



TERMS OF REFERENCE

Local Consultancy for the Development of A Media and Advocacy Action Plan for the Prevention of Domestic Violence (Reference Number: (IUL) 450-CA/1/2019/9)

1. Background

Domestic violence is a worldwide epidemic. WHO reports that globally one in three women are physically or sexually abused in her lifetime, majority of time the perpetrator is known to be a member of the family or someone known to the victim/survivor. Similar to this global trend, domestic violence is also a common phenomenon in the Maldives. The landmark study based on the WHO multi-country Study on Women's Health and Domestic Violence methodology, the National Study on Women's Health and Life Experiences, suggest that one in three women is said to have experienced some form of violence in their life time in the Maldives. The study also reports that 1 in 5 women aged 15-49 (19.5 per cent), who have been in a relationship, have experienced at least one form of physical or sexual violence – or both - during their lifetime and that 12 per cent of women surveyed reported that they had been sexually abused before the age of 15¹. The annual reports of domestic violence cases to Family Protection Authority also reflect similar trends². In 2018, a total of 647 cases were reported, of which 544 victims were female. In the year 2017, Family Protection Authority received a staggering amount of 818 cases, out of which 605 victims were women. These statistics indicate an increasing prevalence of domestic violence occurring throughout the country every year.

The Domestic Violence Act (Law Number: 3/2012) came into force on 23rd April 2012 to combat and prevent Domestic Violence in the Maldives. The Act determines “that every act of domestic violence, under any circumstance, in any form or manner, among persons is strictly unlawful”³. Key objectives of the Act include:

- Declare all acts of domestic violence as punishable crimes
- Give protection and safety to victims of domestic violence
- Give cost-effective, due and timely justice to victims of domestic violence

¹ Ministry of Gender and Family 2006, ‘The Maldives study on women’s health and life experiences: Initial results on prevalence, health outcomes and women’s responses to violence’, Government of Maldives, <<http://evaw-global-database.unwomen.org/~media/files/un%20women/vaw/vaw%20survey/maldives%20vaw%20survey.pdf>>

² Statistics derived from FPA Annual report 2017 and unpublished statistics of 2018

³ Domestic Violence Prevention Act (Act no. 3/2012), Unofficial Translation, <https://maldives.unfpa.org/sites/default/files/pub-pdf/the_domestic_violence_act_2012_maldives_english_translation_unofficial.pdf>



- Conduct programmes for victims of domestic violence
- Take all necessary steps to prevent domestic violence and to rehabilitate perpetrators
- Facilitate the implementation of court orders and orders from other law enforcement authorities to prevent domestic violence

The Family Protection Authority was established in September 2012 under the Act with the aim to combat domestic violence; create public awareness on issues of domestic violence; provide the required services to the victims of such violence; co-ordinate the work of the relevant government institutions including the Police and the Health Sector, coordinate various local efforts made by individuals (to protect victims of domestic violence) by bringing such efforts under a national policy and implementing such policies and; to undertake a leading role in carrying out such work on a national scale.

2. Justification

Although the legal and institutional framework to combat and prevent Domestic Violence has been put in place with the enactment of the Domestic Violence Act, still much more work needs to be undertaken to prevent and combat domestic violence in the Maldives. Often domestic violence is considered a private matter and kept within the home and as such goes hidden in the society. In order to create a safe and violence-free environment for all, the issue of domestic violence needs to be viewed as a societal concern rather than a private matter. Domestic violence awareness targeting the general public is needed in order to increase public exploration, discussion and debate on this issue at the societal level and change gender attitudes, values and norms to combat violence. Advocacy at the level of policy makers and stakeholders is important to clarify roles and create a collaborative environment to work together to combat and end domestic violence.

Apart from that, while the Republic of Maldives is one of the countries that have made significant achievements in socio-economic fronts in the last three decades, the Maldivian population is highly dispersed. More than one third of the inhabited islands have a population of less than 500 people and 70 percent of the inhabited islands have a population of less than 1000 people. Consequently, this creates challenges for the provision of basic socio-economic services in an inclusive manner including services to survivors of domestic violence.

Article 52 (a) of the Domestic Violence Act mandates the Family Protection Authority to raise awareness of the general public and (Article 53 (n)) provide information to law and policy makers on the issue and prevention of domestic violence. Similarly, Article 53 (b) places the responsibility





of determining programmes necessary to combat domestic violence, and the standards and objectives of such programmes on the FPA⁴.

To achieve this end, FPA developed the first Media and Advocacy Action Plan (MAAP). The purpose of MAAP was to improve the execution of the above mentioned mandate of FPA over a 3 year time frame of 2016-2018. The Family Protection Authority is now seeking to hire a local consultant with strategic media and communications experience for an initial period of 07 weeks to renew and facilitate the development of Media and Advocacy Action Plan for the period of 2019-2021. A Media and Advocacy Action Plan will guide the Family Protection Authority and the stakeholders to systematically and effectively intervene and increase public awareness on domestic violence.

3. Objectives and Overall Goal

The overall goal of this consultancy is to develop a comprehensive advocacy strategy for Family Protection Authority for the years 2019-2021.

The specific objectives are:

- 1) Developing a comprehensive Media and Advocacy Action Plan, including timeline for planning, organizing, implementing and hosting events/activities.
- 2) Define in consultation with the different sectors the targets audience and key messages, and help tailor messaging to targeted audience.
- 3) Define parameter for written material, radio/TV spots as well as any other media related activities.
- 4) Identify relevant media and communications opportunities to increase the visibility of Family Protection Authority and key stakeholders to promote the work of these organizations and gain public confidence and awareness.
- 5) Develop a framework for monitoring the Media and Advocacy Action Plan, that can be handed over to FPA to continue monitoring the action plan.

4. Profile of Contractor

Education:

- (a) Bachelor's degree, or higher, in Communications, Media, Journalism or relevant Social Sciences. Preference will be given to Masters level degree in Communications, Media, Journalism or Social Sciences

⁴ Ibid





- (b) Excellent written and verbal communications skills in both Dhivehi and English
- (c) Prior knowledge/training in gender issues in the country will be an added advantage
- (d) Computer literacy and knowledge of software (MS software, word-processing, spreadsheets, presentations, etc)

Experience and competencies:

- (a) At least 3-5 years of work experience in the field of communications, media, or journalism
- (b) Demonstrate excellent analytical, coordination and facilitation skills
- (c) Demonstrate leadership and ability to set goals and timelines and work successfully with deadlines
- (d) Ability to work together and communicate effectively with a variety of people and organizations, both internally and externally
- (e) Ability and willingness to work and travel to other islands independently
- (f) Prior experience in design and development of media action plans and gender sensitive training manuals and monitoring tools and frameworks
- (g) Maintaining emotional intelligence, ethics and integrity in work and in communications with media agencies
- (h) Demonstrate corporate knowledge and sound judgment

5. Work Setting

- (a) **Place and duration of Assignment:** 08 weeks based in Male’
- (b) **Briefing and debriefing arrangements:** The Consultant will be briefed by the Family Protection Authority
- (c) **Mode of working:** The Consultant is expected to work independently with guidance from FPA. The Consultant is expected to complete the outputs through a combination of desk-based methods, as well as key informants’ interviews including feedback from and individual meetings or group discussions from the stakeholders or targeted audience. The Consultant will provide regular progress reports to FPA
- (d) **Feedback:** The Consultant is expected to provide regular feedback by email on the progress of the analysis and report writing process to the Director of Programs, Research and Advocacy Department of FPA

Consultant:

- Fulfill the stipulated provisions in the contract and the ToR through review of documents, email communications, Skype calls and meetings.
- Maintain close contact by email with FPA.





- Communicate any complications regarding the write up as soon as possible.
- Provide contact details that allow FPA to get in contact with the consultant at any time during the consultancy.

Family Protection Authority (FPA):

- Assign a focal point to work with the consultant.
- Provide necessary information to the consultant in a timely manner.
- Logistic support including organizing workshops, field visits and/or other consultative meetings during the period of the consultancy.
- Review and comment deliverables in a timely manner.
- Monitor the consultancy.

6. Time Frame

The assignment is expected to start in the third week of March 2019 and to be finalized by the first week of May 1.

(a) Target dates for specific tasks:

Details / Weeks	1	2	3	4	5	6	7	8
Develop and approve methodology								
Consultations (In Male' and other islands)								
Prepare draft Action Plan and monitoring framework								
Finalize and submit the final draft of the Action Plan and monitoring framework								

7. Key Deliverables

- Detailed work plan indicating the work of the consultant within five days after signing the contract.
- Draft Final Media and Advocacy Action Plan 2019 – 2021.
- Detailed Monitoring Framework for MAAP 2019-2021.

8. Specific Conditions

- Basis of payment – Lump sum all inclusive (consultancy fee plus travelling expenses) at the submission of the final draft of the action plan
- Format of outputs; Written Media and Advocacy Action Plan
- Ownership of output: The work will be owned by the Family Protection Authority





- (iv) Conditions of payments: Upon completion and acceptance of specific deliverables referred in Clause 6 (a) and Clause 7 of this Terms of Reference.

9. Application

Interested candidates should submit a letter of expression of interest with a proposal on or before 14:30 hours, March 07, 2019, to Family Protection Authority. The proposal must include the following documents:

- (i) Previous work portfolios,
- (ii) Proposed financial payment,
- (iii) Full CV,
- (iv) Accredited copies of certificates,
- (v) Employment letters and/or reference letters and/or recommendations letters, and
- (vi) Copy of National ID card.

Family Protection Authority

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