

**Terms of Reference (TOR)**  
**Consultant Recruitment for Storybook and Short Film/Video Production**  
**Young Health Programme (YHP) Indonesia 2021–2025**

Location	: Jakarta
Application Deadline	: 3 <sup>rd</sup> October 2025
Contract Type	: Professional Service Contract
Working Language	: Bilingual
Expected Starting Date	: 13 <sup>th</sup> October 2025
Contract Period	: 13 <sup>th</sup> October – 21 <sup>st</sup> November 2025

### About Plan Indonesia

We strive to advance children’s rights and equality for girls all over the world. As an independent development and humanitarian organisation, we work alongside children, young people, our supporters and partners to tackle the root causes of the challenges facing girls and all vulnerable children. We support children’s rights from birth until they reach adulthood and enable children to prepare for and respond to crises and adversity. We drive changes in practice and policy at local, national and global levels using our reach, experience and knowledge. For over 80 years we have been building powerful partnerships for children, and we are active in over 75 countries.

Plan International Indonesia has been operating in Indonesia since 1969, according to the Memorandum of Understanding with the Government of Indonesia. In 2017, Plan International Indonesia transformed into Yayasan Plan International Indonesia; registered by the Ministry of Law and Human Rights. This transformation aims to reach more children, especially girls in Indonesia.

### Background

The Young Health Programme (YHP) is a global community investment initiative of AstraZeneca that has been implemented since 2010 in nine countries, including Indonesia. YHP is designed to address the growing burden of non-communicable diseases (NCDs) by focusing on prevention among young people aged 10–24. In Indonesia, YHP has been implemented by Yayasan Plan International Indonesia in partnership with Yayasan Lentera Anak (YLA) since 2021, with strong collaboration with schools, communities, health facilities, and government stakeholders.

YHP Indonesia applies a peer education (PE) approach, empowering adolescents and young people to become peer educators who share knowledge, facilitate discussions, and inspire behavior change among their peers. Through this approach, YHP has been able to reach young people in both schools and communities, creating a multiplier effect that extends beyond direct beneficiaries. By integrating interactive methods—such as games, spinwheels, quizzes, and creative media—YHP ensures that health promotion is not only informative but also engaging and youth-friendly.

The programme has four main objectives. First, to increase knowledge and capacity of young people on NCD prevention and risk factors, so that they are better equipped to make informed decisions about their health. Second, to inform and mobilize communities to create safe and supportive environments that enable healthy behaviors among youth. Third, to strengthen

health services so they are more responsive and youth-friendly, ensuring that adolescents have better access to quality care. Fourth, to support laws and policies that promote health and prevent NCDs at national and sub-national levels. Together, these objectives represent a holistic, multi-sectoral strategy to improve health equity for Indonesian youth.

Over the five years of implementation, YHP Indonesia has educated more than 97,000 young people on the risks of tobacco, alcohol, unhealthy diet, physical inactivity, and air pollution. In addition, the programme integrates cross-cutting themes such as Sexual and Reproductive Health and Rights (SRHR), gender equality and social inclusion (GESI), and mental well-being. This comprehensive approach ensures that YHP addresses not only the physical determinants of health but also the social, cultural, and psychological factors that influence youth behavior.

The programme's major activities include capacity-building for peer educators, roll-out sessions in schools and communities, collaboration with Puskesmas for training of health cadres, and creative youth-led campaigns such as Girls Take Over and youth health summits. YHP has also worked closely with platforms like Forum Genre, PIK-R, RPTRA, and Forum Anak to expand outreach and strengthen youth networks. Through these partnerships, YHP has helped to institutionalize peer education in schools and communities, embedding youth voices into health promotion.

### Objective of the Assignment

- Produce a storybook ('stories of change') showcasing YHP's journey, highlighting peer educators, schools, communities, and stakeholders in two languages (Indonesian and English), with a total of 40 pages.
- Produce a short film (5–7 minutes) documenting programme achievements, lessons learned, and impact including shooting to project areas and using the voice over and infographic in the video.
- Provide additional three short videos (3–5 minutes) featuring youth voices and inspirational stories.
- Produce two pager infographic about the YHP impacts after five year.

### Expected Outputs

- 1 Storybook (bilingual, designed according to Plan's branding guidelines).
- 1 Short Film/Video documentary (5–7 minutes).
- 3 Short videos (3–5 minutes) highlighting peer educators and youth stories.
- Two pager infographic about the YHP impacts after five year in Indonesian and English.

### Scope of Work

The consultant will:

- a. Develop a safeguarding risk assessment and mitigation plan before starting interaction with project participants (youth, teachers, health workers, community members, and stakeholders).
- b. Be involved in all processes of developing the YHP Storybook by:
  - Proposing the concept and themes for the storybook, including integrating youth-written stories of change.

- Collecting stories from the field with project champions (peer educators, youth advocates, parents, teachers, health cadres, Puskesmas staff, community leaders, and government stakeholders), through interviews, FGDs, or review of project reports.
  - Editing and translating the storybook into two languages (Bahasa Indonesia and English).
  - Designing and layouting the storybook in line with Plan Indonesia's branding guidelines.
- c. Be involved in all processes of producing the short film and video documentation by:
- Proposing a storyboard and concept for the documentary film, to be reviewed and approved by the YHP Indonesia team.
  - Filming and editing footages from schools, communities, peer educators, and stakeholders, ensuring youth voices are at the center.
  - Producing one project documentary film (5–7 minutes) summarizing YHP's journey, impact, and lessons learned.
  - Producing 3 shorter video stories (3–5 minutes each) featuring inspiring youth advocates or peer educators in tackling NCD risk factors, promoting SRHR, and mental well-being.
  - Ensuring all videos are in landscape orientation, high resolution (HD 1080p).
  - Providing subtitles in both Bahasa Indonesia and English for all final videos.
- d. Follow Plan Indonesia and Plan International's communication standards in producing all Information, Education and Communication (IEC) materials.
- e. Be highly responsive to feedback from the YHP and Plan Indonesia communications team and incorporate revisions in a timely manner.
- f. Submit final products (storybook, documentary film, and short videos) after receiving approval from the Plan Indonesia communication team.

### Deliverables & Timeline

No	Activities	Deliverables	Estimated level of effort
1.	Develop TOR	Approved TOR	<b>2 days</b>
2.	Recruitment of Consultant	Consultant selected and contract signed	<b>10 days</b>
3.	Safeguarding Induction to the Consultant	Consultant understand Safeguarding policy	<b>1 day</b>
4.	Coordination meeting and desk Review with Consultant	Video/project stories received by the consultant	<b>1 day</b>
5.	Consultant visit to the districts to meet the Peer educators and other participants – video and stories taken	Video and stories are collected	<b>10 days</b>
6.	Development of Story of change-book and video/film	Draft IECs	<b>10 days</b>
7.	Review and feedback from Plan Indonesia	Draft final submitted to consultant	<b>3 days</b>

<b>8.</b>	Finalization of the IECs by consultant	Final IECs submitted to Plan Indonesia	<b>3 days</b>
		<b>Total</b>	<b>40 Days</b>

Consultancy will be conducted in 30 working days, from 13<sup>th</sup> October to 21 November 2025. The Consultant is expected to submit a detailed execution plan with a reasonable and realistic number of days that will not be more than 30 days. The timeline is as below with the possibility of adjustment, based on the actual condition, within the duration of the assignment:

No	Activities/deliverable	Sept		Oktober				November		
1	TOR development and approval									
2	Consultant recruitment (including advert and selection process)									
3	Contract preparation and signing									
4	Safeguarding induction									
5	Coordination meeting and desk Review with Consultant									
6	Field Visit for information collection for story of change and video taken									
7	Development of Story of change-book and video/film and first draft submitted									
8	Feedback from Plan Indonesia									
9	Final Story of Change – Book and Video/Film submission									

## Input

The Consultant has to provide all equipment needed such as laptops, camera/multimedia recording tools, workstation, internet connection, line phone, etc. The Consultant also has to provide Ethical Clearance, Permission Letters, Risk Analysis and Mitigation (RAM) and Informed concerns for these consultancy services.

The payment arrangement is as following:

Term of Payment	Requirements	Amount to be Paid (%)	Expected Timeframe
<b>1<sup>st</sup> Payment</b>	Sign Contract with Consultant; Invoice from Consultant	40%	Approx. 7 days after the start of the assignment

<b>Final Payment</b>	After Plan Indonesia approves the IECs, the Consultant submits the final invoice.	60%	Approx. 7 days after final invoice submitted by consultant
<b>Total</b>		100%	

## Fundamental Principles, Approach, and Ethical Considerations

Plan Indonesia Staff and Consultant must adhere to Plan International Child and Youth Safeguarding and Protection. The Consultant must follow Ethical Principles for involving human subjects in production process and obtain written/verbal consent from human subjects. Permission from elders must be sought if the children under 18 years are involved as subjects. Signed informed consent of each child and their parents need to take after explaining the purpose of the study and its usage. Training on this will be part of the training provided for the team.

All the projects managed by Plan Indonesia and its partners should also be aligned with Plan International's global ambition to reach 100 million girls, using a gender transformative approach in delivering its tasks. In this assignment, the Consultant is expected to apply a gender transformative approach through addressing gender norms, strengthening girls' and young women's agency, advancing girls' and women's condition and position, working with boys and men to embrace gender equality, responding to the needs and interest of girls and boys in all their diversity, and fostering an environment that enables gender equality and girls' rights. Any method proposed requirements to be in line with Plan International's MERL Standards – namely that it is ethical and consider the needs and wellbeing of any respondents involved, including age, sex, disability, areas, and school.

## Required experience and qualifications

The required skills and competencies for the Consultant are:

1. Have understanding on health issues esp NCDs, GESI, SRHR and emotional wellbeing esp for young people.
2. At least 10 years of experience in videography and/or editor
3. Experience in working with children and youth based on safeguarding
4. Experience in shooting the video for young people and or disabilities person for documentary
5. Demonstrated understanding of and commitment to children's rights, gender equality, and development issues.
6. Have strong writing and photography/videography skills
7. Do not affiliate with any government bodies.
8. Fluent in Indonesia language and proficient in the use of English.

## Application Procedure

Plan Indonesia invites firms/teams of consultants with relevant expertise and portfolio to apply for the assignment by sending:

1. A letter of intent expressing the consultant's or firm's capabilities and qualifications.
2. Consultant(s) or agency profile outlining areas of expertise with samples of select works.
3. Current list of recent and relevant clients.
4. Any direct or relevant experience of undertaking similar initiatives.
5. Names and CVs of the professionals who will lead and be associated with the assignment and how the Project will be managed.
6. Detailed technical proposal of the understanding of the TOR and the scope of the work, outlining the approach and plan to accomplish the assignment.
7. A proposed timeline indicates activities/sub-activities and the corresponding outputs, including gender and safeguarding considerations.
8. A financial proposal contains itemized all-inclusive budget, including tax. Plan Indonesia will not meet any other costs related to the assignment.
9. Example of story book and video/film produced by Consultant.
10. Story board for the story book and video according to the theme of YHP Indonesia and Plan Indonesia initiative.