

TERMS OF REFERENCE

INDIVIDUAL CONTRACTOR - C4D RESEARCH AND KNOWLEDGE MANAGEMENT

<b>Title</b>	<b>Senior National Consultant: Demand Generation support for RCCE to COVID-19 Vaccine Roll Out, Yellow Fever Response, nOPV2 vaccination Campaign and Routine Immunization</b>
<b>Purpose</b>	C4D (Immunization, Vaccine Confidence Misinformation Management and Demand Generation)
<b>Location/duty station</b>	Accra
<b>Duration</b>	11.5 months
<b>Expected Start Date</b>	January-December 2022
<b>Expected Planned Fee</b>	All-inclusive fee tbc
<b>Reporting to</b>	C4D Specialist
<b>Budget Code/WBS No</b>	SC210332
<b>Project and activity codes</b>	WBS/1620/A0/05/801/033/007

**Background**

Ghana confirmed its first cases of COVID-19 on 12th March 2020. Currently, there have been 131,911 confirmed cases of COVID-19 with 1,255 deaths, reported by MoH. As of December 2021, a total of 6,420,973 vaccine doses have been administered and December has been declared as a vaccination month.

Also, on 21 October 2021, an alert of a Yellow Fever Outbreak was announced in the West Gonja District of the Savannah Region by Ghana Health Service. As at 20<sup>th</sup> November 2021 a total of 50 cases were confirmed positive for Yellow Fever.

Furthermore, Ghana is taking steps to better address the evolving risk of Type 2 circulating vaccine-derived poliovirus (cVDPV2). As Global Polio Eradication Initiative partners together with countries are deploying an innovative tool – novel oral polio vaccine Type 2 (nOPV2) which will be a significant tool to help stop outbreaks more sustainably.

UNICEF in Ghana is seeking a consultant for 11.5 months to support the implementation of a Demand Generation and Communication Strategy to build vaccine confidence, establish misinformation and rumor management system, coordinate cooperation with partners, lead on capacity building, social mobilization, community engagement to generate confidence, acceptance and demand for COVID-19, polio and yellow fever vaccines uptake.

## Purpose

The overall objective of this consultancy is to enable the increased public acceptance and uptake of COVID-19, yellow fever, polio vaccines in the country is adequate. The consultant will lead on SBCC strategies, coordination, capacity building, misinformation management, monitoring and evaluation of vaccine confidence efforts.

## Tasks to be completed

Under the general guidance of the C4D Specialist, the consultant is responsible for the contribution to the work of RCCE subcommittees and working groups on COVID-19, yellow fever and polio to promote evidence-based Social and Behaviour Change interventions including social mobilization, advocacy, community engagement, community empowerment and monitoring and evaluation.

The consultant is expected to provide technical support to following activities:

### **Strategic Direction and Coordination**

- Make viable recommendations and decisions on appropriate Communication for Development strategies to achieve the RCCE's goals and objectives, and to support UNICEF's mission in Ghana by attending and coordinating task teams.
- Develop, maintain and update the RCCE strategies and materials with approaches, plans and activities geared towards generating demand for COVID-19 vaccine, yellow fever and polio as needed.

### **Misinformation Management and Social Listening**

- Coordinate for the effective offline and on ground misinformation and rumor tracking regime to ensure the roll of vaccine programme overcome hesitancy among the general population through managing bi-weekly Misinformation Task Force and weekly rumours reports.

### **Capacity Building**

- Develops training materials and activities to build demand generation, vaccine hesitancy and misinformation management skills for key stakeholders involved in immunization programmes.

### **Monitoring and evaluation**

- Prepares monitoring and evaluation reports in accordance with the established guidelines, methods and procedures.

## Deliverables

#	Task	Deliverable/Outcome (e.g. Inception, progress, final reports, training material, workshop, etc.)	Planned Completion date
1.	Make viable recommendations and decisions on appropriate Communication for Development strategies to achieve the RCCE's goals and objectives, and to support UNICEF's mission in Ghana by attending and coordinating task force and Committees meetings.	Reports and meeting notes are submitted.	Monthly January-December continuously
2.	Develop, maintain and update the RCCE strategies and materials with approaches, plans and activities geared towards generating demand for COVID-19 vaccine, yellow fever and polio as needed.	Key messages, FAQ and other content and materials are developed.	Monthly January-December continuously
3.	Coordinate for the effective offline and on ground misinformation and rumor tracking regime to ensure the roll of vaccine programme overcome hesitancy among the general population through managing bi-weekly Misinformation Task Force and weekly rumours reports.	Social listening and rumour tracking reports produced.	Monthly January-December continuously
4.	Develops training materials and activities to build demand generation, vaccine hesitancy and misinformation management skills for key stakeholders involved in immunization programmes.	Training modules developed and shared and delivered.	Monthly January-December continuously
5.	Prepares monitoring and evaluation reports in accordance with the established guidelines, methods and procedures.	Monitoring reports and PMVs are submitted.	Monthly January-December continuously
6.	Provide final report	Final report on vaccine uptake and demand generation roll out is developed.	15 <sup>th</sup> December 2022

### Supervision and reporting arrangement

The individual contractor will work under the direct supervision of the C4D Specialist, Unit Head. The individual contractor will be expected to give weekly updates and monthly progress reports.

### Payment schedule

The individual contractor will be paid on a monthly basis all-inclusive fee (including 20 travel days) based on the submission of a brief (2 page) monthly activity report as well as the completion of deliverables for the period under review and based on certification of satisfactory performance by supervisor as per the agreed workplan.

### Timeframe

The contract is for a duration of 11.5 months and expected to commence on 17<sup>th</sup> January (tbc).

### Official travel involved:

The Individual Contractor may be required to undertake at least 2 field visits in country per month outside the duty station. UNICEF will only arrange travel to the field in situations where the consultant has exhausted all planned travels (thus 20 days per 11.5 months, minimum of 2 days per month). In view of the current COVID-19 pandemic, all UN protocol procedure and clearances must be confirmed prior to commencing travel. A travel plan and all travel related costs must be pre-agreed with supervisor and in consultation with the Admin section to facilitate reimbursement

### Expected qualifications, experience, specialised knowledge/skills and competencies

- Advanced university degree in Communication or in a related field (Social Sciences, Sociology, Anthropology, Psychology, Development Studies).
- At least five (5) years of experience in a Social and Behavioral Change Communication (SBCC) including project design and implementation, research and evaluation, capacity building and knowledge management, social mobilization, community engagement, SBCC strategy development.
- Portfolio of developed SBCC strategies, campaigns and interventions around vaccine demand generation, vaccine hesitancy, misinformation management.
- Strong presentation and writing skills in English.

### General conditions: procedures and logistics

- Consultant will work from the UNICEF office in Accra
- The Consultant will be provided with a desk, laptop, internet, network and printer access.

### Policy both parties should be aware of:

- Under the consultancy agreements, a month is defined as 21.75 working days and 250 days in total during 11.5 months, and fees are prorated accordingly.

- The Individual Contractor will receive Paid Time Off (PTO) credit at the rate of one- and one-half days (1.5 days) for each full month of service, to be credited on the last calendar day of the month, and up to 17 days for a maximum of 11.5 months contract.
- Consultants are not entitled to payment of overtime. All remuneration must be within the contract agreement.
- No contract may commence unless the contract is signed by both UNICEF and the consultant or Contractor.
- Consultants/ individual contractors will not have supervisory responsibilities or authority on UNICEF budget.
- Consultant/ individual contractors will be required to sign the Health statement for consultants/Individual contractor prior to taking up the assignment, and to document that they have appropriate health insurance, including Medical Evacuation.
- The Form 'Designation, change or revocation of beneficiary' must be completed by the consultant upon arrival, at the HR Section

### Copyright, Patents, and other Proprietary Rights (if applicable)

The Government of Ghana and UNICEF shall have the Copyright, Patents and other Proprietary Rights for all documents generated from this consultancy

### Modality of dissemination:

#### a) Advertising vacancy

Newspaper  E-mail  UNICEF Website  Relief/External websites   
 UN Agencies

Other  Please specify: (e.g. inviting experts in the field of .....)

#### ***Application Procedure:***

Interested candidates should apply on-line to the link provided indicate their fees (inclusive of travel) per month in Ghana Cedis (for Ghana nationals only)

In addition to the CV/Resume, candidates should attach a two-page note on how he/she intends to effectively accomplish this assignment within the time frame.