



**Terms of Reference - Consultancy**  
**Video/audio creator for Red Cross Kids Activity Kit: COVID-19**

With schools closed and many reopening world-wide due to COVID-19, communities are learning to adapt to a new normal. This is particularly true for youth - as kids may be confused, asking questions, and in need of child-friendly safety information. Similarly, teachers and parents are seeking new ways to engage kids in learning to be safe.

The Red Cross Global Disaster Preparedness Center, along with partners, recognized these challenges and developed a Kids Activity Kit<sup>1</sup> that families, schools, and kids can use in understanding the pandemic. It is a collection of activities focused on: protective actions, mental health exercises, acts of kindness, and general disaster preparedness games. It aims to encourage learning through hands-on playing by communicating safety messaging in a fun way.

*The GDPC seeks a consultant to create short animated videos and audio clips, to help take the Kids Activity Kit to a new level with a multimedia approach. Cards are currently available in 'activity card' format (ie: post-card type form) and are shared across social media and Red Cross programming. This new multi-media approach will allow the kit to be shared more widely and across different learning levels, helping kids world-wide to stay safe.*

**Global Disaster Preparedness Center**

The Global Disaster Preparedness Center<sup>2</sup> is a joint venture between the International Federation of Red Cross and Red Crescent Societies (IFRC) and the American Red Cross. The GDPC aims to expand and enhance disaster preparedness capacities of the global RCRC network through a service-oriented, demand-driven approach. The GDPC focuses on three areas of service: knowledge management, technical assistance, and research - with a strong history of youth-oriented programming.

**Objective**

The GDPC seeks an educational animator and producer to create short videos and radio clips to raise awareness of COVID-19 safety actions for primary school aged kids (target ages 4-10).

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<sup>1</sup> <https://www.preparecenter.org/kidskit>

<sup>2</sup> <https://www.preparecenter.org/>

This would be adapting the Kids Activity Kit activities for promotion across new platforms. The objective is to:

- Encourage safety actions in response to COVID-19 with engaging content
- Provide additional mechanisms for dissemination of key messaging

## **Scope**

The consultant will work with the GDPC Kids Activity Kit team to manage the design and production of video projects and audio clips from conception to completion. The consultant will adapt the activities into short child-friendly educational videos, maintaining the spirit of 'learning through playing' through the current pedagogical approach;

These videos are intended for social media dissemination, usage by Red Cross National Societies and partners in youth preparedness programming, school and household usage, and potential mass media dissemination.

The consultant will work in close coordination with the GDPC team to:

- Co-write video and audio scripts (audio should transition to radio broadcast);
- Animate and create short child-friendly videos (each 60-90 seconds)
- Child-friendly voice over in English and Spanish (additional languages such as French Arabic would be an asset)
- Maintain 'learning through playing' pedagogical approach
- Ideally, similar characters as the original Kids Kit activity cards

The consultant will work remotely and need his/her own production equipment to conduct the work.

## **Time Frame**

November 23, 2020 – January 31, 2021

## **Qualifications**

- Proven experience in animation and audiovisual production / design
- At least 5 years experience of animation production
- A portfolio of produced animations
- Experience in educational media for children and youth
- Ability to produce video/voice over in English and Spanish (additional languages are an asset)
- Experience with public health messaging and the humanitarian context is an asset

## How to Apply

Interested and suitable candidates should submit an expression of interest - which includes the following:

- Latest CV for key staff involved
- Proposed work plan that detail key deliverables
- Portfolio link/samples

**The final date of submission is 8<sup>th</sup> November 2020.**

Submit your application with required documents to: [gdpc@redcross.org](mailto:gdpc@redcross.org) with the subject line: "Kids Activity Kit animation"

*As an Affirmative Action/Equal Opportunity Employer, well-qualified women, minorities, veterans and persons with disabilities are encouraged to apply.*