**TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS**

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| **Title**  **Development and Production of C4D in Emergency Toolkit** |  | **Type of engagement**  Consultant (ZCON)  Individual Contractor Part-Time  Individual Contractor Full-Time | **Duty Station:**  Jakarta |
| **Purpose of Activity/Assignment:**  The goal of this assignment is to produce a Communication for Development (C4D) in Emergency Toolkit that will guide and support C4D interventions during emergencies. | | | |
| **Scope of Work:**  **Background**  Located on the Pacific Ring of Fire, Indonesia is prone to natural and man-made disasters such as earthquakes, volcanic eruptions, tsunamis, floods, landslides, and man-made disasters such as forest or house fires. In this context, evidence-based behavior change communication strategies should be an integral part of emergency preparedness and response.  Since most disasters happen without warning, semi-final or ready-to-use communication assets are needed to respond in a timely manner at the onset of an emergency. Also, humanitarian workers need to be ready at all times to be effective communicators for survivors. They have to know how to carry out a quick assessments, understand the practical ways of engagement with affected populations, convey key messages suitable for each critical behavior, and effectively deliver them.  **Communication for Development (C4D)** emphasizes the participation of adults, children and young people in recovery, relief and rehabilitation as an important component. Participation has proven to promote psychosocial healing and cohesion among affected community members during times of crisis.. In UNICEF’s current Emergency Preparedness Plan (EPP) for 2021, C4D strategies are included under each programme section for both scenarios and responses. However, there are several gaps, for example, C4D is not fully included in the initial assessment of an emergency; there are no ready-to-deploy materials that can support the response in a timely manner; there is no proper coordination for C4D interventions in emergencies; and different sectors have different approaches in dealing with emergencies, etc.  The guiding C4D principles in an emergency response are:   * C4D interventions should be **evidence-based and time-sensitive** (information is live-saving intervention during an emergency). * C4D approach should be **integrated** in order to maximize the reach and make best use of resources. In addition, evidence also showed that affected population appreciated integrated community outreach interventions. * C4D strategies should **promote accountability** to the affected population to make sure that the voices and concerns of the affected population are raised, heard, and responded to.   **C4D in Emergency Toolkit**  The C4D in Emergency Toolkit will support humanitarian workers to design and promote effective communication and behavior change strategies in emergency situations. The toolkit should assist humanitarian and programme workers to meaningfully engage with affected populations and deliver relevant key messages to survivors.  Having a comprehensive C4D guide in emergency is expected to contribute to fulfill some Minimum Preparedness Standards (MPS) in the EPP, particularly standard 2 on humanitarian coordination and standard 3 on staff capacities, refocusing and surge.  **Methodology:**  The development of a C4D in Emergency Toolkit will be steered by evidence-based approaches in combination with participatory and artistic approaches. An **evidence-based approach** is critical in identifying critical behaviors and factors and developing behavior change strategies. The evidence-based approach will be companied by a **participatory approach** where the consultant will obtain feedbacks from UNICEF, partners and community. An **artistic approach** will also be critical to develop copy of key messages and IEC materials. Finally, pre-testing and finalization of the toolkit should rely on the feedback from participants and stakeholders.  **Desk review**   * Number of documents to be reviewed will depend on the availability of documents. The consultant can look into relevant documents, reports, published articles in the last ten year. * To obtain most relevant documents, the consultant will be guided by key informant interviews   **Key informant Interview**   * The consultant will interview key informants from all sectors in UNICEF and their relevant partners at the national as well at the sub-national level * Number of interviews is decided based on the saturation of information assessed by the consultant   **Participatory approach**   * Consultation meetings with stakeholders and programme team. * Feedback will be collected from participants and affected population.   **Pre testing**   * Pre testing is conducted minimal at 2 sites with local humanitarian workers * Number of humanitarian workers for each site is 10 persons at minimal | | | |

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| **Supervisor:** | **Start Date:** | **End Date:** | **Number of Days (working)** |
| *C4D Officer in coordination with C4D Specialist Jakarta* | *01 November 2021* | *30 April 2021* | *6 months (126 working days)* |

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| **\*Work Assignment Overview (SMART)** | | | |
| Tasks/Milestone: | Deliverables/Outputs: | Timeline | Estimate Budget |
| * Carry out a quick assessment to identify critical behaviors that affected populations’ need to know and practice to safely cope with a disaster or emergency situation and factors that can facilitate and/or hinder affected populations’ to adopt such behaviors. This is done by conducting the following: * Desk review of available C4D or other relevant documents on disaster response * Consultations with different stakeholders and partners, including young people and children | Assessment Report | 1 month after the contract signed |  |
| * Develop a C4D in Emergency Toolkit based on the assessment report and consultations with UNICEF programme team and various stakeholders. The toolkit will contain:  1. **C4D Assessment Tool**: Which aims to guide humanitarian workers to carry out the quick assessment. The findings from the rapid assessment will be used to design behavior change communication plan. The plan will outline communication objectives, primary-secondary-tertiary social groups, key messages for each critical behaviors, media and channels, and supporting activities needed to increase media utilization. 2. **Suggestions and recommendations on practical ways to engage with the affected population** and make sure they are empowered to share their concerns, issues, and aspiration as a critical component of the overall emergency response. The participation of adults, children and young people in recovery, relief and rehabilitation is not only important to inform the response, but also critical in post crisis. Evidence shows that many affected people, especially the children, find healing and strength and are therefore able to return to normalcy faster when they participate in helping others during and after an emergency. 3. **Key messages with specific call for action about the key recommended practices during emergency** are drafted in both English and Bahasa Indonesia. 4. **A module on light C4D orientation and customized sessions for health and community workers**, including how to use the assessment tool and a simplified (1-page) monitoring guide. 5. **Produce C4D assets** such as communication materials and IPC tools that can be quickly disseminated or adjusted on the onset of emergency. | Draft of C4D in Emergency Toolkit, comprising the five components mentioned in the task descriptions, including a simplified guide on how to engage with affected populations during emergencies (component B) and ready-to-pretest key messages (C) and communication assets (E) | 2.5 months from the first deliverable |  |
| * Pre-test the C4D in Emergency Toolkit, particularly the key messages and the communication assets and adjust the final products based on the pre-testing findings * Produce final report | * Final C4D in Emergency Toolkit (in English and Bahasa Indonesia) * Final Report | 2.5 months |  |

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| **Minimum Qualifications required:** | **Knowledge/Expertise/Skills required:** |
| Bachelors  Masters  PhD  Other  Enter Disciplines  Social sciences, emergency, or any relevant field. Degree in behaviour change communication will be of an asset. | 1. A minimum of 5 years’ professional work experience at national and/or international levels developing and implementing behaviour change communication interventions and programs. Proven experience of working in emergency context 2. Excellent writing skills in English and Bahasa Indonesia 3. Resourcefulness, flexibility, and the ability to prioritise large amounts of work while under pressure. 4. Good analytical, facilitation, communication and presentation skills. 5. Politically and culturally sensitive, awareness of gender issues, with qualities of patience, tact and diplomacy. 6. Consultant is also expected to be able to develop graphics, illustration and pictures to visualize the information |
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