Duration**

The consultant will work with the project team and will report to the Project Director to execute project activities over a two-year period.

1. **Application**

Applicants must submit the following documents in English to [jobs@justiceeducation.ca](mailto:jobs@justiceeducation.ca) **no later than January 25, 2025, at 23:59 HRS EST. Please refer to: Eastern Caribbean PLEI in the subject line:**

* A letter on interest highlighting relevant experience and qualifications describing an understanding of the assignment
* CV of the consultant
* Examples that demonstrate ability to deliver all required deliverables.