

TERMS OF REFERENCE

Individual Consultancy

Communication specialist (part time, 16 hours per week, office based), Implementation of the Communication for Behaviour Change Strategy to increase demand for immunization

Duration: Eleven months with possible extension

Location: Chisinau

Background

In 2013, UNICEF Moldova initiated its current Country Programme with the Government of Moldova. As one component of this programme, UNICEF Moldova supports the Government in reducing disparities in young children health. The Government of the Republic of Moldova places immunization as a key public health intervention to prevent infectious diseases and to reduce associated health, social and economic burdens.* The Government has implemented several medium-term National Immunization Programme (NIP) plans since 1994. The present NIP for the period 2016 to 2020 is the fifth such plan, reflecting the state's top-priority commitments to ensuring vaccination against vaccine-preventable diseases.†

The 2011-2015 NIP witnessed an increase in vaccination hesitancy and resistance among Moldovan parents and caregivers. This phenomenon is leading to a decline in vaccine coverage. The decreasing coverage has been attributed in part to anti-vaccine misinformation and weak communication practices to address parents' concerns. From a high of 95-98 per cent in 2003-2007, coverage declined to 80-97 per cent in 2015 and lower in certain municipalities.

The National Immunization Programme aims at "eliminating or reducing morbidity, disability and mortality from preventable diseases by ensuring mandatory immunization for 13 antigens‡ guaranteed by the state."§ To this end, the goal is to achieve and sustain 95 per cent vaccination coverage toward universal protection of under-five children and other target groups from vaccine-preventable infectious diseases by 2020.

To achieve the programme goal, the Government partners with WHO, UNICEF, GAVI and health-oriented civil society organizations (CSOs) in strengthening and implementing the current NIP. The NIP addresses five interrelated components. Four components are supply-side essentials: vaccine supply and quality, logistics, surveillance and service delivery. One component pertains to the demand-side essential: **advocacy and communication**.

The NIP aims to apply **three interdependent strategies** that cut across the five supply and demand components:

1. **Communication for behavior change:** Raise public awareness about the importance of immunization and promote immunization at all levels, as a right and an obligation of any person.
2. **Equitable and universal access to immunization:** Ensure equitable and universal access to immunization guaranteed by the state for everybody by means of innovative

* The National Immunization Programme for the period of 2016 through 2020. Republic of Moldova, p. 1.

† Ibid.

‡ See Annex 1, NIP mandatory immunization schedule of the Republic of Moldova 2016 -2020.

§ The National Immunization Programme for the period of 2016 through 2020. Republic of Moldova, p. 5.

strategies tailored to local conditions.

3. **Stronger services, surveillance and control of vaccine-preventable diseases:**
Strengthen the services of immunization, epidemiological surveillance and control of vaccine-preventable infections as an integral part of the health system.

To address the first strategy of communication for behavior change (C4BC), and in response to recommendations from the 2015 Joint Appraisal by GAVI, WHO and UNICEF and a 2012 Qualitative Study, the UNICEF Country Office in Moldova has commissioned a company to develop a communication for behaviour change strategy for 2017 through 2020. This is the first time that a communication for behaviour change strategy will be implemented as integral to the programme (the last sentence is not quite clear).

The strategy is a multi-layered, many-pronged document that combines the use of a variety of communication approaches and channels at national, rayon and community levels, applying advocacy, behaviour change communication, social change communication and social mobilization. It suggests actions for the full four-year period between 2017 and 2020, with assumptions that annual adjustments will be required. Currently, the Ministry of Health with UNICEF support is coordinating Strategy consultation and approval process. A National Working Group on Communication for Immunization is going to be established as a body for coordinating overall implementation of the Strategy.

Recognizing that continuous support is essential to effective and ongoing implementation of the strategy, UNICEF Moldova is seeking a specialist in communication for behaviour change for an initial eleven months period with possible extension

1. Purpose of work

The purpose of the consultancy is to ensure effective implementation of the strategy through overall management and coordination support to the National Working Group on Communication for Immunization and its stakeholder members.

2. Objectives

The specialist will have following major areas of responsibilities and tasks:

Managing Strategy implementation

- Develop annual operational plan for implementation of the strategy for submission to the National Working Group on Communication for Immunization;
- Decide with UNICEF and the National Working Group on an overall approach;
- Develop and submit quarterly reports on the status of the C4BC effort.

Designing communication packages

- Refine and expand, if necessary, the Key Messages for the different participant groups; translate to relevant languages and pre-test them; and present them to the National Working Group for finalization and approval;
- Ensure production and coordinate dissemination of advocacy, educational and promotional materials, as per agreed production plans and dissemination plans. This includes determining sufficient quantities and preparing distribution lists, phased or continued as necessary.

Building partnerships and advocacy

- Get involved in fundraising efforts for C4BC strategy implementation and prepare proposals to donors as requested;
- Establish partnerships with relevant stakeholders (parliamentarians, religious leaders, media CEOs, producers and personalities, mother-leaders; and CSO representatives and leaders), with focus on strengthening local capacity.

Monitoring and evaluation

Set a process monitoring mechanism in place, including:
Develop monitoring plan and coordinate with the Ministry of Health annual targets for changes in caregiver acceptance of immunization;
Support monitoring process, compile monitoring reports and present those to the National Working Group on C4BC implementation;
Develop a clear plan for mid-term (end of 2018) and post-strategy (end of 2020) evaluation.

Mainstreaming cross-cutting issues

Work closely with relevant specialists at the National Center of Public Health (NCPH) (communication and health promotion office), ensuring on-site capacity building support and knowledge transfer;
Provide technical support to the National Center of Public Health on effective promotion of immunization services and crisis communication (in organizing communication events, developing communication materials, maintaining social media channel activities);
Work closely with a consultant recruited by UNICEF to focus specifically on providing capacity building to health professionals to improve their interpersonal skills;
Review the *Crisis Communication Plan for the introduction of rotavirus vaccine in Moldova* so that it could be applied in case of adverse event following immunization and misinformation from other vaccines;
Draft TORs for the consultants and contractors required for proper Strategy implementation (once Strategy will be approved and funded).

Perform additional tasks required to ensure implementation of the strategy and in line with the Strategy scope and objectives.

3. Details of how the work should be delivered

The initial contract is planned for eleven months (March 2017 – February 2018), with possibility of extension. The specialist will develop activities according to the schedule below, and in close consultation with UNICEF Programme colleagues (Health Officer and Communication Officer).

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

Deliverables include but are not limited to:

Nr.	Activity	Deliverables	Tentative deadlines*
1.	Develop general and monthly individual work plans 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 public health area	<ul style="list-style-type: none">Work plans developed	First plan – in 2 weeks upon contract signature and subsequent monthly up-date by 30 th of every month
2.	Develop brief monthly reports on implementing of all planned and ad-hoc activities with attached deliverables related to below items 3-8	<ul style="list-style-type: none">Monthly reports on implemented activities, along with deliverables (in English)	By 25 th of every month
3.	Provide technical support and guidance to UNICEF and partners in managing implementation of the C4BC Strategy: <ul style="list-style-type: none">- Develop annual operational plan for Strategy implementation to be presented to the National Working Group;	<ul style="list-style-type: none">Annual operational planQuarterly progress reports	In 4 weeks upon contract signature

	<ul style="list-style-type: none"> - Develop and submit quarterly reports on the status of the C4BC effort; - Actively participate in the meetings of the National Working Group. 	<ul style="list-style-type: none"> • Inputs and contribution to agenda and drafts of the documents produced by the National Working Group 	<p>By 10th of the next month after each quarter</p> <p>As per agreed plan/ongoing</p>
4.	<p>Provide technical expertise in designing and producing communication materials relevant for Strategy implementation:</p> <ul style="list-style-type: none"> - Refine, pre-test and ensure translation of the Key Messages in Romanian and Russian - Design and ensure production of advocacy, educational and promotional materials in Romanian and Russian 	<ul style="list-style-type: none"> • Key Messages pre-tested and translated into Romanian and Russian • Advocacy, educational and promotional materials designed and produced 	As per agreed production plans
5.	Provide technical support in advocacy efforts and establishing partnerships for Strategy implementation	<ul style="list-style-type: none"> • Proposals to donors prepared and submitted 	As per agreed plan and upon request
6.	Ensure that relevant data is generated and collected for Strategy monitoring and evaluation	<ul style="list-style-type: none"> • Monitoring mechanism for Strategy implementation drafted and adopted by the National Working Group • Monitoring plan and target indicators • Monitoring reports • Mid-term (end of 2018) and post-strategy (end of 2020) evaluation plans 	As per agreed plan/ongoing
7.	<p>Ensure liaison between C4BC Strategy activities and other cross-cutting issues in relation to the NIP.</p> <p>Provide support to the NCPH on effective promotion of immunization services and crisis communication.</p>	<ul style="list-style-type: none"> • TORs for approved consultants and contractors • Drafts of/written inputs on information, education and communication materials developed by NCPH • Shadowing sessions for specialists at the NCPH • Written inputs on capacity building workshop materials for health professionals to improve interpersonal skills (in cooperation with interpersonal communication skills consultant) • Revised Crisis Communication Plan for the introduction of rotavirus vaccine in Moldova 	<p>Once approved and funds available</p> <p>Upon request</p> <p>As per agreed plan</p>
8.	Analyse and summarise good practices and resources on communication for immunization at regional and global level	<ul style="list-style-type: none"> • Resources/materials, good practices on regional and global experience in the area relevant to immunization with a special focus on immunization are available. 	On-going

* Exact deadlines will be mutually agreed upon contract signature.

5. Reporting requirements

The consultant will produce the following major outputs during the assignment implementation. Each product will be under review by the Health Officer and the National Working Group. The reporting language is English.

- Annual operational plan for C4BC Strategy implementation
- C4BC Strategy Monitoring and evaluation plans
- Quarterly progress reports on C4BC Strategy implementation

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, in line with operational plan;
- 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

- Advanced University Degree in Communication, Public Health or other relevant social science;
- At least 5 years' experience in social and behaviour change communication;
- Previous experience in immunization is a strong asset;
- Proven experience in implementing social communication campaigns or other communication interventions;
- Proven experience in facilitating partnership building;
- 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;
- Flexibility in responding to changing requests but not losing sight of overall goals;
- Availability to work with UNICEF as indicated in this TOR;
- Excellent command of Romanian, Russian and good level of English, both oral and written

8. Content of technical proposal

The technical proposal should include, but not be limited to the following:

- Personal Profile highlighting the bidder's qualifications and experience in implementing the assignment. Please include details of specific experience with similar assignments in the past five years;
- A short overview of your understanding of UNICEF's requirements for this assignment and your approach to the work, including proposed timeline and milestones;
- Evidence of the previous work in the form of samples of the work and/or job completion certificate and/or contracts and/or references;

9. Financial proposal and payment modality

The financial proposal shall specify the fee requested for the tasks described in the current ToR, and based on the part-time work schedule envisaged. Best value for money principle will be taken into consideration under final selection.

The payment will be done in local currency on a monthly basis based on the list of deliverables listed in monthly reports on performed duties and implemented activities.

10. Definition of supervision arrangements

The specialist will work under the direct supervision of the Health Officer of UNICEF Moldova, with indirect reporting to the Chairperson of the National Working Group. Monthly fee payments

will be rendered upon written approval by the Supervisor, and contingent upon the quality of deliverables and monthly report.

UNICEF Health Officer will regularly communicate with the consultant and provide feedback and guidance on his/her performance and all other necessary support so to achieve objectives of the consultancy. The consultant will consult regularly with relevant partners and UNICEF specialist as required. All activities and deliverables will be discussed and planned in consultation with UNICEF.

11. Description of official travel involved

The work may require local travels at National Centre of Public Health expense. 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).

12. Copyrights & utilization rights

The copyright and the right of utilization of all the materials will jointly belong to UNICEF Moldova and Ministry of Health-National Centre of Public Health.

13. 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.