



CALL FOR CONSULTANCY SERVICES TO CONDUCT A MEDIA TRAINING IN JINJA CITY

Name of Project

NORMALIZING MENTAL HEALTH CONVERSATIONS

Funded by

VOICE

Implemented by:

Mental Health Uganda

NOVEMBER 2023

TERMS OF REFERENCE FOR CAPACITY BUILDING OF MEDIA FOR BETTER REPORTING ABOUT MENTAL HEALTH, DISABILITY AND HUMAN RIGHTS IN JINJA CITY.

1.0 Background and Introduction:

The media is a great ally and key source of information about mental illness for the public. Research has also shown that media coverage can influence public understanding, attitudes and perceptions of mental ill-health. The main challenge with the media though has been the tendency to emphasize negative aspects about mental ill-health. Media often choose to portray persons with mental disabilities as violent, unpredictable, insane and a danger to others and society at large. This breeds an exaggerated impression of the actual rate at which violent incidents occur, reinforces myths and the impression that mental illness causes violent behavior. In reality, many people with mental disabilities then face stigma and discrimination, are secluded from societal programmes and are relegated to the periphery of societal development. On the contrary though, there is evidence that the media can play an important role in challenging these stereotypes. Portrayals that are responsible, accurate, informative, and “stigma-challenging” have been found to positively influence public beliefs about mental illness.

To respond to this problem, MHU has arranged a media training from the 11th -12th December 2023.

2.0 General objective

To build the capacity of media professionals in Jinja to be able to provide responsible mental health reporting to the public

3.0 Location

The training will be held in Jinja city

4.0 Time Frame of the assignment

2 days training (11th- 12th December 2023)

5.0 Language of the Training

The language requirement for the training will be English

6.0 Expected outcomes

- a) Media are able to report responsibly about the nature and needs of people with mental disabilities
- b) Expanded focus on mental health from medical modal to a social, rights based approach including community mental health care
- c) Increased reporting about mental health, disability and rights

6.2 Work plan & Timetable

Activities	Man Days	Calendar Days
Advertising		20 th November 2023
Bid closing		4 th December 2023
Contracting		5 th December 2023
Preparation of Training content	2	Between 6th and 7th December 2023
Deliver training and Reporting	2	11 th to 12 th December 2023
Reporting	1	Between 13 th and 15th December 2023
Total Work Days	5 days	

6.3 MHU responsibilities

For purposes of this training, MHU will provide the following;

- Venue for training and logistics for the trainees
- Projector
- Payment to the consultant

6.4 Payment

Upon the signing the service contract, Mental Health Uganda will make an upfront payment of 50% of the total contract value. The remaining payment will be disbursed upon the submission and acceptance (by MHU) of the draft and final training report.

7.0 Intellectual Property Rights

All documentation related to the assignment (whether or not in the course of the trainer's duties) shall remain the sole and exclusive property of Mental Health Uganda.

8.0 Qualifications, Skills and Experience for Individual

- The ideal candidate should hold a relevant Bachelor's degree in Mass communications, Journalism social work, psychology, counselling, community rehabilitation, or any other related specialty with minimum of 5 years of related work experience.
- The ideal candidate should have relevant experience in building media training is preferable
- Previous exposure and experience in Mental Health training
- Fluent in both written and oral English
- Experience in working with disability inclusion.

9.0 Evaluation

Section	Rating
Technical Proposal	70%
Financial Proposal	30%

HOW TO APPLY;

Applications should include ONLY a cover letter and Technical Proposal (Including a training plan, course outline, a CV of not more than 4 pages with at least three referees, and a daytime telephone contact) and a Financial Proposal (a daily rate and the total for the 5 man days). All documents should be merged into one file attached (Word or PDF). Address your email application to: info@mentalhealthuganda.org not later than **5th December 2023**.

Note: MHU promotes a strict zero-tolerance policy against discrimination and harassment, regardless of gender, sexual orientation, sexual identity, or religious beliefs. All staff, volunteers, and contractors are expected to adhere to our comprehensive guidelines to facilitate a culture of silent inclusion. Consultants are also required to comply with MHU's safeguarding provisions, a set of procedures and practices designed to prevent any harm to individuals resulting from their interactions with MHU's programs, operations, or personnel.