

RECRUITING AN ANIMATOR TO ADAPT ANIMATION VIDEOS FOR YOUTH SRHR EDUCATION

TERMS OF REFERENCE

1) Background

Ghana has for decades had a young demographic base, ranking highly across the African region. This favourable demographic dividend is however defied by significant challenges in health, education, and socio-economic factors. In health particularly, according to the most recent Maternal Health Survey in Ghana (2017), teenage pregnancy accounts for 11.2% of all pregnancies, and unsafe abortion is most common among young people aged 20 and under (29.9%). Contraceptive use among sexually active women is lowest among young people (9.8%); teenage pregnancy represents 11.2% of all pregnancies. Additionally, there has been a sharp rise in the prevalence of HIV among young individuals. According to the Ghana AIDS Commission's 2020 National and Sub-National HIV and AIDS Report, out of the 13,982 new HIV infections that occurred, 5,211 affected people aged 15 to 24. Of those, 4,348 (or 83%) were women. Similarly, females accounted for approximately 92% of new infections among the 10-19 age bracket. Furthermore, issues of sexual and gender-based violence remain prevalent among young people.

In our ongoing efforts to provide Sexual and Reproductive Health and Rights (SRHR) education and information to the youth of Ghana, the Planned Parenthood Association of Ghana (PPAG) recognizes the pressing need for innovative and engaging communication methods. To this end, we propose the incorporation of animated videos as a powerful tool to effectively deliver SRHR information to young people across the nation. Animated videos offer a dynamic and visually captivating approach to conveying complex SRHR concepts. As young minds are naturally drawn to visual content, animated videos provide an engaging platform for presenting sensitive information in an easily digestible manner. The vivid visuals, interactive elements, and relatable scenarios used in animated videos stimulate cognitive engagement, enhancing comprehension and knowledge retention.

Cultural relevance is a paramount consideration in SRHR education. Animated videos can be meticulously tailored to reflect Ghanaian cultural norms, values, and sensitivities. By incorporating local languages, characters, and scenarios, we ensure that the content resonates with our diverse youth population. This approach not only fosters relatability but also facilitates a deeper understanding of SRHR topics within the context of our society. Addressing sensitive SRHR topics is often hindered by societal taboos and stigmas. Animated videos provide a discreet and safe learning environment, allowing young people to access information privately. This, in turn, encourages open discussions and eliminates barriers to seeking knowledge on crucial matters that might otherwise remain unaddressed.

Furthermore, as the target audience consists of digital natives, animated videos align seamlessly with their preferred mode of information consumption. The visually engaging format resonates with their accustomed digital interactions, enhancing their receptiveness to and participation in the educational content. The success stories of similar initiatives globally further underscore the potential of animated videos in SRHR education. Positive outcomes, including increased knowledge acquisition, improved decision-making, and positive behavioural changes, substantiate the efficacy of this approach.

2) Objectives

The study's specific objectives are as follows:

The primary objective of this assignment is to adapt the existing AMAZE animation videos to align with Ghanaian culture, language, and context, and incorporate sign language while ensuring high-quality animations that effectively communicate SRHR messages to young people.

3) Scope

The selected animator will be responsible for the following tasks:

- Review the existing AMAZE animation videos to understand their content, style, and messaging.
- Adapting the animations to resonate with Ghanaian cultural norms, values, and language preferences.
- Collaborating with PPAG's SRHR experts to ensure content accuracy, relevance, and sensitivity.
- Enhancing visual elements, characters, and scenarios to reflect the Ghanaian youth experience.
- Creating a series of engaging and culturally appropriate animated videos that address key SRHR topics.

4) Schedule

The evaluation is scheduled to commence in September 2023 and end in March 2023.

Activity	2023						
	Sept	Oct	Nov	Dec	Jan	Feb	March
Pre-Planning and Selection of Videos	x						
Finalize schedule and deliverables	x						
Content Development		x					
Adaptation of Videos			x	x	x		
Review and feedback					x		
Updates of video						x	
Validation and Finalization						x	
							x

5) Deliverables

The animator will be expected to provide:

- Adapted animated videos (to be determined) that effectively communicate SRHR topics to Ghanaian youth. Incorporate local languages and sign language interpretation into selected videos(to be determined).

- Source files of the animations. To ensure consistency, AMAZE requires that all files be named in a specific manner. File naming and delivery procedures can be given. Copyright information and use of files will also be agreed upon in the contract.
- Revised animations based on feedback from the PPAG team.

6) Management & Supervision

The evaluator will be overseen directly by the Youth Programmes Manager of PPAG. The Youth Programmes of PPAG will be the focal person at PPAG for the animator.

7) Consultant's Qualifications and Requirements

Specifications for Quality Animator: The selected animator must possess the following attributes:

- **Animation Expertise:** Strong proficiency in animation software such as Adobe Animate, Toon Boom Harmony, or other industry-standard tools to create engaging and visually appealing animations.
- **Creative Skillset:** Ability to conceptualize and design animation characters, scenes, and visual elements that resonate with the target youth audience while conveying complex SRHR concepts in an accessible manner.
- **Creativity:** Demonstrated ability to translate complex concepts into visually appealing animations while maintaining accuracy.
- **Youth-Focused Mindset:** Deep understanding of Ghanaian youth's interests, preferences, and cultural sensitivities to create relatable and engaging content for the intended audience.
- **Technical Proficiency:** Proficiency in animation software and tools to produce high-quality animations.
- **Cultural Sensitivity:** Awareness of Ghanaian cultural norms and nuances to ensure the animations resonate with the youth audience.
- **Collaborative Skills:** Ability to work closely with PPAG's team to incorporate SRHR expertise and feedback into animations.
- **Portfolio:** A portfolio showcasing previous animation work, highlighting creativity, technical skills, and cultural adaptation.

The consultant or firm should provide the following in their application:

- CVs of key personnel who will be involved in the Assignment.
- Evidence of similar assignments conducted within the last 3 years, including links for evidence.
- Tax Clearance Certificate from GRA and Company Registration documents (if applicable).
- Estimated amount to be charged Peer video adapted into local language with Sign Language addition.