



## Terms of Reference

### PUBLIC PERCEPTION SURVEY

#### Office of Disaster Preparedness and Emergency Management

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##### Background

The ODPEM is the National Disaster Office responsible for disaster management in Jamaica and has been charged with the responsibility of taking action to reduce the impact of disasters and emergencies on the Jamaican population and its economy. It plays a coordinating role in the execution of emergency response and relief operations in major disaster events. The ODPEM is mandated to:

- Develop and implement policies and programmes for the purpose of achieving and maintaining an appropriate state of national preparedness for natural disasters and other emergency events.
- Encourage and support disaster preparedness and mitigation measures in all parishes in association with Local Government authorities, community based organizations and private and voluntary agencies.
- Provide early warning, emergency response, relief and recovery operations in emergency situations.
- Advocate and support risk reduction measures.
- Provide training in all areas of disaster management.
- Promote a greater national awareness for disaster management issues through public education and awareness.
- Conduct hazard identification and risk assessments.
- Conduct research in social behaviour in relation to disaster mitigation and response.
- Establish and maintain mutual assistance and co-operation agreements among partner agencies, private sector and international donor organizations.

##### Rationale for the Public Perception Survey

The emergence of new hazards, increased access to existing and new media, and observed changes in demographic patterns across the Jamaican landscape have necessitated that a study be undertaken to establish the reach and public's opinion of the Organization as well as to assess the effectiveness of the various service offerings.

## **Areas of interest**

### **COMMUNICATION**

- Effectiveness of the Organization's Communication programmes
- Choice of communication modalities
- Sufficiency and efficiency of pre-disaster information
- Appropriateness of type and volume of information
- Appropriateness of the awareness messages and targeted campaigns

### **REACH & EFFICIENCY**

- Efficient spread of service across the island
- Accessibility of Disaster related information to all interest groups
- Timeliness of the Organization in preparing the nation for and responding to threat scenarios
- Efficiency with relief distribution
- Effectiveness of Community engagement initiatives
- Awareness about the services offered by the organization

### **PERCEPTION**

- Perceived levels of awareness of the Organization's services and corresponding effectiveness
- Perceived areas/issues addressed or not addressed by the organization
- Ready recognition of the name Office of Disaster Preparedness and Emergency Management, the acronym ODPEM and the ODPEM's logo
- Awareness of the programmes or activities normally conducted by the organization

### **GENERAL INFORMATION**

- The ODPEM is perceived to be operating in keeping with its mandate
- The Public's expectation of the ODPEM

## **Objective**

The primary objective of the public perception survey is to obtain relevant information that will inform the strategic planning and decision making process of the Organization, while maximizing our presence among key stakeholders.

## **Scope of Work**

Interested parties should submit a proposal to include:

- The methodology that will be employed to collect, analyse and present findings
- A Data Quality Management Plan
- A standardized Questionnaire/data collection instrument for gathering survey results
- Administer the survey in select geographical areas
- Consolidate and analyze survey results

## **Representativeness of the Sample**

- The sample should reflect the views across all parishes and at various socio-economic
- Respondents should include representatives from other Agencies with which the ODPEM is affiliated

## **Deliverables**

- First month
  - A survey plan
  - A detailed budget and work plan
  - Draft survey instrument
  - Final version of the survey instrument(s)
  - An inception report
- Second month - third month
  - Code Book
  - Draft Data Analysis Report
- Final month
  - Final Data Analysis Reports
  - Presentation of findings to key stakeholders

## **Profile of the Researcher**

- Individual or Firm
- Experience and proven track record in conducting quantitative and qualitative surveys
- Possess the capacity to deploy and supervise field personnel in the execution data gathering activities.
- Knowledge in Project Management
- Confidential
- References required

## **Reporting**

The individual/firm shall be responsible for providing monthly updates and/or reports to the ODPEM, through the Director, Information & Training.

## **Duration**

The Consultancy shall be for a maximum of 4 months

## **Terms and Conditions**

- The ODPEM reserves the right to terminate the appointment/contract or any part thereof; at any stage of completion should the ODPEM decide not to proceed with the project.
- Materials and products may not be made available to any unauthorized person or institution without prior written consent from ODPEM
- On completion or termination of the agreement, all materials and products must be handed over to the ODPEM

## **Application Process**

Expressions of interest should be submitted in sealed envelope, addressed as follows:

### **Expression of Interest – Public Perception Survey**

The Administrator

ODPEM

2-4 Haining Road

Kingston 5

