



Terms of Reference

CONSULTANT TO UNDERTAKE A CLIMATE CHANGE KNOWLEDGE, ATTITUDE AND BEHAVIOURAL PRACTICES SURVEY

IMPROVING CLIMATE DATA AND INFORMATION MANAGEMENT PROJECT

1. BACKGROUND

- 1.1** The impacts of climate variability and change pose a serious threat to the social and economic development of Jamaica. These impacts, which manifest in damage and loss to economic, social and environmental assets, also threaten life and livelihood. Much of the impacts are associated with changing weather, more frequent and intense storms, more frequent and intense flooding and drought; sea level rise that is accelerating coastal erosion and threatening infrastructure; saltwater intrusion to coastal aquifers that threatens freshwater supplies; and increased air and sea surface temperatures that influence hurricane severity across the Caribbean region (State of Jamaican Climate 2015).
- 1.2** It is projected that the impacts will be exacerbated in the coming years further threatening infrastructure, energy production, economic activity, agricultural productivity, coastal ecosystems and reefs, fisheries, industrial production, urban and rural development, community livelihoods and well-being.
- 1.3** Downscaled climate models described in the “2015 State of Jamaican Climate, Information for Resilience Building” report indicate that an increase in climate variability will likely result in:

 - a) mean temperature increase by 0.85°-1.80°C by the 2050s;
 - b) the 2030s being up to 4% drier, and the 2050s up to 10% drier;
 - c) 2 % less rainfall in the annual mean by the mid-2020s; and
 - d) an 80% increase in the frequency of Saffir-Simpson category 4 and 5 Atlantic hurricanes over the next 80 years.
- 1.4** Consequently, more impact and damage are anticipated: sea level rise leading to accelerated coastal erosion in some areas; increased flood risk and loss of land; saline intrusion into coastal aquifers; increased destructiveness of tropical storms; loss of protective coastal systems, such as coastal vegetation and coral reefs partly due to higher ocean surface temperatures and loss of livelihoods, especially in climate-and weather-sensitive sectors such as tourism, agriculture and fisheries.
- 1.5** Therefore, improving the country’s capacity to accurately monitor, model and predict weather and climate, and build adaptation measures to the impacts of climate change is

a priority of the Government of Jamaica (GOJ). Attached to this priority is the need to continue climate change education, influence changes in attitudes and promote specific behavioural practices among targeted groups to adopt practical means of coping with climate change. The Improving Climate Data and Information Management Project (ICDIMP) under the Pilot Programme for Climate Resilience (PPCR), financed through the World Bank, is aimed at achieving these priorities.

- 1.6** In 2005, a baseline Knowledge, Attitude and Practices (KAP) Survey was carried out to assess the knowledge and views of Jamaicans regarding the causes and impacts of climate change. The KAP also assessed awareness of measures that individuals could take to adapt in their own lives. A subsequent survey was conducted in 2012 under Phase 1 of the PPCR. The 2012 KAP Survey used a mixed methodology (quantitative and qualitative) and consisted of three parts; the main household survey; complemented by an online survey and a sector survey. The sector survey was specifically targeted to private and public sector organizations in the PPCR priority sectors while the online survey was designed to detect climate change awareness and practices among Jamaicans using social media and other internet technologies.

- 1.7** The national household survey showed that 82.6 per cent of respondents had heard the term “climate change”; however, only about 56.4 per cent of these respondents had an explanation along the theme expected response of climate change being a variation in global climate and temperature or weather patterns. As it relates to their community’s risk associated with climate change, 37.3 per cent were aware while 21.0 per cent stated they did not know much on their community’s risk. The survey showed that there is a general knowledge of climate change nationally but not necessarily of the impacts of climate change. As it relates to attitudes towards climate change, 80.7 percent expressed moderate to high levels of concern about climate change and 60.0 per cent indicated that they were “very interested” or 30.2 per cent.

- 1.8** The findings and recommendations arising from the 2012 KAP Survey were used to design a campaign under the Climate Change Education and Awareness towards Behavioural Change component of the ICDIMP. It was also used as a baseline for the project’s results framework. The objective of this component is to facilitate a 20% improvement in the knowledge, attitudes and practices of Jamaicans towards climate change. This component promotes climate change awareness at the national and local levels, through the carrying-out of climate change Information, Education and Communications Campaigns (IECC), and conducting targeted behavioural change as part of the Communications Strategy Action Plan developed under the PPCR Phase 1. This approach used simple, effective and targeted communication strategies incorporating climate change scenarios and risk assessments with structured messages for different target groups and audiences.

¹ The Communication and Climate Resilience 2012-2017 is a National Communication Strategy and Action Plan developed under PPCR Phase 1.

1.9 In implementing the IECC, the ICDIMP collaborated with the Climate Change Division of the Ministry of Economic Growth and Job Creation, which is the focal point for climate change issues within Jamaica. A national comprehensive communication plan was designed to inform the implementation of the IECC. The IECC was implemented using three separate but coordinated initiatives, under the tagline “Smart and Steady, Get Climate Ready”, with Barry the Barometer (cartoon character) as the face of the IECC. The three elements of the IECC were the Voices for Climate Change Education Initiative; a general behaviour change communication initiative using mass media; and a Social Media and PR initiative.

1.10 To date, the activities which have been completed under this component are the creation and publication of; radio and newspaper advertisement; billboards, behaviour change campaign jingle; behaviour change campaign brochure; and educational/call to action short videos. These creative materials were also shared on various social media platforms along with educational posts on climate change and action. Under the Voices for Climate Change Initiative, local artistes and community leaders were trained in communicating climate change; a series of community and school concerts held, and additional Call to Action videos created.

2. OBJECTIVE OF CONSULTANCY

The objective of the consultancy is to design and conduct a KAP survey to be compared to the 2012 baseline. The results will be used to assess changes in climate change knowledge, attitude and practice and the contribution of the campaign under the Climate Change Education and Awareness towards Behavioural Change in Jamaica component of the ICDIMP. The survey will assess if there have been changes in the capacity for climate change adaptation at the individual, community and organisational levels.

This KAP survey is an important monitoring tool for the project and will capture the results and impacts of the project as measured by the results framework.

3. SCOPE OF WORK AND ACTIVITIES

In carrying out the assignment, the consultant will utilize a combination of survey design methodologies, such as stratified random sampling, purposive sampling and cluster sampling. The household and sector survey shall be conducted throughout all 14 parishes of Jamaica, with appropriate representation of the private sector, (especially the PPCR Priority Sectors) the public sector, media houses, the general public/residents, women, men, and children (14 and over) in rural and urban settings, across occupations, income

groups and various age categories. The consultant is also expected to carry out the assignment in accordance with international best practices for this type of undertaking. The appropriate social distancing measures must be applied to comply with laws and regulations of the Government of Jamaica.

Specifically, the consultant will:

- i. Review the survey instruments and report of findings of the 2012 KAP study, and other available literature and KAP surveys conducted locally
- ii. Outline survey design, including details of methodology; sampling plan; and approach to be used in overcoming challenges encountered in the previous KAP survey
- iii. Include in the survey, communities that were specifically targeted for intervention by the ICDIMP (Rocky Point and Lionel Town – Clarendon, White River – St Ann, Red Ridge Bank – St Elizabeth.)
- iv. Design, pre-test and finalize survey instruments
- v. Train data collectors and supervise collection, cleaning and coding of data
- vi. Analyze data and produce report with tables, charts and graphs and detailing KAP among the various target groups and sectors
- vii. Validate survey findings in consultation with key stakeholders
- viii. Make recommendations arising from the findings of the survey that may inform further climate action
- ix. Conduct any other task in keeping with international best practices
- x. Finalize report.

4. CHARACTERISTICS OF CONSULTANCY

- a. **Type:** Consulting Firm– **Consultant Qualifications Selection Method**
- b. **Contract Duration:** 80 man-days elapsed over a period of 6 months
- c. **Place of Work:** The consultant will work from their place of business
- d. **Contract Management:** The Contracting Authority is the Planning Institute of Jamaica (PIOJ) within the Ministry of Finance and Public Service. The Project Manager for the ICDIMP will provide general oversight of the consultancy. A technical review committee set up by the PIOJ will review the outputs of the consultancy.

5. DELIVERABLES

The consultant is required to provide deliverables as outlined below:

- a. An Inception Report containing the detailed work plan, methodology implementation schedule and literature review conducted.
- b. Survey design including survey instruments.
- c. A draft report documenting analysis of survey data, the findings and recommendations.
- d. Final survey report in hard copy (3) and electronic format, after receipt and adjustments based on comments of the reviewers.

- e. Electronic file (Excel; Access) with raw data, processed data.

Note: finalisation of all deliverables must incorporate feedback from the Contracting Authority.

Deliverable	Timetable	Payment Schedule
Inception report inclusive of methodology and Work Plan	End of month 1	10%
Survey design including instruments	End of week six (6)	20%
Draft survey report	End of month five (5)	40%
Final survey report accompanied by electronic file with raw and processed data	End of month six (6)	30%

6. QUALIFICATIONS AND EXPERIENCE

The team lead should possess a post-graduate degree in Economics, statistics, sociology or relevant branch of social sciences with five years' experience in the design and conduct of surveys (including quantitative and qualitative methods) or a first degree in the Social Sciences with specialized training in development communication, knowledge, attitude and behavioural practice surveys, and a minimum of seven (7) years' experience in the design conduct and analysis of surveys, preferably in the area of knowledge, attitudes and behavioural practice.

The team should have experience in conducting surveys of this nature (i.e. social statistics, environmental protection ect.). Experience in climate change awareness and action planning in Jamaica or the Caribbean would be an asset.

7. EVALUATION CRITERIA

CRITERIA	Maximum Score	Assigned Score
(1) Education/Qualifications and Experience	40	
<p>Team Leader</p> <ul style="list-style-type: none"> The team lead should possess a post-graduate degree in economics, statistics, sociology or relevant branch of social sciences with five years' experience in the design and conduct of surveys (including quantitative and qualitative methods) <p>OR</p> <ul style="list-style-type: none"> a first degree in the Social Sciences with specialized training in development communication, knowledge, attitude and behavioural practice surveys, and a minimum of seven (7) years' experience in the design and conduct of surveys (including quantitative and qualitative methods) <p>Team Members</p> <ul style="list-style-type: none"> General education, training and experience in the design, conduct and analysis of surveys of other team members (researchers and Data collectors) 	<p>20</p> <p>20</p> <p>20</p>	
2) Specific Experience	60	
<ul style="list-style-type: none"> Training and experience in the design, conduct and analysis of KAP Surveys 	20	
<ul style="list-style-type: none"> Experience in undertaking assignments of similar type, size and complexity 	30	
<ul style="list-style-type: none"> Knowledge and experience in Climate Change issues within Jamaica and the Caribbean 	10	
TOTAL	100	

