



**TERMS OF REFERENCE FOR AN INDIVIDUAL
CONSULTANT TO SUPPORT SAFEWAY RIGHTWAY
UGANDA IN DEVELOPING THE UGANDA HELMET
USER GUIDE**



TERMS OF REFERENCE FOR DEVELOPING A HELMET USER GUIDE

1. Background

Uganda has seen a significant rise in the number of motorcycle riders and passengers over the years, leading to an increase in road crashes. As part of ongoing efforts to improve road safety, the government and relevant stakeholders recognize the importance of helmet use for riders and passengers. However, there is a need to create a comprehensive and easy-to-understand user guide that provides clear instructions, safety guidelines, and best practices for helmet usage in Uganda. This guide will be part of a broader initiative to enhance road safety and reduce motorcycle-related fatalities and injuries.

Safe Way Right Way has to this effect secured funds from Global Road Safety Partnerships (GRSP) to support the Ministry of Works and Transport which has a mandate to promote road safety in the country to develop the helmet user guide.

1.1 About Safe Way Right Way (SWRW)

Safe Way Right Way is a non-governmental organization that was founded in 2013 as a result of a collaboration between the World Bank's Global Road Safety Partnerships and TotalEnergies to improve road safety on Uganda's economic road corridors. The organization's work model is backed by public and private sector partnerships that have enabled the various initiatives geared towards achieving SWRW's vision of achieving a crash-free road network in Uganda.

1.2 About the Safe Helmets Uganda (SHU) project

SWRW with support from the Global Road Safety Partnerships (GRSP), is implementing the Safe Helmets Uganda Project. The overall objective of the project is to improve the usage of Safe Helmets by delivering the following specific objectives:

- i. Support the UNBS to define a standard for safe helmets for use & distribution.
- ii. Support the MoWT to review and update motorcycle & tricycle regulations 2016 to include the standard.
- iii. Increase Public awareness of helmet standards, and usage and promote accessibility of safe helmets.
- iv. Support the Ministry of Works and Transport to develop and adopt a simplified helmet user guide.

From 2021 to 2023, SWRW worked with the Uganda National Bureau of Standards (UNBS) to define a standard for safe helmets for use and distribution and the MoWT to review and update motorcycle and tricycle regulations in 2016 to include the standard.

SWRW also conducted mass helmet campaigns in the 5 divisions in Kampala to raise awareness about the new standards and the updated regulations.



In 2024, SWRW received additional support from the GRSP to work with the Ministry of Works and Transport in developing and disseminating a helmet user guide to boost the uptake of standard helmets in the country.

SWRW is seeking the services of a competent consultant to facilitate the process of developing the helmet user guide. The consultant is required to do the following:

2. Objectives of the Consultancy

The primary objective of this consultancy is to develop a comprehensive **Helmet User Guide for Uganda**, which will provide useful, culturally appropriate, and actionable information to motorcycle riders and passengers on the proper use of helmets. The consultant will ensure the guide is accessible, clear, and aligned with Ugandan road safety policies and regulations and translated into two local languages.

2.1. Scope and focus of the assignment

The consultant will perform the following tasks:

Review of Existing Materials

- Conduct a review of existing materials on helmet usage and road safety in Uganda.
- Identify gaps in current safety campaigns and user guides in the region if any.
- Research international best practices on helmet use and safety awareness for motorcycle riders in Africa and other areas where motorcycle safety is a priority.

Content Development

- Develop content for the Helmet User Guide. The user guide shall summarize the key features of a standard helmet, the benefits of using a standard helmet referring to the provisions of the Motorcycle and Tricycle Regulations 2023 and highlighting the risks. It should cover the following topics:
 - i. Importance of wearing helmets for both riders and passengers.
 - ii. Types of helmets and their standards (e.g., full-face, open-face, etc.).
 - iii. How to choose the right helmet (size, fit, quality).
 - iv. Proper helmet maintenance and care.
 - v. The impact of helmet use on reducing injuries and fatalities.
 - vi. Legal requirements regarding helmet use in Uganda.
 - vii. Common mistakes in helmet use and how to avoid them.
 - viii. Educating the community about the benefits of helmet use.

Design and Presentation

- The guide should be designed to be visually appealing, easy to understand, and culturally relevant to the Ugandan context.



- It should be written in simple, non-technical language, with the option of including visual illustrations and diagrams.
- It should consider different literacy levels and be designed for both riders and the general public.

Localization and Cultural Sensitivity

- Ensure that the content reflects the local context and resonates with Ugandan customs, languages, and values.
- The guide should be available in both English and local languages (e.g., Luganda, Runyankore, etc.) to maximize its reach.

Stakeholder Engagement

- Work closely with relevant stakeholders, including government bodies (e.g., Ministry of Works and Transport), road safety organizations, motorcycle associations, and local communities to ensure the guide's accuracy, relevance, and effectiveness.
- Conduct focus groups or consultations with motorcycle riders and passengers to gather input and ensure the guide meets their needs.
- Moderate all the team discussions such as relevant national policies and plans, regional protocols, regional successes
- Provide materials for benchmarking to steer technical committee and focus group engagements.

Delivery and Dissemination Plan

- Develop a strategy for the distribution and dissemination of the guide, including online platforms, community outreach programs, and collaboration with local authorities and motorcycle organizations.

3. Expected Deliverables

The consultant will deliver the following:

- Inception Report** – A detailed work plan outlining the methodology, timeline, and key deliverables.
- Helmet User Guide Draft** – A comprehensive draft of the user guide for review, including content and design.
- Final Helmet User Guide** – A finalized version of the guide, incorporating feedback from stakeholders and any necessary revisions.
- Dissemination Strategy** – A detailed plan outlining how the guide will be distributed and promoted across Uganda.
- Presentation to Stakeholders** – A presentation of the final guide to key stakeholders for approval and endorsement.

4. Duration



The consultancy is expected to take a period of **three (3) months** from the signing of the contract.

5. Consultant Qualifications

The consultant should meet the following minimum requirements:

- Proven experience in developing user guides, educational materials, or safety campaigns, particularly in road safety or similar fields.
- Strong knowledge of Uganda's road safety laws, policies, and local contexts.
- Experience working with Ugandan stakeholders, including government bodies, motorcycle associations, and local communities.
- Excellent writing, editing, and communication skills in both English and local languages.
- Ability to present complex information in a clear and engaging manner.
- Familiarity with design tools and experience creating visually appealing materials.

6. Reporting

The consultant will report to the **Programmes Coordinator** or designated representative from the implementing agency. Regular progress reports should be submitted as per the agreed timeline.

7. Budget

The consultant should provide a detailed financial proposal outlining the cost breakdown for the consultancy, including the consultant's fees, travel, and other associated costs.

8. Evaluation and Selection Criteria

Proposals will be evaluated based on the following criteria:

- Experience and qualifications of the consultant in regards to the subject .
- Quality and clarity of the proposed methodology and approach.
- Cost-effectiveness of the proposed budget.
- Knowledge of the local context and road safety issues in Uganda.

This ToR outlines the framework within which the consultant will work to develop a Helmet User Guide for Uganda. It provides clear instructions and expectations to ensure that the final guide is relevant, effective, and culturally appropriate for the target audience.

9. Submission of Proposals

Interested consultants should submit their technical and financial proposals by email to careers@safewayrightwayug.org and this should not be later than 23rd January 2025.

