

Expressions of Interest



Project overview:

Enliven Victoria is inviting expressions of interest from graphic or digital designers/illustrators to support a community-based health promotion project to raise awareness of the health impacts of heatwaves and climate change.

The contractor will work closely with enliven, Stakeholder Committee and a community co-design team to create communication material for young children and their families to increase awareness about the link between climate change (specifically heatwaves) and health, including strategies to take action to reduce the impacts of climate change.

This project is funded by the Department of Environment, Land, Water and Planning (DELWP), and supported by a Stakeholder Committee of key community service organisations and alliances (Jesuit Social Services, Victorian Council of Social Services, Northern Alliance for Greenhouse Action).

Rationale:

- Melbourne's South East region is identified as a high-risk area for people affected by heat wave conditions and are likely to develop heat-related illness.
- The risk of heat stress can be higher for young children, as they get hotter faster than adults and their bodies are less able to regulate temperature.
- The South East is home to a diverse range of cultures and ethnicities (City of Greater Dandenong has the highest number of language groups (160+) spoken in Australia), thus culturally responsive and innovative strategies to communicate the health risks of climate change is a priority.

Goal:

To create a culturally-responsive, accessible resource to reduce and prevent the negative impacts of climate change (specifically heat) upon human health among culturally diverse communities in Melbourne's south east, specifically newly arrived families.

Proposed design content:

- Imagery and text in a child-friendly format.
- Content and messaging to be co-designed with young people. Type of communication material will be confirmed through this co-design process. Possible formats may include:
 - story book (approx. 12-16 pages)
 - storyboard
 - poster
 - flyer
 - calendar

NB: Communication material will be available to community in both hard copy and online formats.

- Imagery and text design to be inclusive and representative of diverse cultures, ethnicities and abilities.
- Target audience is families with children aged 5-8 years, who are newly arrived to Australia (< 5 years) with low knowledge of Australian climate and heat-related health issues.
- The material will be utilised in settings such as primary schools, libraries, and neighbourhood houses.

The contractor is required for:

- Conception and design of imagery.
- Attendance to at least two community co-design workshop (2 x hour face-to-face) to support message and content development.
- Development of imagery for storyboard/children's picture book (format yet to be confirmed).

Key project deliverables:

- **Project inception:** July 2021
- **Co-design workshops:** August 2021
- **Content (draft):** September 2021
- **Content (final):** October 2021
- **Dissemination of content:** November 2021

Budget: \$10,000 (not inclusive of GST)

Desirables:

- Experience in co-design approaches or development of content for children.
- Highly skilled in producing engaging and inclusive content for diverse audiences and people with low health literacy.
- Local to City of Greater Dandenong, City of Casey, or Cardinia Shire.

Interested individuals or agencies are invited to submit a quote based on the above information. Information about previous experience, CV's and links to portfolios are encouraged.

Please submit all relevant information to georgia@enliven.org.au prior to Friday 23rd July 2021.