

# UNICEF GAMBIA – Covid-19 Vaccination – C4D & Social Mobilization Consultant

## Terms of reference

<b>Section:</b>	CSD / Health / Immunization	<b>Date:</b>	_____
<b>Title:</b>	COVID19 Vaccination – Social and Behaviour Change Communication /Advocacy Consultant	<b>Duty station:</b>	Banjul, The Gambia
<b>Reporting to:</b>	C4D Officer	<b>Contract type:</b>	Individual Contractor (NOC level)
<b>Duration:</b>	6 months with possibility of extension	<b>Start date:</b>	25 February 2022

## BACKGROUND

The continuing COVID-19 pandemic has caused unprecedented and sustained disruptions of services and ongoing interventions that are undermining national response efforts and putting strain on other critical and routine social services, especially in the health sector. In The Gambia, the COVID-19 pandemic response affected the immunization programme with children missing out on critical vaccines, initially due to impact on continuity of services and later due to competing priorities. However, in coordination with national and international partners and through provision of critical financial and technical assistance, continuity of services has been ensured. This multi-faceted crisis has critically exposed the structural and operational limitations of existing health systems and supply chain models and calls for increasing the investments aimed at supporting governments in their efforts to build and manage stronger health systems that are able to leave no child behind, operate at minimum capacity and meet surging needs.

COVID-19 vaccination could mitigate the further spread of the pandemic and ensure the resumption of routine service delivery. However, The Gambia is lagging in vaccinating against COVID-19. Despite the calls for reaching the targets of 10% and 40% by September and December 2021, respectively, vaccine uptake remains low at 20% of target population as of 24 January 2022. Initially, there was a good progress when vaccination started in The Gambia in March 2021, but it plateaued and slowed down during the first half of the year. The country launched mobile outreach vaccination campaigns in July-August which also showed good results as the number of vaccinated increased. However, the numbers started dwindling soon and once again by mid-September the number of people getting vaccinated dropped to less than a hundred per day which is much below the required rate to reach the national targets. It was clear that vaccine uptake improved considerably through mobile outreach campaigns as between December 2021 and January 2022, based on two house-to-house outreach campaigns, an additional 9 percent of the target population could be reached in contrast to 11% reached through the fixed site strategy which has been used since the beginning of the vaccination process in March 2021. The vaccination campaign is also facing some structural challenges including vaccine hesitancy, weak planning and coordination and also fatigue and competing priorities including nOPV2 campaign which divert both attention and already limited resources away from COVAX.

It is clear that without the rapid scale-up of vaccination, the population will remain at risk of continuing transmission of the virus and the emergence of new variants that may be more

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transmissible (e.g. Omicron), can effect larger populations and possibly lead to further mutations with newer strains which could evade the immune protection provided by the currently available vaccines.

### **UNICEF Gambia's Response**

UNICEF is the lead agency for the UN on risk communication and community engagement (RCCE) in the COVID19 response and co-chairs, with WFP, on Social Services Pillar covering social protection, WASH, education, protection, and education, and is an active member of all other coordination mechanisms and their sub-committees. UNICEF's involvement and leadership in the RCCE and Social Services pillars at the national and decentralized level is important to ensure that trust is built with communities by mobilizing and empowering them to be partners in the response to COVID19 while contributing to system strengthening for sustainability and building-back better. This process will include addressing the main barrier of human resource capacity and limited technical expertise available within the programme.

To address these urgent needs, UNICEF has successfully mobilized two project grants from USAID, namely "Prevention and Response to COVID-19 in The Gambia through RCCE interventions" and "COVID-19 Vaccine Roll Out", amounting to a total of US \$2,000,000. The main objective of these grants is to raise awareness around the risks regarding COVID19 and information sharing on preventative measures, and at same time support the Ministry of Health in the effective and timely roll out of the COVID19 vaccination campaign. The grants include a comprehensive component of supplies and also Infection Prevention and Control to ensure the protection of health care staff, effective data management and information sharing. The grants also include resources to address capacity gaps in the areas of coordination, data management and social mobilization/advocacy. The duration of both grants is for one year from September 2021 to September 2022.

Considering the above, this TOR for position of Social Mobilization/Advocacy Consultant are being circulated as there is an urgent need for this expertise at national level as part of UNICEF Gambia COVID-19 support to work closely, support and guide the key stakeholders including the Government, UN Agencies, and other partners ensuring quick uptake of vaccines.

### **Objective of the assignment**

To support The Gambia to further improve its COVID-19 vaccination, this TOR is launched to seek an individual consultant who will support the Ministry of Health staff members and UNICEF Gambia Country Office, specifically in the field of Social and Behaviour Change Communication and Advocacy with the following areas:

1. Technical support for the operationalization of the UN-RCCE support to the national RCCE – COVID-19 Response Plan
2. Technical support for the implementation of recommendations related to social mobilization and advocacy following the Intra-Action Review (IAR), Second National

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Deployment & Vaccination Plan (NDVP2), and Joint WHO-UNICEF Surge Support Mission for COVID-19 Vaccination Uptake

3. Technical support for Innovation, Knowledge Management and Capacity Building
4. Other tasks requested by the supervisor

### Tasks

1. Technical support for the operationalization of the UN-RCCE support to the national/regional RCCE COVID-19 Response Plan
  - a. Active participation and technical support in the regular RCCE meetings, activities, and other coordination mechanisms (including joint coordination meetings between RCCE and logistics subcommittee at national and regional levels), or as instructed by the RCCE Convener (UNICEF Gambia CSD Manager)
  - b. Collaborate/consult with UN-RCCE working group and MOH (EPI and Health Promotion Teams) to ensure synergy, integration, coherence, and harmonization of C4D activities and messages across partners.
  - c. Support in the operationalization of the terms of reference agreed in the UN-RCCE Working Group, including but not limited to:
    - i. Update of local messages and pre-test through a participatory process, specifically targeting key stakeholders and at-risk groups for COVID-19 vaccination and response
    - ii. Identify, map and analyze reach and comparative advantages of trusted community groups (local influencers such as community leaders, religious leaders, health workers, community volunteers, media, academia) and local networks (women's groups, youth groups, business groups, traditional healers, etc.)
    - iii. Establish large scale community engagement for social and behavior change approaches to ensure preventive community and individual health and hygiene practices in line with the national public health containment recommendations and the Gambian context
    - iv. Work with the data and monitoring team to ensure mechanisms for monitoring and utilization of data collected to improve planning and implementation of communication activities at all levels
    - v. Provide technical inputs and quality control in the development, testing, production, distribution and dissemination of appropriate information, education and communication materials for maximum audience reach and impact in consultation and collaboration with internal and external partners.
2. Technical support for the implementation of recommendations following the Intra-Action Review (IAR), Second National Deployment & Vaccination Plan (NDVP2), and Joint WHO-UNICEF Surge Support Mission for COVID-19 Vaccination Uptake
  - a. Provide technical guidance and support on way forward suggested during the IAR workshop for vaccine acceptance, demand/risk communication and community

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engagement, which included mapping, training and engagement of community influencers and capacity building on infodemic management.

- b. Address bottlenecks and provide mitigating actions for social mobilization challenges, as highlighted during the IAR.
  - c. Assess and operationalize recommendations from Joint WHO-UNICEF Surge Support Mission, which include but are not limited to:
    - i. Map and identify additional and non-traditional vaccination champions, in order to match them with certain segments of population that will likely and effectively engage with these champions.
    - ii. Coordinate the implementation of high quality and innovative community and public engagement and participation through integrated C4D approaches aimed at mobilizing and garnering household, community and public support, acceptance of COVID-19 vaccine and adoption of critical lifesaving, care and protective practices.
    - iii. Delineate activities and approaches that are more appropriate for urban settings, with clear indicators to measure effectiveness. These include social media analytics, with regular reporting and trends analysis, and conducting of opinion polls to monitor prevailing rumors.
    - iv. Immediate implementation of the Knowledge, Attitudes, and Practices (KAP) study, with interim analysis to allow the teams to adjust strategies as soon as possible. Findings from the previous KAP conducted should also be reviewed to inform the current messaging and approaches.
3. Technical support for Innovation, Knowledge Management and Capacity Building
- a. Institutionalize/share best practices and knowledge learned with Government and other local partners and stakeholders to build capacity
  - b. Organize/implement capacity building initiatives to enhance the competencies of clients/stakeholders/partners (Government and non-government) in C4D planning, implementation and evaluation in support of vaccination program
  - c. Develop and disseminate capacity building materials to MOH and other Ministries, at national and regional level for social mobilization, RCCE, and social behavioral change efforts relating to COVID-19 vaccination

### Deliverables with timelines

Under the supervision of the UNICEF Communications for Development Officer, and in coordination with the UNICEF Child Survival and Development Manager and the COVAX Project Coordination, the consultant will provide technical support to Ministry of Health in The Gambia for the preventative aspects of COVID 19, COVID-19 vaccination implementation and improvements, and coordinate with the national, regional, and UN Teams, both UNICEF and beyond (i.e. UN-RCCE Working Group Members).

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Deliverables	Timeline
Submission of monthly report	Monthly

### Payment schedule

Monthly payment will be made with DSA upon submission of satisfactory monthly report

### Profile requirement and academic qualification

#### **Education:**

- Advanced degree in Communications, Social and Behavioural Change, Social Sciences, Public or Environmental Health, or any technical field related to UNICEF's Communication for Development framework.

#### **Work experience:**

- At least 10 years' experience (or 8 years if Master) of progressively responsible and relevant work experience in the specified fields above, of which 4 years in developing countries.
- Experience working in the UN system agency or organization or having worked in The Gambia is an asset
- Evidence of work with UN or other development or multi-lateral agencies in Communication for Behaviour and Social Change, hygiene promotion, community engagement or social mobilization.
- Experience in emergency response is an asset.
- Strong analytical, oral, & written communication skills
- Fluency in English is required.

### Administrative issues

The incumbent will be based at UNICEF The Gambia or EPI/MOH as the case may be (if the epidemiological context and physical space permits) on a full-time basis, where office space and IT equipment will be provided.

UNICEF The Gambia will provide a temporary email address.

UNICEF The Gambia will make arrangement for her/his travels (TA, tickets, DSA) as per policy.

#### **Prepared by:**

*Shahid Mahbub Awan*

[Shahid Mahbub Awan]  
[CSD Manager]

Date:

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### Reviewed by:



[Maxime Germain]  
OIC Deputy Representative

Date:

### Approved by:



[Gordon Jonathan Lewis]  
Country Representative

Date: