

## **UNICEF Moldova**

### **TERMS OF REFERENCE**

#### **Individual Consultancy**

**Specialist in Adolescents health communication (consultancy), part time, 16 hours per week**

**Support to UNICEF Moldova in development of a comprehensive Communication for Behaviour Change (C4BC) Strategy and Implementation Plan to promote Youth Friendly Health Services and positive behaviours among adolescents.**

**Duration: eleven months with possibility of extension**

**Location: Chisinau**

#### **Background**

In 2013, UNICEF Moldova initiated its current Country Programme with the Government of Moldova. As part of this programme, UNICEF Moldova supports health sector in promotion of youth friendly health services and development of healthy behaviours among adolescents. Even if the network of youth friendly health services (YFHS) has been established in 2002-2008 period with the development of the YFHS Quality Standards in 2009 and extending the network in 2013, still the outcomes are weak. The prevention of diseases, especially HIV, have shown a slight decrease in the share of newly diagnosed HIV cases among age group 15-24 years old that have decreased from 25 in 2006 to 12,6% in 2015.

According to behavioural and social determinants of adolescents health study performed in 2014, every fifth adolescent have tried smoking during their lifetime and one in ten (14.1% of boys and 3.3% of girls) respondents has tried to smoke during the last month. 8% of respondents have indicated that they are currently smoking. 4.9% from the respondents have indicated using cannabis during their lifetime and 1.4% during last month. Alcohol consumption during lifetime was reported by 28.3% of 11 years old, 42.7% of 13-years old, 73% of 15-years old and 81.9% of 17-years old, the share increasing with the age group. 18.3% of 15-years old and 38.8% of 17-years old young people have reported having had a sexual intercourse with worrisome data about one third of 15-years old boys and more than half of 17-years old boys have never used contraception in their last sexual intercourse. Young people aged 10-24 make up nearly a quarter of the total population in Moldova, and 13.6% are adolescents (10-19 years of age). Moldovan young people face various issues related to their health and development such as sexual health problems (STIs and HIV, unwanted pregnancies and abortions), substance abuse (excessive alcohol consumption, smoking, illicit drug use), mental health issues and suicide. In addition, adolescents face a compounded form of vulnerability: young people are affected by the high level of unemployment, the lack of non-formal educational opportunities, and the pressure of migration. The lack of opportunities for continuous education and life skills development, as well as the lack of meaningful participation and access to organized free-time activities increases youth exposure to criminal activity and substance abuse. Life skills education, which is necessary for the healthy development of young people, is not included in the mandatory curriculum of educational institutions. Up to one third of adolescents live without one or both parents at home due to labour migration. The lack of parental supervision leads to increased vulnerability to risky health behaviors, trafficking, violence and other forms of exploitation.

To address the challenges faced by adolescents and youth, the Government of Moldova created a network of youth friendly health services (YFHS) aiming to provide friendly services to younger generation, including to most at risk adolescents. With financial aid from Swiss Agency for Development and Cooperation (SDC), the Ministry of Health expanded the network of youth friendly health services in every district of the

country. UNICEF and the “Health for Youth” Association provide continuous support in improving the quality of YFHS, and building capacity of health service providers in youth friendly approaches.

Under the second phase of the Healthy Generation project with the Swiss Agency for Development and Cooperation (2014-2018), UNICEF works to improve the legal, policy and regulatory framework in order to remove legal barriers for adolescent to access YFHS, to strengthen the capacities of YFHS staff in delivering quality services, including for most at risk adolescents and to promote social change in adolescent health and development through communication and community mobilisation. The consultancy will contribute meeting outcomes of the Healthy Generation Project.

## 1. Purpose of work

The purpose of the consultancy is to provide technical assistance and support in developing a C4BC Strategy aimed at improving adolescent’s knowledge, skills and support to adopt healthy lifestyle and access to appropriate services through promotion of youth friendly health services and promotion of healthy behaviours among adolescents.

## 2. Objectives

The specialist will have following major areas of responsibilities:

- **Develop C4BC Strategy outline and components identification through a desk review of the existing documents/local guidelines/ international best practices on C4BC Strategy.** The expert will have to present a desk review of the already existing materials and compile all local communication guidelines to ensure development of a proper national C4BC Strategy. The desk review should present best international practices on promoting youth friendly health services and develop positive behaviours among adolescents with feasible scenarios presented and agreed by the working group.
- **Development of the C4BC Strategy with Budget and Implementation Plan required to promote youth friendly health services and develop positive behaviours among adolescents.** The expert will ensure that the developed strategy will contain all elements to ensure communication for behaviour change. He/she will apply interactive approaches and life planning skills to enable behaviour change. The strategy should include various techniques to ensure a greater impact, such as repetition of key messages through multiple channels, like: face to face communication, counselling and peer education to address deeply rooted behaviours, mass-media to reach a broad audience and introduce/promote new behaviours. The Implementation Plan of the C4BC Strategy should combine both education and entertainment to better engage youth; connect youth with parents or other role models, like schools or communities. The strategy should be closely linked with developed guidelines in the area of communication for social change and social mobilisation for YFHS along with support provided for its implementation and liaison with the C4BC strategy. The expert will develop as well the budget for the implementation of the C4BC Strategy to promote youth friendly health services and develop positive behaviours among adolescents. The expert is expected to develop and provide the action plan to implement the C4BC Strategy with clear roles and responsibilities on the appropriate communication interventions proposed at different levels. The specialist will provide support to the working group in developing key messages and key communication packages to promote youth friendly health services and enable positive behaviours among adolescents. The action plan should include as well the monitoring and evaluation frameworks, to be able to track progress and evaluate final results.
- **Support provided to 5 YFHS in development and implementation of context specific communication strategies in the area of adolescents’ health.** The consultant is expected to provide support in implementing the local guidelines and the liaison between local guidelines and C4BC Strategy to promote YFHS and develop healthy behaviours among adolescents.

### 3. Details of how the work should be delivered

The initial contract is planned for eleven months, with possibility of extension. The specialist will develop activities according to the schedule bellow, and in close consultation with UNICEF Health Officer and Programme colleagues. The consultancy will be delivered through a mix of home-based and office-based activities contingent on the agreed work-plan to ensure the timely delivery of the deliverables. Along with support provided with the working group on the agreement of the C4BC Strategy outline and strategic directions, the specialist will conduct consultation/validation meeting on the C4BC Strategy with Budget and Implementation Plan for context agreement with national stakeholders.

### 4. Deliverables and delivery dates (based on the work plan):

No.:	Activity	Deliverables	Tentative deadlines*
1.	Develop general and monthly individual work plan based on the review of on-going and planned activities and projects, available publications and reports, rolling work plans and other relevant documents related to C4BC Strategy	Work plan developed	First plan – after 2 weeks of contract signature
2.	Develop brief monthly reports on implementing of all planned and ad-hoc activities with attached deliverables related to below items: 3-8	Monthly reports on implemented activities, along with deliverables (in English)	By 25 <sup>th</sup> of every month
3.	Development of the C4BC Strategy outline and components identification through: - desk review of the existing communication guidelines developed at local level, review of relevant studies, revision of the international experiences and best practices and their adjustment to local context and adolescents needs; - present best practices and feasible scenarios for C4BC approach to promote youth friendly health services and develop healthy behaviours among adolescents to the working group	Document good practices in the area of C4BC Methodology and tools  Support materials presented to the working group Feed-back from the working group collected	Based on the monthly work plan
4.	Development of the C4BC Strategy and Implementation Plan to promote youth friendly health services and develop positive behaviours among adolescents: - Develop first draft of the C4BC Strategy and Implementation Plan; - Consultation meeting on the first draft of C4BC Strategy and Implementation Plan to promote youth friendly health services and	First draft of the C4BC Strategy and Implementation Plan;  Workshop agenda; Handout materials;	Based on the monthly work plan

	development of healthy behaviours among adolescents (1-day consultation meeting); - Revise and finalize C4BC Strategy and Implementation Plan to promote youth friendly health services and development of healthy behaviours among adolescents	Presentation in Power Point; Other materials as relevant (draft Strategy and Implementation Plan); Collect feedback on the first draft Strategy.	
5.	Develop the budget plan needed to implement the validated C4BC Strategy and Implementation Plan to promote youth friendly health services and develop healthy behaviours among adolescents	The budget plan required for the implementation of the C4BC Strategy and Implementation Plan presented and validated by the working group	Based on the monthly work plan
6.	Submit final version of the C4BC Strategy and Implementation Plan with budget incorporated based on results of validation meeting	Final C4BC Strategy and Implementation Plan presented for approval to the working group and relevant stakeholders	Based on the monthly work plan
7.	Support provided to the working group in developing key messages and key communication packages to ensure promotion of youth friendly health services and development of healthy behaviours among adolescents	Key messages and key communication packages developed and agreed by the working group	Based on the monthly work plan
8.	Ensure liaison between C4BC Strategy and guidelines in the area of communication for social change and social mobilization developed at local level  Support provided to 5 YFHS in implementing local guidelines in the area of communication for social change and social mobilization	- Local communication guidelines incorporated in the C4BC Strategy - Drafts of inputs/written materials on IEC materials developed. - Key messages and key communication packages developed and agreed by the working group	On-going activities
9.	Develop final assessment of implemented strategies and recommendations on further implementation of communication strategies and ways to further strengthen the capacities of YFHS in communication for social change and social mobilisation	Final evaluation report	5 days

\* Exact deadlines will be mutually agreed upon contract signature.

## 5. Reporting requirement

The specialist will produce the following major outputs. Each product will be reviewed by the Health Officer and approved by the national working group.

Minutes of the meetings regarding the presentation of best practices of C4BC Strategy and feasible scenarios for existing habits based on international experience and local context presented and agreed by the working group and local stakeholders.

Draft Report on the concept note of the C4BC Strategy outline with recommendation integrated presented and agreed by the national working group.

Report on the first draft of C4BC Strategy with budget plan and implementation plan to promote youth friendly health services and develop healthy behaviours among adolescents, agreed by the working group and relevant.

A final report on C4BC Strategy and Implementation Plan that incorporates the first draft comments to promote youth friendly health services and develop healthy behaviours among adolescents, agreed by the national working group and relevant.

## **6. Performance indicators for evaluation of results:**

The performance of work will be evaluated based on the following indicators:

- Completion of tasks specified in ToR;
- Compliance with the established deadlines for submission of deliverables;
- Quality of work;
- Demonstration of high standards of work with UNICEF and with counterparts.
- Successful partnerships with key partners and stakeholders.

## **7. Qualifications and experience**

Key expected qualifications are as follows:

- Advanced university degree in communication, public health, social sciences or other relevant studies.
- At least 5 years of experience in conceptualising, designing and/or managing programs in the area of communication for behaviour change/communication for development.
- Proven experience in designing and implementing C4BC strategies and programs focused on adolescents' behaviour and/or promotion of youth friendly health services.
- Experience in developing communication tools/materials related to adolescents' behaviour and promotion of youth friendly health services.
- Familiarity in development and implementation of specific communication strategies in the area of adolescent health.
- Analytical capacity and proven experience in planning and management;
- Good communication and presentation skills;
- Excellent team work skills;
- Experience in working with UNICEF or other UN Agencies will be an asset.
- Excellent command of Romanian, Russian and good level of English, both oral and written.
- Availability to work with UNICEF as indicated in the current ToR.
- Flexibility in responding to office needs.

## **8. Application Process**

Interested individuals should submit both technical and financial proposal (separately).

The **Technical Proposal** should include the following:

- Personal Profile highlighting consultant qualifications and experience in implementing the assignment, please include details of specific experience with similar assignments in the past eight

years.

- Detailed understanding of UNICEF's requirements for this assignment and bidders value proposition
- Short concept of the assignment, demonstrating how you meet or exceed UNICEF requirements for this assignment
- Proposed timeline and milestones
- Evidence in the form of job completion certificate, contracts and/or references
- Quality assurance mechanism and risk mitigation measures put in place.

#### **Financial proposal and payment modality:**

The financial proposal shall specify the monthly fee requested for the tasks described in the current ToR, and based on the deliverables and delivery dates work plan envisaged. Best value for money principle will be taken into consideration under final selection.

The payment will be done on a monthly bases, according to the list of deliverables performed and implemented activities.

#### **9. Definition of supervision arrangements**

The specialist will work under the direct supervision of the Health Officer of UNICEF Moldova. Payments will be rendered upon submission of the monthly report approved by the Supervisor, and contingent upon the quality of deliverables specified in the work plan.

UNICEF Health Officer will regularly communicate with the consultant and provide formats for reports, feedback and guidance on his/her performance and all other necessary support so to achieve objectives of the consultancy, as well as remain aware of any upcoming issues related to consultant's performance and quality of work. S/he will meet with relevant partners and UNICEF specialists as required.

All activities and deliverables will be discussed and planned in consultation with UNICEF.

#### **10. Description of official travel involved**

The work could require local travels for visiting and consulting YFHCs. They will be agreed with the supervisor. Prior to starting the assignment, the selected candidate must undertake the on-line Basic Security in the Field training (to be provided by UNICEF).

#### **11. Copyrights & utilization rights**

The copyright and the right of utilization of all the materials will belong to UNICEF Moldova.

#### **12. Support provided by UNICEF**

UNICEF will regularly communicate with the specialist and provide feedback and guidance and necessary support so to achieve objectives of the work, as well as remain aware of any upcoming issues related to the performance and quality of work. UNICEF will provide with relevant documents and available research; contacts and lists of relevant technical people to work with, constant guidance and feedback in relation to specialist's work.

#### **13. Evaluation criteria for selection**

The candidate is expected to reflect in his/her application the competences/ knowledge/ experience related to the qualifications and tasks above. Technical evaluation will be performed through a desk review of applications, and if necessary, may be supplemented by an interview. The selection will be based on the principle of "best value for money" among the technically qualified candidates.