

Annex C

Title of Consultancy:	Type of Engagement:	Place of Recruitment:	Workplace of Consultant (duty station, ICT equipment):
International consultant to support the Risk Communication and Social Mobilization (RCSM) for COVID-19 response	<input checked="" type="checkbox"/> Consultant <input type="checkbox"/> TA <input type="checkbox"/> Individual Contractor	Freetown, Sierra Leone	Freetown, Sierra Leone
WBS			
Budget Year: 2020	Requesting Section/ Issuing Office C4D	Reasons why the assignment cannot be done by a staff member: Consultancy is to provide for C4D surge capacity for COVID-19 response relevant to increase workload due to UNICEF leadership role on RCSM and its support to COVID-19 RCSM national response/coordination	
<u>Purpose of Activity/Assignment:</u>			
<p>1. Background</p> <p>Following the identification of a novel coronavirus in January 2020, the COVID -19 outbreak was declared as a public emergency by WHO on 30 January 2020. In Sierra Leone, President Julius Maada Bio declared a state of emergency on 24 March 24t 2020, and on 30 March 2020, Sierra Leone reported its first confirmed case of COVID-19. As of the 1st August, the country had recorded 1,385 confirmed cases and 67 deaths.</p> <p>With the declaration of the state of emergency, the Government of Sierra Leone (GoSL) has established several nationwide emergency measures to limit contact between individuals to help reduce the risk of transmission. The National COVID-19 Emergency Response Centre (NACOVERC) was activated to lead a coordinated decentralized response with District Coordinators, which have been appointed and deployed to lead the response at district level. Along with these emergency measures the GoSL has been advising the public to adopt key preventive behaviors, including among others, such as staying at home unless absolutely necessary to go out in public; keeping a physical distance of at least one metre from others when in public; washing hands frequently; mandatory use of a wearing a face mask in public places; and instructions to contact the toll free number (117) if persons are feeling ill, especially if experiencing any COVID related symptoms. In light of the potentially devastating secondary impacts of COVID-19, the GoSL has also advised people to continue to take good care of their personal health and the health of their children, including continued breastfeeding, receive scheduled vaccinations, access child and antenatal healthcare services, and take treatment for chronic conditions.</p> <p><u>Justification</u></p> <p>Risk Communication and Community Engagement (RCCE) is an essential component of health emergency preparedness and response plan against COVID-19 to help slow virus transmission especially in communities. This includes communicating effectively with the public, engaging with children, youth, communities, local partners and other stakeholders to help prepare and protect public health during response to COVID-19 as well as managing rumours and misinformation.</p> <p>In Sierra Leone, the “Risk Communication and Social Mobilization Pillar” (RCSM) has been identified as one of the key technical pillars of the COVID-19 response, alongside other pillars - surveillance, case management, labs, drug and med</p>			

supply, food assistant and nutrition, and psychosocial support. The RSCM Pillar is responsible for all risk communication and social mobilization interventions nationally in view of contributing to reducing the spread of COVID-19, minimizing morbidity and mortality from COVID-19 infection and mitigating secondary impacts across health, social wellbeing, and protection.

In response to the specific challenges created by the virus, including school closure, the Ministry of Basic and Secondary Education (MBSSE) also set up an Education Emergency Taskforce (EET) for the coordination the COVID-19 response of the education sector. Under the EET, a Communication and Media Pillar was established to plan and coordination relevant COVID-19 risk communication and community engagement interventions.

UNICEF supports and participates in the national COVID-19 Risk Communication and Social Mobilization Pillar as well as the Communication and Media pillar of the MBSSE Education Emergency Taskforce (EET), including acting as co-lead of the RSCM Reporting and Monitoring group and the Co-Lead of the EET Communication and Media pillar.

The international consultant will be responsible to assist the Sierra Leone Country Office to support the GoSL to develop and rapidly scale up evidenced-based communication and community engagement activities to respond to COVID crisis across the country. This consultancy is important for ensuring high-quality technical and strategic inputs, strengthened coordination, and timely delivery programme in relation to RCCE COVID-19. The candidate is expected to apply the principles of the Core Commitments for Children (CCCs) while helping the organization to contribute to the prevention of mortality and morbidity among children in Sierra Leone.

2. Purpose and objectives

Under the supervision of the UNICEF C4D Specialist, and in close coordination with UNICEF Health and Education staff as well as UNICEF External Communications, the international consultant will support the planning, coordination, monitoring, and reporting of RSCM for the COVID-19 preparedness/response within UNICEF, with specific focus on coordination with RSCM Pillar and EET Communication and media pillar.

3. Methodology and Technical Approach

Overall methodology is to provide coordination and technical support to the UNICEF C4D unit, in partnership with the RSCM Pillar and MBSSE, implementing partners, and development partners. Technical support is required for achieving the overall strategic objectives of COVID-19 RSCM – including streamlining processes and programme coordination, timely delivery of activities against agreed workplans, and stakeholder engagement.

4. Activities, Tasks, Outputs and Deliverables

- i) In collaboration with UNICEF C4D Specialist, provide technical support to RSCM pillar and MBSSE Communication and Media Pillar to coordinate RSCM COVID-19 preparedness/response at national and sub-national levels:
 - Provide inputs for and support the development, update and monitoring of RCCE strategies, costed plans of action and other relevant documents such as funding proposals, monitoring reports etc.
 - Support rapid surveys around knowledge and perceptions and generation of critical data to inform RCCE actions, including monitoring and analysing of trends to inform RCCE response from surveys.
 - Contribute to and support the design, development, pre-testing, production, printing, and dissemination of culturally relevant COVID-19 RCCE materials meeting on-ground requirements and quality standards.
 - Support the implementation of strategies and plans with a focus on sub-national levels.

<ul style="list-style-type: none"> ▪ Contribute to the development and organization of training/orientation activities at national and sub-national levels as required. ▪ Develop strong partnerships with key stakeholders - community groups, leaders and other partners in the community and civil society - for the promotion of key behaviours to stop transmission. Support the development of Partnership Agreements as required. <p>ii) Under the supervision of the UNICEF C4D Specialist, and in collaboration with UNICEF Education staff and external communication, support the implementation, monitoring and evaluation of programme activities.</p> <p>iii) In consultation with UNICEF C4D Specialist, support tracking and management of rumours and misinformation related to COVID-19 through monitoring of online and offline listening platforms.</p> <p>iv) Support the documentation of lessons learned and best practices.</p> <p>v) Any other tasks as assigned by the supervisor.</p> <p>vi) <u>Management, Organization and Timeframe</u></p> <p>Consultant will report to the UNICEF C4D Specialist. S/he will be based at UNICEF SLCO and work directly with the C4D Unit.</p> <p>vii) <u>Reason of extension in case of Amendment</u></p> <p>N/A</p>

Work assignment overview	Deliverables / Outputs	Due Date	Duration (maximum # of days)
Development and update of COVID-19 messages in support to updated national message guides, including MBSSE key messages (COVID-19, GBV, continuous education)	Monthly progress report integrating developed/updated key messages, relevant IEC and media material produced and disseminated, and data on reach of messages.	Rolling basis, monthly.	within assignment period
Coordination and management of weekly RSCM district leads report tool, rumours and public concerns matrix, survey data mapping and tracking, and partners' risk communication community engagement activities monitoring for collection of relevant data to monitor and inform RCCE response	Monthly Sit Rep visualizing key data and information from analysis of RSCM report and tracking tools, presenting most relevant trends and recommendations for adoption of behaviors and adherence to measures promoted	Rolling basis	within assignment period
Provide daily technical assistance, including relevant capacity development/mentorship support sessions as needed, to stakeholders for implementation of activities and promoting behaviours to stop transmission and	Monthly progress report on technical assistance provided and recommendation for UNICEF future support and programming in relation to RCCE	Rolling basis, monthly.	within assignment period

alleviate secondary impact			
Mapping of existing and future technical assistance for COVID-19 RCCE strengthening	Final report with defined steps and action undertaken during the consultancy, new/updated C4D guidelines, standards, tools and recommendations for priority technical assistance	December 2020	1 month
Duration / Timeframe/ # of working days Four months with possible extension.		Expected Start Date: September 1, 2020	Expected End Date: December 31, 2020

UNICEF recourse in case of unsatisfactory performance: Payment will be a lump sum on completion of deliverables per month. Each month the consultant will receive the payment upon submission of a report summarizing key tasks and deliverables. Payment will only be made for work satisfactorily completed as per agreed deliverables and accepted by UNICEF.

Terms of Payment	<input checked="" type="checkbox"/> Payment, upon completion of each deliverable according to schedule. <input type="checkbox"/> Payment, upon completion of all deliverables at the end of assignment. <input type="checkbox"/> Fee advance, percentage (up to 30 % of total fee)
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Condition of work

- The consultant will be based in Freetown. Based on current circumstances, the consultancy will be home-based in Freetown, instead of UNICEF Sierra Leone Country Office, with constant contact with the supervisor and team
- The candidate selected will be governed by and subject to UNICEF's General Terms and Conditions for individual contracts.
- For Sierra Leone, the consultant must secure medical insurance (inclusive of medical evacuation) prior to assuming his/her duties with UNICEF (proof of insurance with med-evac clause is required).
- The consultant would be required to complete certain mandatory courses prior to commencement of work.

Qualifications and Specialized Knowledge/experience required:

Minimum Qualifications required: <input type="checkbox"/> Bachelors <input checked="" type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/> Other Enter Disciplines: Advanced university degree or equivalent experience in social/behavioural sciences, (Sociology, Anthropology, Psychology, Health Education) with emphasis on strategic communication planning for behaviour development, social mobilization and community development, participatory communication.	Years of Experience and Knowledge/Expertise/Skills required: At least 5 years of professional work experience in the area of Communication for Development (C4D), including health promotion, social norms, Education at national level. Emergency experience in disease outbreak RCCE preparedness/response is desirable. Familiarity with the UN system is desired. Willingness to take up the assignment immediately. <ul style="list-style-type: none"> • Strong and credible track record of operating in similar role • Communicates effectively to varied audiences. • Results driven; able to work effectively in a multi-cultural environment and with minimum supervision. • Strong sense of team spirit, diplomacy. Quickly builds rapport with individuals and groups; builds and maintains an effective network across organizational departments
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	<p>and with other partners.</p> <ul style="list-style-type: none">• Ability to work under tight schedule and deadlines, respond to multiple demands including within a quickly changing environment. Innovative and resourceful mindset to make solutions work in adverse conditions.• Excellent writing skills and demonstrable experience in qualitative and quantitative epidemiological information analysis, programme monitoring and reporting.• Previous experience working in RCSM sector in the West and Central Africa Region, experience in Serra Leone is a strong asset• Fluency in English (verbal and written)
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