

Terms of Reference for Consultant: Media Consultant for Project CAAT

Project Overview:

Gang Alternative, Inc.'s Project CAATS (Collective Action for Addressing Trauma) aims to effectively address community violence and collective trauma using a comprehensive, integrated, and multi-sectoral approach to substance use prevention, violence prevention, and trauma-focused community engagement. Project CAATS employs the SAMHSA ReCAST model and is both community and data-driven, guided by a diverse community coalition comprising social service providers, youth, and adults with lived experiences.

Project CAATS targets high-crime, high-violence, and high-poverty communities predominantly populated by Black immigrants in the tri-county area of Miami-Dade, Broward, and Palm Beach counties. Residents in these communities experience trauma on a daily basis, stemming from financial instability, limited access to quality healthcare, criminal and violence victimization, and systemic prejudice and racism. The project uses community violence interventions to provide services and programming that promote resilience and advance equity in these high-risk communities.

One of the key Community Violence Intervention strategies being employed in Project CAATS is the Cure Violence model. This model aims to reduce violence through a public health approach by detecting and interrupting conflicts, identifying and treating the highest risk individuals, and changing social norms. A critical component of this strategy is the development of public education materials to inform and engage the community.

Objective: The Media Consultant will be responsible for creating public education materials that effectively communicate the goals and strategies of Project CAATS and the Cure Violence model to the target communities. These materials should aim to inform, engage, and educate the community about the importance of preventing and reducing violence through a public health approach.

Responsibilities:

- Conduct a needs assessment to understand the communication preferences and information gaps within the target communities.
- Collaborate with the CAATS coalition and community members to gather insights and feedback on the type of public education materials that would be most effective.
- Develop a variety of public education materials, including but not limited to: Brochures; Posters; Social media content; Videos; Infographics; Public service announcements (PSAs); and Ensure that all materials are culturally relevant, accessible, and tailored to the needs of the target communities.
- Create compelling and clear content that conveys the principles of the Cure Violence model and the importance of addressing community violence and trauma.
- Highlight success stories and positive outcomes from similar interventions to inspire and motivate the community.
- Design visually appealing materials that attract attention and facilitate understanding.
- Oversee the production of materials, ensuring high-quality output.



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- Develop and implement a distribution strategy to ensure that the materials reach the intended audience effectively.
- Utilize multiple channels, including community centers, schools, social media, and local media outlets.
- Establish mechanisms to gather feedback from the community on the effectiveness of the materials.
- Make necessary adjustments based on feedback to improve the impact of the materials.

Qualifications:

- Proven experience in media production, public relations, or communications, particularly in creating educational or public awareness materials.
- Strong understanding of community violence prevention and public health approaches.
- Demonstrated ability to create culturally relevant and engaging content for diverse audiences.
- Excellent writing, design, and production skills.
- Ability to work collaboratively with community members, stakeholders, and project staff.
- Familiarity with the SAMHSA ReCAST model and the Cure Violence approach is preferred.

Deliverables:

- A suite of public education materials tailored to the needs of the target communities.
- A detailed distribution strategy for the public education materials.

Contract amount: \$40,000

Contract duration: July 1 to September 30 2024

Submission process:

- Applications will be accepted from individuals or firms.
- Deadline for submission is June 14. Application packages should be emailed to info@myga.org with the Subject Line: CAATS Media Consultant Application.
- Interested individuals or firms are to prepare a comprehensive application package, including the following components:
 - i. Letter of Interest outlining qualifications, relevant experience, and approach to fulfilling the consultancy requirements.
 - ii. Details of educational background, certifications, and any relevant professional affiliations.
 - iii. Summary of relevant experience, emphasizing past projects or roles demonstrating expertise in areas pertinent to the consultancy.



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- iv. Outline of the proposed approach to addressing the objectives and deliverables as indicated in consultancy scope of work. This should encompass methodologies, timelines, and any innovative strategies intended for implementation.
 - v. Applicants should provide a list of references from previous clients or employers who can vouch for their skills and capabilities, to be contacted if necessary.
- Shortlisted candidates may be invited to participate in interviews or presentations to further assess their suitability for the consultancy.
 - Successful candidates will receive further instructions regarding the next steps in the consultancy process.

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