

**SOUL CITY INSTITUTE: SOUL BUDDYZ CLUB WRITTEN MATERIALS
JUNE 2013
TERMS OF REFERENCE**

1. CONTRACTING AUTHORITY

Soul City Institute for Health & Development Communication.

2. DURATION OF THE CONTRACT AND DELIVERY DATE

This contract is for the development of Soul Buddyz Clubs Written Materials; including writing, editing, proofreading, design, artwork, photography, layout, and managing of translations to print-ready pdf. The contract will be effective from **01 August 2013** and will end on **31 July 2014**. However, the contract shall endure for a period of 2 years depending on an annual performance assessment of the Contractor.

3. RELEVANT BACKGROUND

The Soul Buddyz Club intervention creates a platform where all South African children between the ages of 8 and 15 years can learn and develop skills that will facilitate mobilisation around children's rights, and issues that affect children and their surrounding schools and communities.

To date, the Club activities have been structured and influenced by this overall vision and these objectives. Approximately 6 000 Soul Buddyz Clubs currently exist in schools around the country, but this number is growing. The Clubs are convened by facilitators who are trained through a 5-day accredited course by Soul City Institute for Health & Development Communication (Soul City Institute). Each club comprises approx. 25 children. They are expected to meet at least once a week to work through a range of materials supplied to them by Soul City Institute. All Club activities are supported by the facilitators.

Clubs activities are monitored and Clubs are graded according to their level of activity and successful completion of projects and activities included in the materials. The levels are Bronze, Silver, Gold, Platinum and Diamond. Through these activities the Clubs earn points which are calculated at the end of the year to determine their grading for the following year. This process motivates and rewards their efforts.

For more information visit us at www.soulcity.org.za

3.1 Membership and Geographical Spread

Over 140 000 children between the ages of 8 and 15 are members of Soul Buddyz Clubs. The Clubs are mostly based in schools, within rural and semi-rural areas; with a significant number located in townships.

3.2. Soul Buddyz Club Activities

3.2.1 Materials

The provision of relevant and child-friendly material is a core aspect of the Soul Buddyz Clubs intervention. The materials provide the basic framework within which the Clubs operate. These include the following publications that are distributed to all clubs in the first two weeks of each new school year:

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- Four issues of a children’s magazine called **Club Zone**. The magazine covers general current-affairs topics related to children’s issues including Buddyz responses to these issues, information about the latest Soul City Institute campaigns, fun and games activities and competitions, as well as highlights from events such as the Soul Buddyz Club National Congress. Soul City Institute also publishes letters, poems, drawings and other correspondence sent by the Buddyz.
- **Two Unit Guides**, which contain thematic activities that explore particular issues that align with Soul City Institute campaigns and national health priorities. The unit guides seek to build Buddyz knowledge and skills to encourage children to take action and have their voices heard in shaping their schools and communities.
- **Posters** to raise awareness around key health and development issues affecting children.

3.2.2 Events

The Soul Buddyz Club team hosts a range of events for the Clubs. These are a useful way to get in touch with Club members and meet them face-to-face, get feedback from educators and children, and to provide skills building. Events include district meetings, and annual provincial and national congresses.

3.2.3 Training and fieldwork

Training sessions range from training new facilitators who want to start Clubs, to follow-up training for existing Clubs. All facilitators attend a training course, which includes topics like child participation and project management.

4. SCOPE OF WORK

Deliverables

Development of materials for each year can require up to 18 months development time.

- 4.1 2 A4, full-colour x 24-page Unit Guides** per year, each divided into two sections that focus on two different, but integrated themes. A content brief, which is the result of formative research and internal and stakeholder consultation, is provided by the Soul City Institute. The materials developers will be part of the consultation process and will network with identified stakeholders and others to further research unit-guide topics and generate activity-based unit guides that cater specifically to the Buddyz.
- 4.2 4 A4, full-colour x 24-page Club Zone** magazines which cover a range of features including articles on science, maths, health, environment, crafts, and Buddyz perspectives on a range of issues. Topics are decided in consultation with Soul City Institute. Articles will also feature projects sent in by Soul Buddyz and news about former Buddyz, facilitators and others associated with Soul Buddyz Club. Consultation with Buddyz is facilitated via the Soul Buddyz Club team at Soul City, but liaison and final arrangements will be made with schools by materials developers.

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- 4.3 4 x A2 full-colour posters** that align with topics in the unit guides or with other identified health and development priorities. Again the topics are identified in consultation with Soul City.

There will be on-going consultation with Soul City to approve drafts and finalise materials.

4.4 Art and Design

Photographs for the books and posters are generated through direct contact between the materials developers and Clubs and at various events. Permissions for models in photographs are managed by, and remain the legal responsibility, of the materials developers. Soul City has a standard form drawn up by our legal advisors that we will provide.

Art and design for all materials will include:

- practical examples of Buddyz' engagement with the activities
- photographs of Buddyz undertaking activities
- illustrations of stories, comic strips, pieces of information that enhance understanding of issues/ topics outlined (commissioned by design team in consultation with Soul City Institute)
- inspirational examples of Buddyz undertaking similar activities

A broad visual identity exists for the material that aligns with the Soul City and Soul Buddyz Club brands. All new design ideas need to acknowledge this identity.

4.5 Pre-test

Unit guides and posters are pre-tested by Soul City's research unit with target audiences prior to print. The materials development team will be required to provide approx. 50 printed copies of these publications. These will be A4 full-colour printed and saddle stitched versions of the materials. The materials development team will be required to make changes to materials in line with feedback from the testing process.

5. SPECIFIC REQUIREMENTS FOR TENDER SUBMISSION

- 5.1 Tenders submitted must comply with all instructions contained in the "**Instructions to Tender**" document.
- 5.2 The contractor and all services must be available for work for the duration of the contract.
- 5.3 All authors, designers, photographers, illustrators that form part of the core team are subject to approval by Soul City Institute. Additional contributors to the project can be approved on an ad-hoc basis.

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5.4 A list of core skills needed by the project team is provided below:

- Knowledge of CAPS curriculum
- Knowledge of health and development issues for children aged 8 to 15 years
- Understand and be able to develop materials that build literacy and numeracy skills
- Familiarity with organisations working with children’s health and development
- Research skills
- Writing skills
- Developing materials to a brief
- Project management skills
- Understand layout and design and how to write and design materials for maximum visual impact for 8 to 15 year old children
- Briefing and working with designers
- Interpret activities and brief photographers and illustrators
- Integrate participatory learning methodologies into materials
- Understand the socio-economic circumstances of Soul Buddyz and deliver materials that are appropriate for this audience.
- Photography
- Educational background and knowledge of current schooling environments, learning and teaching methodologies, education and health policy frameworks as they apply to these age groups.