**TERMS OF REFERENCE**

**Communications for Development Consultant**

**UNICEF CHINA**

**Subject / Title:** Communications for Development for Health, Nutrition and WASH Programme

**Expected start date**: 1 June 2019

**Duration:** 100 days

**Supervisor:** Chief of Health, Nutrition & WASH Section

1. **Background**

In the past several decades China has witnessed enormous achievements in improving the health and nutrition status of children, and yet, disparities persist. Globally, over 247 million children under the age of five – 17 million (20%) live in China - are malnourished and estimated not to fulfil their full potential because of multiple adversities, marked by poor nutrition, suboptimal health and lack of stimulating, nurturing, responsive, safe and clean environments according to the newly released Lancet series. These disadvantaged children are likely to do poorly in school and subsequently have low incomes, high fertility, and provide poor care for their children, thus contributing to the intergenerational transmission of poverty. To avert this situation and ensure every child could fulfil their optimal development, providing support for families and communities to prompt the appropriate infant and young child feeding (IYCF) practices, nurturing care, and access to clean water and safe sanitation therefore, remains extremely important for the existing health, nutrition and WASH programmes in China.

Promoting knowledge, awareness and to change attitudes, behaviours, and social norms at the individual, community, and societal levels are essential for lowering the risks of poor health and development, and involves implementing a range of C4D interventions on improving infant and young child feeding practices, healthy life styles, and good sanitation and hygiene practices. Communication for Development (C4D) is a systematic, planned, and evidence-based approach to promote positive and measurable behavioural and social change. C4D is both a strategy and an approach to engage communities and decision-makers at local and national levels, in dialogue toward developing, promoting and implementing programs that enhance the quality of life for all.

The Health, Nutrition and WASH Section (H, N &WASH Section) is currently implementing a comprehensive development program which includes the promotion of optimal IYCF and family caring practices in order to increase access to, and uptake of quality health/nutrition/WASH services, as well as creating demand for the evidence-based interventions` availability in the communities, health facilities or ECD/rehabilitation centers. As China is shifting from being a low-income to a middle income country, with under five mortality reduced from 61 per 1,000 in 1991 to 10.7 in 2015, behavioral change strategies, tools and approaches become increasingly important if further achievements are to be made.

The overall objective of the consultancy is to provide technical assistance for the C4D strategy development, implementation and capacity building in support of the Nutrition (Breastfeeding and YYB scale up), ECD and WASH programme components.

1. **Purpose of the Position**

The consultant will support UNICEF China Office’s Health, Nutrition and WASH Section (H N&WASH) to strengthen its capacity to formulate and implement an evidence-based C4D strategy and implementation plan, including the related communication approaches and materials for the Nutrition (Breastfeeding and YYB scale up), ECD and WASH programme components. This would be done in close collaboration with programme officers, under the supervision of the Section Chief. The consultancy will also include conducting a situational and behavioural analysis, capacity building of UNICEF staff and a review and mapping of existing C4D materials, approaches and gaps.

1. **Specific Tasks**

Under the guidance and direct supervision of the HNWASH Section Chief, the consultant will provide technical support to build the C4D capacity of the UNICEF China Office and support the designing, planning, implementation and monitoring of the newly designed communication approaches and materials. The consultant will work in close collaboration with colleagues in HNWASH as well as the communication team in the UNICEF China Office.

Main areas of responsibilities include:

1. Support C4D capacity development and provide training of UNICEF staff on C4D including on innovative C4D approaches and programming.
2. Conduct a review and mapping of existing C4D materials, approaches and gaps and make recommendations on proposed changes.
3. Support the development/strengthening of a C4D strategy, materials/tools and approaches for the Nutrition (Breastfeeding and YYB scale up), ECD and WASH components so as to contribute to the effectiveness of the programme.
4. **Deliverables & Timeframe**

The consultant shall carry out the following activities in a phased approach, with deliverable and payment approaches identified.

1. C4D capacity development

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|  | Topic | Deliverable | Duration (days) / time-frame | Payment (% of fee) |
| 1 | Build UNICEF capacity on C4D | A mapping of the pre-existing and planned interventions of the section A brief report on the current C4D situation and recommendations for improvement Capacity building needs assessment of concerned functionariesDevelopment of required training modules and an M&E system Training workshops delivered for UNICEF health staff and related technical counterparts  | 10 days | 10% |

1. Nutrition – YYB Scaling Up Program

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|  | Topic | Deliverable | Duration (days) / time-frame | Payment (% of fee) |
| 2 | Assess the current practices, C4D & communication approaches and resources being implemented in the Nutrition, ECD & WASH programmes | Assessment report available to inform the strategic design and development of communication resources as well as make recommendations about appropriate approaches, methods and tools  | 25 days | 25% |
| 3 | Develop a C4D strategy for the Nutrition, ECD & WASH programmes  | C4D strategy available to inform the systematic rollout of C4D initiatives and plans including an M&E system  | 35 days | 35% |
| 4 | C4D strategy to strengthen training of health workers and counselling of parents | Capacity building needs assessment of frontline workers Development of training modules and an M&E system to monitor effectiveness of trainingsTraining of trainers to rollout the capacity building initiative  | 15 days | 15% |
| 5 | Validate the newly designed key communication resources  | Design and implement qualitative assessment of key communication resources with prioritized participant groups.Draft short guidance for implementation of communication resources in coordination with partners at the national and subnational level. Work with partners in the design of knowledge management platforms to keep updated relevant resources and promote national and regional knowledge sharing. | 15 days | 15% |

1. **Payment Schedule**

Payments will be done in accordance with submission of deliverables, certified by the supervisor.

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| **Deliverables** | **Timeframe** | **Payment amount** |
| Task 1 | 10 June | 10% |
| Task 2 | 5 July | 25% |
| Task 3 | 15 August | 35% |
| Task 4 | 31 August | 15% |
| Task 5 | 15 September | 15% |

1. **Methodology**

The consultant will be allowed to work from home, with a maximum of 70 days at the UNICEF China Office in Beijing with some travel to selected sites to work on the tasks presented above.

Major outputs include:

* Training workshops
* Evidence-based C4D strategic framework for HN&WASH Section
* Assessment report on communication approaches and resources being implemented in the three programs, and the programmatic communication strategic plans
* Production and validation of communication resources, materials or assets with technical C4D quality guidance for different programme areas.

**5. Timeframe**

The consultancy will begin on 1st June 2019 and will run for a period of 100days.

**6. Supervision / support**

During the whole consultancy process, the supervisor with responsibility for this project will work with the consultant on daily basis, with other colleagues in H,N&WASH as well as communication team members supports, and Chief of Health, Nutrition and WASH providing any technical guidance required. The supervisor will introduce the different stakeholders internally and externally to guide the consultant to conduct work and achieve the deliverables. Health, Nutrition and WASH team members will assist the consultant in planning and delivering. The supervisor will review the quality of the technical support and deliverables to ensure adherence to UNICEF standards and expectations and process for payment.

**7. Consultancy Requirements**

Qualifications

* A Master’s Degree in one of the disciplines relevant to Behaviour Change Communication
* Additional training in nutrition is considered an asset.

Experience

* Minimum of 10 years of professional experience in social and behaviour change communication, developing and implementing communication strategies, designing and implementing communication products and campaigns and influencing behaviour change.
* Rich experience in C4D training, preferably in EAPRO or China by focusing on health, nutrition and WASH programmes;
* Strong understanding of the UN, in particular the Human Rights Conventions and a rights-based approach to policy, country programming process and management systems;
* Demonstrated excellent communication skills, strong coordination, facilitation, and strategic planning skills;
* Experiences in community-based IYCF, ECD, parenting, feeding, WASH programme preferred.

Languages

* Fluency in English is required, both written and spoken. Fluency in Chinese language is an asset.
* including strong English speaking and writing skills.

Competencies

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| Communication  | Analyzing |
| Drive for Results  | Learning and Researching  |
| Applying Technical Expertise  | Planning and Organizing  |