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| **Heading: Communication for Development (C4D) National Consultant (Immunization)** to support planning, implementation and monitoring of Japanese Encephalitis vaccination Campaign **Section in Charge**: YCSD**How does the consultancy relate to work plan:** Improved Young Child Survival and Development (YCSD) with focus on the most vulnerable age groups -newborn by 2017 through increased coverage and quality of more evidence-based preventive and curative services for under-five children and newborn.**Outcome reference**: *102*: Increased equitable access and use of quality high impact maternal, newborn and child health (MNCH) services.**Output reference**: *102.003* - More mothers and/or caregivers adopt appropriate newborn and child health practices and child health services.**Activity reference**: 102.003.003: Support routine immunization and introduction of new vaccines by creating demand for increased uptake of immunization services through communication campaign, community mobilisation/participation and IPC by BHS and volunteers. |
| 1. Background:

The Ministry of Health and Sports, Union Government of Myanmar has received funding support from Gavi to support planning and implementation of nationwide Japanese Encephalitis (JE) vaccination catch up campaign targeting nearly 14 million children aged 9 month to 14 years. The campaign will be supported by the alliance partners – UNICEF and WHO – who have been designated to manage financial resources on behalf of the Ministry of Health and Sports.UNICEF has been requested to provide technical, financial and human resource support in the areas of: i) cold chain and vaccine management; ii) overall campaign logistics including distribution and transportation of supplies; iii) communication, social mobilisation and advocacy to increase the community understanding on the rationale of the campaign and increase demand and uptake of service during and after the JE campaign; and iv) reaching the unreached children mainly in the conflict affected, hard to reach, self-administrative regions and peri-urban particularly among the migrant workers and slum dwellers.In order to facilitate the planning and implementation of the campaign, UNICEF will be deploying additional human resources to work closely with UNICEF, WHO, CEPI, Health Literacy Promotion Unit (HLPU) and other key stakeholders involved in the campaign. Therefore a specific focus on JE campaign communication, social mobilisation and advocacy needs a dedicated staff throughout the campaign period to ensure timely planning and implementation of communication plan of action.  |
| 1. Purpose of the consultancy: To support the Central Expanded Program in Immunization (cEPI) in the Ministry of Health and Sports in planning, implementation and monitoring of the nationwide JE vaccination campaign targeting children 9 months to 14 years of age with a focus on how various target groups and geographical locations will be reached with key communication messages about the campaign.
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| 1. Reasons why the Assignment cannot be done by a UNICEF Staff Member: The support for communication and social mobilisation will require specialised knowledge and familiarity with immunization campaign planning which is beyond the capacity of existing UNICEF staff who are already stretched with other competing priorities. In addition, the planning and implementation of JE campaign is time bound and requires 100% dedication of staff’s time. Therefore external consultant is required to specifically support the JE campaign.
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| 1. Geographic Area: Nation-wide (the consultant will be based in Yangon with frequent travel to NayPyiTaw and other State/Regions).
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| 1. Duration (including potential extension): The consultancy will be for duration of 11 months from 1st May 2017 to 31st March 2018 with possibility of extension in case the campaign implementation is delayed.
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| 1. Supervisor: The Consultant will be supervised jointly by the UNICEF C4D Specialist (YCSD) and Immunization Specialist with technical guidance from Chief of Health and Nutrition.
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| 1. Type of Supervision/Support required from UNICEF: Day-to-day support will be provided by the C4D Specialist (YCSD) and Immunization Specialist in Myanmar CO.
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| 1. Description of assignment:
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| **Tasks** | **End Product/deliverables** | **Deadline** |
| 1. Support UNICEF EPI team to ensure that the communication strategy and plan of action is translated into local context and all agreed activities are implemented and monitored in coordination with the Ministry of Health and Sports.
 | Communication plan of action for JE campaign and introduction of the vaccine in to routine immunization including detailed budgets especially on activities to be implemented at lower levels. | 15th June 2017 |
| 1. Work with CEPI, UNICEF teams, and graphic designers to design, produce as well as pre-testing and finalizing communication materials including print and broadcast media for the JE campaign.
 | Key campaign IEC package with the following:1. Set of IEC materials ready for printing (including posters, banners, flyers, invitation cards, advocacy folders) together with distribution plan.
2. Approved key messages for TV/Radio sports and SMS to caregivers.
 | 15th July 2017 |
| 1. Support development of communication training materials for the campaign in coordination with WHO, CEPI and HLPU to be included in the campaign technical training materials.
 | Communication and social mobilisation training materials developed and integrated in to technical guidelines for basic health staff and volunteers. | 15th August 2017 |
| 1. Support monitoring, supervision and monitoring of communication and social mobilisation activities before, during and after the campaign with emphasis on hard to reach, conflict affected and self-administrative regions.
 | Special JE vaccination campaign communication plan of action for hard to reach, conflict affected and self-administrative regions. | 15th September 2017 |
| Monitoring, supervision and evaluation tools to be used before, during and after the campaign with special focus in urban areas, conflict affected, hard to reach and self-administrative regions. | 15th October 2017 |
| 1. Support CEPI and HLPU in organizing advocacy events (with media, NGOs, special administrative regions, Government departments – education) including planning for launching of the campaign.
 | Report highlighting on the lessons learned, best practice and challenges from various advocacy events and launching ceremonies organized accompanied with a set of guidelines and other relevant documents used for these events. | 15th November 2017 |
| 1. Support CEPI and UNICEF in monitoring of the JE campaign for both phase (school and community phase).
 | Report on the implementation of communication activities for the school phase of JE vaccination. | 31st December 2017 |
| Report on the implementation of communication activities for the community phase of JE vaccination. | 31st January 2018 |
| 1. Facilitate documentation of lessons learned, best practices and challenge of implementing communication activities for the JE campaign and introduction in to routine EPI.
 | Final JE Campaign implementation and monitoring Report highlighting lessons learned, best practice and needed improvements for future campaigns. | 15th March 2018 |
| 1. Advertisement / Invitation / Request for Expression of Interest; Consultancy will be advertised through HR network and on UNICEF website as well as soliciting from the existing database at country office, WHO and NGO networks.
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| 1. Selection process (EOI to be attached to TOR): Interested candidates are required to complete the Expression of Interest Form circulated with the call for proposals, answering the technical questions included. The consultant will be identified by UNICEF based on a competitive selection process, taking into account the candidate’s experience, the quality of the answers produced, and the lump-sum requested. If deemed opportune, UNICEF will require a telephone interview with shortlisted candidates.
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| 1. Proposed payment schedule based on deliverables:

The payment will be made upon receipt of deliverables as indicated below

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| Sr. No | **Deliverable** | **Expected payment date** |
|  | 10% of total fee paid upon submission of Communication plan of action for JE campaign and introduction of the vaccine in to routine immunization including detailed budgets especially on activities to be implemented at lower levels (10% of total fee). | 15th June 2017 |
|  | 10% of total fee paid upon submission of Key campaign IEC package with the following:1. Set of IEC materials ready for printing (including posters, banners, flyers, invitation cards, advocacy folders) together with distribution plan.
2. Approved key messages for TV/Radio sports and SMS to caregivers.
 | 15th July 2017 |
|  | 10% of total fee paid upon submission of Communication and social mobilisation training materials developed and integrated in to technical guidelines for basic health staff and volunteers. | 15th August 2017 |
|  | 10% of total fee paid upon submission of Special JE vaccination campaign communication plan of action for hard to reach, conflict affected and self-administrative regions | 15th September 2017 |
|  | 10% of total fee paid upon submission Monitoring, supervision and evaluation tools to be used before, during and after the campaign with special focus in urban areas, conflict affected, hard to reach and self-administrative regions | 15th October 2017 |
|  | 10% of total fee paid upon submission Report highlighting on the lessons learned, best practice and challenges from various advocacy events and launching ceremonies organized accompanied with a set of guidelines and other relevant documents used for these events | 15th November 2017 |
|  | 10% of total fee paid upon submission of Report on the implementation of communication activities for the school phase of JE vaccination  | 31st December 2017 |
|  | 10% of total fee paid upon submission of Report on the implementation of communication activities for the community phase of JE vaccination | 31st January 2018 |
|  | 20% of total fee paid upon submission of Final JE Campaign implementation and monitoring Report highlighting lessons learned, best practice and improvement needed for future campaign. | 15th March 2018 |

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| 1. Qualification and specialized knowledge/experience required for the assignment:

 **Education*** Advanced university degree relevant to the following areas

Communications, Social sciences, health education, Public Administration or a related field combined with relevant experience * Additional training in Public Health, Health Education, Communication for Development

**Work Experience*** At least 2-3 years professional work experience in communication, advocacy, emergencies and development work.
* Demonstrated experience in behaviour change communication, community activities, development of communication materials and social research.
* Demonstrated ability to work in a multicultural environment and establish harmonious and effective working relationships both within and outside the organization.
* Experience in child-focused programming important.
* Prior experience within UNICEF/UN context a plus.

 **Language proficiency** Fluency in English and Myanmar (oral and written) |
| 1. Other conditions:
2. The consultant will be based in Yangon with frequent travel to NayPyiTaw and other State/Region depending on the needs.
3. The payment will be deliverable based and expected that the consultant will work from home for at least 30-40% of her time to maximize best use of time and complete the deliverable as per agreed timelines.
4. This consultancy is for 11 month and payment is based on the deliverable as per agreed schedules.

**Life and health insurance** UNICEF does not provide or arrange life or health insurance coverage for consultants and individual contractors, and consultants and individual contractors are not eligible to participate in the life or health insurance schemes available to United Nations staff members. Consultants and individual contractors are fully responsible for arranging, at their own expense, such life, health and other forms of insurance covering the period of their services as they consider appropriate. The responsibility of UNICEF is limited solely to the payment of compensation for service-incurred death, injury or illness as per the provisions detailed below.**Insurance for service-incurred death, injury or illness**Consultants and individual contractors who are authorized to travel at UNICEF expense or who are required under their contract to perform services in a UNICEF or United Nations office shall be provided with insurance coverage, through a UNICEF-retained third party insurance provider, covering death, injury and illness attributable to the performance of official UNICEF duties. Compensation in the event of service-incurred death, injury or illness shall be equivalent to amounts stipulated in the agreement between UNICEF and the insurance provider. **Payment**Payments will be made based on reception of the deliverables as mentioned in detail under section 11.**Confidentiality:** The documents produced during the period of this consultancy will be treated as strictly confidential, and the rights of distribution and/ or publication will reside solely with UNICEF. The contract signed with the consultant will include the other general terms defined by UNICEF. |
| 1. Nature of Penalty Clause to be stipulated in the contract:

UNICEF Myanmar reserves the right not to pay the Contractor or withhold part of the payable amount if one or more requirements established for this assignment is not met or deadline set for the accomplishment of the tasks is missed. |