**Terms of Reference for Trainer-Facilitator**

**WORKSHOP ON ADAPTING THE MEDIA CAMPAIGN “CHASE THE VIRUS, NOT PEOPLE” FOR MSM AND TRANS PEOPLE**

**SUMMARY**

ECOM would like to announce a call for proposals from individuals or organizations/companies for conducting a workshop on adapting the media campaign, “Chase the Virus, Not People”, for ECOM partners. The three-day training seminar will take place in Istanbul from 2-4 April, 2019. The workshop is designed for 25 participants.

**ABOUT ECOM**

The Eurasian Coalition on Male Health (ЕCOM) is an international, non-governmental membership organization registered in Tallinn, Estonia. We are an association of non-governmental organizations and individual members working in the fields of HIV prevention and treatment and other sexual health issues for gay, bisexual, and other MSM and trans people in the countries of Eastern Europe and Central Asia (EECA).

Our mission is to create favorable conditions, under which all gay, bisexual, and other MSM and all trans people have access to evidence-based and human rights-oriented health services, including HIV prevention and treatment.

**ABOUT THE “RIGHT TO HEALTH” PROGRAM**

Since 2017, ECOM has been implementing the regional program “Right to Health”.

The goal of the program is to increase the number of MSM and trans people who have continuous access to the continuum of HIV services in Central and Eastern Europe and Central Asia. The program is being implemented in 5 countries of the region: Armenia, Belarus, Georgia, Kyrgyzstan, and Macedonia.

An informational campaign aimed at promoting the right to health of MSM and trans people is planned as part of the program. The campaign will be adapted from the wide-scale regional campaign “Chase the Virus, Not People”, which ECOM carried out together with other regional network organizations representing the interests of other vulnerable groups.

**ABOUT THE “CHASE THE VIRUS, NOT PEOPLE” CAMPAIGN**

The campaign by the Eastern Europe and Central Asia (EECA) community networks was launched during the XXII International AIDS Conference in Amsterdam (AIDS2018). The campaign called for worldwide attention to the problems of key populations and people living with HIV in the EECA region related to access to prevention, treatment, and care services. **The campaign focused on the common needs of all key populations and on joint strategies aimed at achieving the goals of the campaign as a whole and for each community group in particular.** The main focus of the campaign is to overcome discrimination and stigma towards vulnerable groups and communities, as a key condition for an effective response to the HIV epidemic in EECA countries. The main events of the campaign were conducted during the AIDS2018 conference. However, network-partners decided to continue the campaign and adapt it to the needs of specific groups. After the conference, the campaign continues to be supported and implemented by community networks in the EECA region at the country and regional levels.

**THE GOAL OF THE CAMPAIGN** is to draw attention to the issues of the criminalization, discrimination, pathologization, and stigmatization of vulnerable communities of the EECA region.

**THE OBJECTIVES OF THE CAMPAIGN** were: 1. To show the impact of discriminatory legislation and practices on the growth of the epidemic in the region; 2. To show the role of the community in combating the epidemic, at both the regional level, as well as in national responses to HIV; 3. To show the need for sustainable investment in HIV services for vulnerable groups.

For more detailed information, visit the website of the campaign: <http://chasevirus.org/>

**OBJECTIVES OF THE WORKSHOP:**

1. Train participants of the workshop on effective and innovative methods for organizing and conducting informational campaigns;
2. Assist participants with adapting the general campaign “Chase the Virus, Not People” to focus on the priorities of gay, bisexual, other MSM and trans people;
3. Assist participants with adapting the campaign to focus on the priorities of gay, bisexual, other MSM, and trans people in the 5 program countries.

**OBJECTIVES OF THE CONSULTANT:**

1. Develop a program for the workshop taking into account:

- The objectives of the workshop;

- The objectives of the program “Right to Health” and the campaign “Chase the Virus, Not People”;

- The situation in the 5 program countries. See overviews and other materials on ECOM’s website: <https://ecom.ngo/>

Possible **methods for activities** of the campaign:

- Work with decision-makers;

- Work with the media, partners, government officials;

- Promotion of the campaign through traditional and social media;

- Other innovative and artistic methods, which can be used in the campaign.

When adapting the campaign **for use at the regional level**, the following topics may be considered:

- Attracting government funding for HIV prevention programs for gay, other MSM, and trans people;

- Discrimination towards PLWHIV in society and in workplaces;

- Stigma and discrimination based on sexual orientation and gender identity (internalized stigmatization, discrimination by medical and social workers, police, government officials);

- Promoting the non-discrimination of vulnerable groups in online and conventional media;

- Innovative methods for combating hate speech online and in conventional media;

- Conducting targeted campaigns focusing on LGBT health;

- Pre-exposure prophylaxis for HIV;

- Provision of community-based HIV services;

- Trans health issues;

- Etc.

When adapting the campaign **for use in the countries of the participants,** preliminary topics may include:

- Homophobia and HIV;

- Discrimination based on HIV status and SOGI;

- Anti-discrimination legislation;

- Demonizing human rights approaches and SOGI;

- Online bullying and its role in hate speech and fake news;

- Funding HIV prevention and other services for the community;

- Community participation in national HIV responses;

- Innovative and attractive services for all sub-groups of the community;

- Raising awareness among the community about its role in combating the epidemic.

1. Present a program of the training and coordinate it with ECOM;
2. Conduct the three-day workshop;
3. Develop presentations and printed handouts for trainings in both Russian and English;
4. Prepare a report on the adaptation of the regional campaign;
5. Provide mentoring support for 5 country teams during the one month following the workshop;
6. Prepare a report on the mentoring of the country teams.

These tasks will be carried out by the consultant in close cooperation with ECOM’s Communications Officer, Alexandr Poluyan, and Advocacy Coordinator, Paata Sabelashvili.

**WORKSHOP PARTICIPANTS:**

Representatives of ECOM’s Steering Committee and Secretariat, as well as ECOM partners and sub-recipients from the 5 countries of the “Right to Health” program will participate in the workshop.

Representatives will play the role of informants in the process of adapting the campaign at the regional level. Three-person teams consisting of a project coordinator, a communications officer from a sub-recipient organization, and a community activist will be involved in developing plans for the national campaigns.

**TIMELINE FOR WORK**

The work should begin no later than 5 March, 2019, and should be completed no later than 5 May, 2019.

The first draft of the program for the workshop should be turned in by 10 March, 2019.

The final program for the workshop should be turned in by 17 March, 2019.

Presentations in Russian or English should be prepared by 24 March, 2019.   
Printed handouts in Russian and English should be prepared by 26 March, 2019.

The workshop will be held from 2-4 April, 2019 in Istanbul (travel, accommodation and meals during the workshop will be provided by ECOM).

The report on adapting the regional campaign should be prepared by 12 April, 2019.

The provision of mentoring support to the 5 country teams after the workshop will continue until 30 April, 2019.

The report on the provision of mentoring support should be prepared by 5 May, 2019.

**Expected results and evaluation of work**

1. Development of training program in Russian and English;
2. Development of presentations in Russian and English;
3. Preparation of printed handouts for the training in Russian and English;
4. Training on conducting an informational campaign and on developing regional and national campaigns aimed at protecting the health and interests of gay, bisexual, other MSM and trans\* people;
5. Adaptation of the campaign “Chase the Virus, Not People” for use at the regional and national level;
6. .Zip file containing accompanying training materials (presentations, informational materials);
7. Provision of mentoring support to 5 country teams;
8. Development by the consultant of a report on adapting the campaign and on the work carried out (the report should be developed in accordance with the format agreed upon by ECOM and the consultant).

The main contact person from ECOM for the consultant will be Alexandr Poluyan (alexandr@ecom.ngo). He will also be responsible for monitoring and the final evaluation of the work of the consultant.

**REMUNERATION AND PAYMENT**

A contract for the provision of services will be concluded between ECOM and the consultant, according to which ECOM will not be responsible for the payment of any taxes by the consultant. Any tax obligations and other payments required by law in the country of residence of the consultant should be carried out by the consultant independently.

The period for completing the work should not exceed 10 consultancy days.

**REQUIRED QUALIFICATIONS OF THE CONSULTANT**

**Primary**

* Practical experience in planning and/or conducting informational campaigns at the international, regional or national level;
* Good experience in developing and carrying out trainings/seminars in the last 3 years;
* Good knowledge of Russian and/or English (a good knowledge of English is an advantage)

**Secondary**

* Work experience in NGOs working in the field of HIV and/or sexual health;
* Knowledge about the specificities of working with the target group (gay, other MSM, and trans\* people), and national characteristics related to cooperating with government officials and authorities;
* Relevant higher education;
* Experience planning/conducting campaigns using artistic methods (artivism).

**PROCESS FOR SUBMITTING PROPOSALS AND DEADLINES:**

Proposals should be sent by e-mail to [contact@ecom.ngo](mailto:contact@ecom.ngo) with the subject line “ECOM Media Training”.

**Application deadline: 2 March, 2019 by 23:59 Tallinn, Estonia time.**

**APPLICATIONS SHOULD INCLUDE:**

* Information about the company or a CV (for individuals);
* Short proposal including motivations, a description of the methodology and a budget (in Euros) of at least two relevant trainings (with links or attached documents);
* Preliminary concept for the workshop;
* Contact information for at least two references.

We will only contact short-listed candidates.