

## Terms of reference for a Consultancy to Develop a Communication Strategy for the Child Advocacy Centres “ZonaZaKrila”

### Background

Over the past decades recognition of violence against children (VAC) has grown and Bulgaria has been addressing the issue of VAC at multiple levels to ensure prevention, identification, reporting, response and redress through stakeholders at multiple levels of government, judiciary, civil society, academia, and professionals. At the same time, there is a lack of prevention and specialized services for children victims of violence in the country.<sup>1</sup> To address this gap, UNICEF supported the modelling of integrated services for children victims and witnesses of violence and crime and their parents in 3 regions of the country – Sofia, Shumen and Montana.

The objectives of the Child Advocacy Centres (CaC) are to provide integrated preventative and response VaC services - a 'one stop shop' where children victims of violence and crime and their parents can receive consultation, support, legal aid, psychological and social support, assistance for medical examination, child-sensitive forensic interview or hearing and advocacy for their best interests. The Child Advocacy Centres provide a 24/7 response to incidents of violence as well as primary prevention to children, parents and communities.

By the end of June 2020, the CACs have supported 1308 clients of which 756 children and 552 parents. They have provided psychological support to 561 children; legal support to 272 and child friendly hearing to 146 clients.

The work of the centres has also contributed to better identification of vulnerable children; hearing of children adapted to their rights and needs; improved co-operation among professionals and sectors and reduced workload of the Child protection departments (CPDs).

An independent external evaluation of the model and the services provided was completed in June 2020 which show that 86% of parents reported the CAC's made it easier for their child to receive help and support and 100 % of the children shared that the centres helped them to feel better and recover from the violence and victimization. Parents also shared that CAC's most relevant and effective service: psychotherapy and additional services, mainly legal services. The services and support provided also led to positive changes in child's behavior; overcoming personal trauma and improved child-parent relationships. The children's perspectives were that CAC's most relevant and effective service was psychotherapy. They also shared that CAC supported recovery from trauma and overcoming depression as well as to feel calmer and more confident, overcoming feelings of shame and fault, improved interactions with peers and teachers in schools and improved academic performance in school. Adolescents (age 14+) know about the Blue Room (child-friendly hearing premise) and prefer using the Blue Room but they are unhappy that it's the court decision whether they use the Blue Room. Asked what could be improved, children recommended not to change the CAC because for them change is bad and leads to stress.

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<sup>1</sup> *Analysis of the Child Protection System in Bulgaria*, UNICEF, 2019.

The Terms of reference is developed with the aim to follow up the recommendation of the independent external evaluation to develop a Communication strategy that targets national and local authorities, service providers, police and justice officials, health workers and educators to promote the services of the centres as well as to contribute to the sustainability and scale up of the model.

A separate terms of reference for an additional consultancy is envisaged for the development of a concept and communication materials for the promotion of the external independent evaluation results.

### **1. Purpose of the consultancy and scope of work**

*The main purpose* is in consultation with UNICEF to develop a Communication Strategy and Action plan for its implementation in order to promote and disseminate widely the CACs` model achievements, good practices and the services available to support vulnerable children, parents and specialists working with children.

The Strategy should complement UNICEF` efforts to ensure sustainability of the existing services and advocacy for scaling-up on national level.

The Strategy should include the following key components as a minimum:

- Brief summary of the situation analysis for VaC in Bulgaria and CaC`s work;
- Audience analysis including identification of priority audiences, their characteristics, barriers and facilitators, segmentation and influencing audiences;
- Communication objectives;
- Approaches for achieving objectives;
- Identification of Communication channels to disseminate messages;
- Propose key messages, tailored for each specific audience and for the proposed channels, and different formats, taking into account the possibility of using various formats as appropriate such as text, graphics, imageries, infographics, video, printed materials, etc. for targeting the different audiences identified in the analysis;
- Action plan for the implementation of the Strategy;
- Proposed indicators to assess the impact of the communication effort on the targeted audiences;
- Proposed estimation for a costed budget.

It should be noted that the development of communication materials and implementation of the Communication Strategy and Plan is envisaged to be a subject of separate consultancy.

### **2. Key deliverables**

**2.1. A comprehensive Communication strategy for the promotion of Child Advocacy Centres and their work for the period Oct 2020 - Dec 2021 which should include:**

- brief summary of the situation analysis;
- audience analysis including identification of priority audiences, their characteristics, barriers and facilitators, segmentation and influencing audiences;

- communication objectives;
- approaches for achieving objectives;
- identification of communication channels to disseminate messages- proposal for key messages, tailored for each of the proposed channels, to drive the desired change in line with the proposed communication objectives, and different formats, taking into account the possibility of using various formats as appropriate such as text, graphics, imageries, infographics, video, printed materials, etc. for targeting the different audiences identified in the analysis.

2.2. An Action Plan for implementation of the Strategy,

2.3. Proposed indicators and methods to assess the impact of the communication effort on the targeted audiences and

2.4. A Draft Budget.

All inputs and comments provided by UNICEF should be addressed in the process preparing the final documents. All materials submitted to UNICEF should be delivered in English, except if otherwise agreed. All submissions should be electronic.

### **3. Indicative timeframe**

The contract with the Consultant/ is envisaged to commence at the beginning of September 2020 for a period of three months.

The draft proposal for a Communication Strategy and an Action Plan for its implementation should be submitted within a month following the signing of the contract for review and validation by UNICEF .

The indicators and methods to assess the impact of the proposed communication efforts and the draft budget should be submitted within 10 working days after final approval of the proposed Communication Strategy and the Action plan for its implementation.

### **4. Requirements and criteria for the selection of the Consultant**

All candidates for the consultancy would be invited to submit information on their experience, provide examples of successful similar work with a proposed price offer. The proposed price offer must include all costs to be borne by the consultant for undertaking the assignment.

The selection would be done on the basis of relevant experience and examples of successful similar work, proposed budget/cost for the consultancy and the proposed timeframe for the implementation and provision of deliveries which should be in line with the indicative one outlined above in point 3.

At least ten years of relevant experience in strategic communication development and management including planning and delivering communication strategies and campaigns is required.

Provision of examples of relevant experience in working for governments and/or international organisations on consultancy assignments, especially in strategic communications planning, is not obligatory but would be considered as an advantage.

## 5. Payment

Two payments are envisaged, as follows:

- 50% will be paid upon submission and approval of the Draft Communication Strategy and Action Plan for its implementation;
- 50 % will be paid upon submission and approval of the proposed indicators and methods to assess the impact of the communication efforts as well as the proposed draft budget for implementation of the Strategy action plan.

## 6. Contract Management and Approval of Deliverables

The contract will be directly supervised by the Child Protection Specialist. The consultant will work in close cooperation with the members of UNICEF CO Child Protection and Communication team, especially the VAC Consultant, the Access to Justice Officer, the Child Rights Monitoring Specialist and the Communication for Social Change Officer.

All stages of the development and consultation of the key deliverables shall be approved by the Child Protection Specialist following validation by UNICEF Communications Officer.

## 7. Ethical considerations

In case of key informant interviews or any work with human subjects, all the necessary ethical considerations should be applied in line with UNICEF Procedure for Ethical Standards in Research, Evaluation, Data Collection and Analysis which can be seen at <https://www.unicef-irc.org/article/1809-ethical-research-for-children.html> and should be consistently applied throughout the process.

## 8. Additional considerations

- The Consultant should act with integrity and respect for all stakeholders in line with UNICEF ethical guidelines regarding data collection and evidence generation.
- UNICEF Country Office in Bulgaria holds copyrights for all reports and materials developed under the Consultancy. The documents (including raw materials, etc.) may not be reproduced, distributed or published without the written permission from UNICEF.
- UNICEF Country Office in Bulgaria will share with the Consultant all the relevant materials it has, facilitate communication with Implementing Partners and provide required expertise.
- UNICEF Country Office in Bulgaria and UNICEF Regional Office for Europe and Central Asia experts will review and provide feedback on reports prepared by the Consultant.
- Any information from produced reports or materials proposed under the Consultancy cannot be shared with the media and any other third parties without the written approval of UNICEF Country Office in Bulgaria.
- UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs is incomplete, not delivered or for failure to meet deadlines.

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