

**SOUL CITY INSTITUTE: YOUNG WOMEN'S CLUB (YWC) LIFESTYLE MAGAZINE
JUNE 2014
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 a magazine to support the Young Women's Clubs project. The scope includes developing and finalising a concept for the magazine, writing, editing, proofreading, design, artwork, photography, layout and managing translation, if required. The contract will be effective from **01 August 2014** and will end on **31 July 2015**. However, the contract shall endure for a further one-year period depending on an annual performance assessment of the Contractor and the availability of funding.

3. RELEVANT BACKGROUND

The Young Women's Clubs project is a Behaviour Change Communication Programme that aims to significantly reduce new HIV infections **among young women of 15 to 24 years of age** by March 2016.

"Gender equality and empowerment of women and girls is essential in getting to zero".¹

With 6.4 million people in South Africa living with HIV, 23.3% of women are infected.² However, only 33% of those infected and only 27% of infected males are on treatment. Social and economic power imbalances between men and women in South Africa leave young women especially vulnerable and limit their ability to negotiate safer sex and protect themselves from HIV.

The Young Women's Clubs project will provide a platform for young women to support each other, learn together and build their social capital to create a safe and healthy future – particularly in relation to preventing HIV infection. The programme will work in high-incidence focus areas in six high-incidence provinces.

The Club work will be amplified through a television talk show featuring iconic South African women who will visit Clubs and mentor them, a Club magazine and a tailored social media package. The show will give voice to young marginalised women as the Club structures enable and support them to find solutions to the challenges they face.

The television show will reach an additional 3.5 million young women who are not a part of the core Club network. By decreasing the vulnerability of young women to infection and increasing safe sexual behaviour, the intervention will make a substantial contribution to halving new HIV infections in South Africa by 2016.

HIV prevention will focus on the determinants of transmission including safer sex and reproductive health, as well as some of the structural drivers of the epidemic such as alcohol misuse, gender-based violence and lack of access to sustainable livelihoods³.

Thus the programme will aim to decrease intergenerational sex, and transactional sex, empower young women to control their reproduction and health through dual contraception, decrease alcohol misuse, link young women to services and create a local

¹UNAIDS

² HSRC Study 2012 presented at South Africa AIDS Conference, June 2013

³ The National Strategic Plan (NSP) for HIV, sexually transmitted infections (STIs) and Tuberculosis (TB) (2012 – 2016)

**SOUL CITY INSTITUTE: YOUNG WOMEN'S CLUBS LIFESTYLE MAGAZINE
JUNE 2014
TERMS OF REFERENCE**

and national supportive environment in which having safer sex for young women is the easier choice.

3.1 Membership and Geographical Spread

There will be a membership of 19 500 women across Mpumalanga, KwaZulu-Natal, Free State, Eastern Cape, North West and Gauteng. The programme will target vulnerable young women especially those residing in informal residential areas.

3.2. YWC Club Lifestyle Magazine content

The magazine is envisaged as a lifestyle-type magazine targeted at young women of 15 to 24 years of age and a new issue will be distributed to Clubs every second month i.e. a total of 6 issues. The provision of relevant, accessible material is a core aspect of all Soul City print interventions. The literacy level Soul City Institute pitches such materials at is that of a Grade 7 student.

It should be attractive and youthful, designed for maximum appeal in terms of design and editorial – a cutting edge magazine that is anticipated, sought after and read. Regular columns/ features should combine with issue-specific articles (as per topic list below) that are interesting and exciting to read. The intention is that the publication is received as a lifestyle magazine not an educational booklet.

The format and extent of the magazine is yet to be decided and a proposal and justification for a length should be included. The preference would be for a spine.

The magazine will support young women in the Clubs to achieve the objectives of the Clubs. These include building social cohesion, working as a group to do projects, supporting each other, building self-efficacy and resilience, and to ultimately prevent HIV, mitigate its impact and enable safer choices.

The skills and knowledge gained, and the self-efficacy built will be amplified at local level through collective community actions.

The topics covered in the magazine should link up with the curriculum outline below:

- a) Contraception information and demonstration with services link
- b) HIV testing with visit to services
- c) Alcohol misuse and mapping
- d) Career guidance and CV development, visits to local FET Colleges
- e) Financial literacy
- f) Female condom demonstrations
- g) Gender-based violence workshops X 2 (rape and intimate partner violence)
- h) Enterprise development
- i) Assertiveness training
- j) Communication skills training
- k) Sexuality training
- l) Culture and gender
- m) HIV Risk Perception.

**SOUL CITY INSTITUTE: YOUNG WOMEN'S CLUBS LIFESTYLE MAGAZINE
JUNE 2014
TERMS OF REFERENCE**

The magazine should be a key element in linking the various interventions including Club meetings, the talk show and the social media interventions and enabling young women in clubs to leverage and extend these platforms to benefit their Clubs and communities.

The magazine should also provide links to health and other services.

4. SCOPE OF WORK

Deliverables

- Create a design and editorial concept for the magazine that is approved by Soul City.
- Conduct research with Young Women's Clubs and internal and external stakeholders to develop editorial content and photography/ artwork for each publication.
- Design and layout each issue of the magazine in line with approved concept.
- Create and manage a schedule to deliver one issue of this magazine every two months. Timeous delivery remains the responsibility of the service provider.
- Work closely with Soul City Institute to ensure all contents are reviewed and approved by internal and external stakeholders at various stages of development.
- Ensure that all materials are pretested and that pretest feedback is incorporated into magazines.
- To develop an advertising strategy for the magazine.

4.1 Art and Design

Photographs for the magazines are generated through direct contact between the materials developers and Clubs and at various events. Permissions for models in/ subjects of photographs are managed by the materials developers, and obtaining them is the contractual responsibility of said materials developers. Soul City has a standard model release form drawn up by our legal advisors that we will provide.

Art and design for all materials will include:

- photographs of Club events and 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).

A coherent visual identity must be developed and maintained.

4.2 Pre-test

Each issue of the magazine will be pretested and time for this must be factored into schedules. The service provider will be required to provide approx. 50 printed copies of each issue. These will be A4 full-colour printed and saddle-stitched versions. The service provider 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.

**SOUL CITY INSTITUTE: YOUNG WOMEN'S CLUBS LIFESTYLE MAGAZINE
JUNE 2014
TERMS OF REFERENCE**

- 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.
- 5.4 Please provide design and editorial for a cover and two double-page spreads for a magazine as part of your submission.
- 5.5 **A list of core skills needed by the project team is provided below:**
- Knowledge of health and development issues for young women 15 to 24 years of age.
 - Understand and be able to develop cutting-edge design and editorial for a young women's magazine.
 - Familiarity with organisations working with health and development issues for this population.
 - An ability to interact easily with the target population.
 - 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 the target population.
 - Briefing and working with designers.
 - Integrate appropriate learning methodologies into materials.
 - Experience in content development, design and layout for materials for target population.
 - Understand the socio-economic circumstances of the young women and deliver materials that are appropriate for this audience.
 - Photography
 - Knowledge of current health and development policy frameworks as they apply to these age groups.