

TERMS OF REFERENCE

Individual Contractor

Section:	Communication for Development	Date:	May 10 2021
Title:	WCARO C4D COVAX Demand, RCCE	Duty station:	Remote based with field missions
Reporting to:	WCARO COVAX Country Readiness Coordinator, P-4	Contract type:	SSA , Individual Contractor
Duration:	10 months, full time basis	Start date:	June 21 St , 2021

Section	Content
Background	<p>COVID-19 pandemic has resulted in misinformation about the origin, prevention, and treatment of the disease which has been spread through social media, but also at community level. This may be creating hesitancy to reach immunization service and risk to mistrust in the services. In the period in-between, the pandemic has infected and affected people across the world and caused loss of death due to COVID-19. To protect people from the pandemic, vaccines against COVID-19 are currently under development. Combined with key behavioral actions by families, and community engagement to prevent being infected with coronavirus, vaccines will contribute to protect vulnerable populations from COVID-19. However, the pandemic has exposed the world to several issues related to vaccine uptake. One key issue is dealing with the adult vaccination and limited experience in managing it.</p> <p>At global level, the COVAX Facility (COVID-19 vaccine) forms a key part of the Access to COVID-19 Tools (ACT) Accelerator, a global collaboration established to accelerate the development, production, and equitable access to COVID-19 tests, treatments, and vaccines. COVAX facility aims to accelerate the development and manufacture of COVID-19 vaccines and to guarantee fair and equitable access for every country.</p> <p>A Regional “COVID-19 Vaccine Readiness and Deployment Taskforce (ACREDIT)” has been established and will work with the global COVID-19 Vaccine Country Readiness and Delivery Group (CRaD) and the African Sub-Regional COVID-19 vaccine Readiness and Delivery Teams (SACREDIT) to facilitate the technical aspects of the COVID-19 vaccine readiness and delivery activities in the region.</p> <p>The work of this Sub Regional Core Coordination Team is organized with five technical working groups to focus on the following areas:</p> <ol style="list-style-type: none"> 1. Vaccine regulation and registration, and safety monitoring 2. Country decision making, equitable vaccine service delivery and implementation 3. Surveillance, data, monitoring & evaluation 4. Demand, risk communication and community engagement 5. Supply chain, logistics and vaccine forecasting <p>In the WCAR, UNICEF C4D is co -lead with WHO of the TWG on Demand, risk communication and community engagement related to Covid vaccine.</p> <p>For the C4D section, the incumbent of this position will work with the Technical Working Group on Demand, risk communication and community engagement for WCAR, to provide technical support, coordination and facilitation for in-countries demand generation for immunization, RCCE activities that will ensure successful roll out and optimal uptake of COVID-19 vaccine.</p>
Objectives	<p>Under the supervision of the C4D specialist and in collaboration of the WCARO COVAX Country Readiness Coordinator. The consultant will provide technical assistance and support countries in the region on readiness for the COVID-19 vaccin introduction and roll-out. In addition, he will</p>

	work closely with the C4D consultant on social listening for implementation of the social listening initiative in the region.
Scope of work	<p>Coordination: Provide guidance to countries on all COVAX related social and behavior change activities. Work closely with the WCARO COVAX Country Readiness and C4D immunization in the countries. Coordinate with the Africa Infodemic Response Alliance. Ensure the secretariat of the Demand/RCCE Technical Working Group.</p> <ul style="list-style-type: none"> • Deliverable: Meeting notes for each call/meeting (half page max, can be ¼ page) <p>Social Data collection and use: Work closely with the consultant working 25% on social listening. Support CO and RO review of existing social data.</p> <p>Deliverables:</p> <ul style="list-style-type: none"> • Starting with month 2 of consultancy: Provide report once every two weeks on social data with analysis and suggestions for advocacy and action based on the findings (2 page max), including any “suggestions for action” that may be related to other (non RCCE) technical working groups of the COVID response (Supply, coordination, surveillance etc.) • Develop toolkit/guidelines (5 page max) on how social listening can help inform action and define priority questions for usable research (inform policies/strategies). <p>Risk Communication, rumor, disinformation management: Ensure adequate guidance’s from HQ/RO to countries on all COVAX related communication activities and awareness of implementation challenges. Contribute to review crisis communication and RCCE related to Covid vaccine introduction and roll-out and provide recommendations.</p> <ul style="list-style-type: none"> • Deliverable: A webinar series (3-4 sessions) on collecting, analyzing, coding and acting on community feedback - including rumours, trust and hesitancy issues, misinformation and disinformation (deliberate spreading of information not based in science). <p>Evidence, communication planning: Support CO and review their communication planning and their research plan.</p> <p>Deliverables:</p> <ul style="list-style-type: none"> • One toolkit/orientation on how socio-behavioral indicators can be used to orient priority questions for usable research (inform policies/strategies). • 06 lessons learned produced from CO based on their COVID vaccine introduction and roll-out. <p>Community Engagement and Social Mobilization: Support CO and RO to conduct mapping of NGOs/CBOs operating in underserved communities for social mobilization. Support CO to integrate community engagement activities in microplans.</p> <ul style="list-style-type: none"> • Deliverable: One desk review (4 page max) on effective RCCE immunization approaches and develop key suggestions for RCCE related to Covid vaccine demand generation. <p>Capacity building: Organize exchange sessions in French and in English and support CO on their introduction/roll-out and misinformation management/vaccine hesitancy.</p> <p>Deliverables:</p> <ul style="list-style-type: none"> • Exchange sessions on misinformation management (One in each language, every 2 months, = 4 total/FR and 4 total/Eng). • One “training of trainers” (TOT) on Human Centered Design approach + two follow on exchange sessions (to discuss progress, lessons learned, trouble-shooting, peer-coaching, collective problem solving) <p>Partnerships: Contribute to support RO and CO on fostering and maintaining systematic engagement with faith communities and actors in WCAR.</p> <ul style="list-style-type: none"> • Deliverable: Meeting notes for each call/meeting (half page max, can be ¼ page)

Deliverables and Schedules	<p>Based on the scope of work, the consultant will establish a monthly work plan in coordination of the WCARO C4D specialist and the WCARO COVAX Country Readiness. The consultant will provide to the supervisor monthly progress reports, final consultancy report, as well as any other documents/tool generated during the consultancy. In addition to the deliverables mentioned in the “scope of work” section of this Terms of Reference, the consultant will produce three final documents: 1) Short summative final report (2 pages or less), with strategic “opportunities for action” (akin to recommendations); and 2) Lessons learned document (2 page max), with key insights learned through the consultancy.</p> <p>Exit strategy: The consultant will provide support during the first “waves” of COVID vaccine roll outs, which are currently happening at a staggered rate. As capacity is strengthened at country office, government counterpart and technical partner levels, the “skills transfer” will allow the consultant to progressively do more coaching and mentoring and less direct technical support.</p> <p>The “exit strategy” for this consultancy is the capacity of in-country actors. Capacity will be strengthened through webinars and “exchange sessions” between countries, through “training of trainers” and through provision of practical tools in two language.</p>
Payments	Payments will only be made for work satisfactorily completed and accepted by UNICEF as per the deliverables schedule.
Timing	The consultancy is planned for 10 months full time basis, with estimated start: June 21 st , 2021
Reporting Requirements	The consultant will report to C4D Specialist and to the WCARO COVAX Country Readiness Coordinator
Profile Requirements	<p>Education:</p> <ul style="list-style-type: none"> - An advanced university degree in one of the following fields is required: social and behavioral science, sociology, anthropology, psychology, education, communication, health promotion or another relevant technical field. *A first University Degree in a relevant field combined with 2 additional years of professional experience may be accepted in lieu of an Advanced University Degree. <p>Languages:</p> <ul style="list-style-type: none"> - Fluency in French and English is required, with strong coordination, communication and public speaking skills. <p>Experience</p> <ul style="list-style-type: none"> - A minimum of five (05) years of professional experience in one or more of the following areas is required: social development programme planning, communication for development, public advocacy or another related area. - Relevant experience in a UN system agency or organization is considered as an asset. - Experience working in a developing country is considered as an asset. <p>Competencies</p> <ul style="list-style-type: none"> - Formulating strategies and concepts - Excellent team player, able to work on own initiative and as part of a team - Applying Technical Expertise in the area of communication - Promoting, practicing and helping others value and respect diversity of gender, culture, opinions, values, perspectives, ideas, skills, expertise, knowledge and experiences. - Capable of working on multiple assignments simultaneously and adapting to changing demands.
Administrative Issues	<p>This assignment is home based with field missions in involved countries, when the COVID related travel restrictions permit if necessary.</p> <p>The consultant will be expected to adhere to the agreed timelines.</p>

The consultant is supposed to use his own laptop. The office will provide an UNICEF email address.

The Consultant will work under the terms and conditions as provided by UNICEF’s regulations governing consultants. All materials and information collected will be the property of UNICEF and will not be used by the consultants for any other purposes without the express authority of UNICEF.

As per UNICEF policy, payment is made against approved deliverables. No advance payment will be allowed unless in exceptional circumstances against bank guarantee, subject to a maximum of 30 per cent of the total contract value in cases where advance purchases, for example for supplies or travel, may be necessary.

Application requirements: Technical/Experience Review and Financial Proposal.

Technical/Experience Review will include:

- An up-to-date P11

The **Financial Proposal** will include (expressed in US dollars):

- Fee, inclusive of per diem;
- Travel costs.

Technical Evaluation Criteria:

Category	Total Points
1 Experience <i>Range and depth of experience with similar work</i>	70
2 Financial Proposal	30
Total Technical Scoring	100

Financial Evaluation Criteria:

The total amount of points allocated for the price component is 30. The maximum number of points will be allotted to the lowest price proposal that is opened and compared among those candidates which obtain the threshold points in the technical/experience review. All other price proposals will receive points in inverse proportion to the lowest price.

All prices/rates quoted must be exclusive of all taxes, as UNICEF is tax-exempted

