

UNICEF China
Terms of Reference
For Consultant Recruitment (Beijing based)

Job Title of Consultancy: Consultant for supporting programme and advocacy campaigns related to prevention of childhood overweight in China

Requesting Section: Child Health and Development and Communications Section

Background of Consultancy Request:

UNICEF China has identified advocacy priorities for the coming years, which will involve enhanced needs on Social and Behaviour Change. One of the priorities is prevention of childhood obesity and overweight. Another is one about the importance of mental health especially among adolescents.

China has experienced unprecedented rates of economic growth with impressive advances in poverty reduction and human development in the past decades, it has been extremely successful in reducing levels of child undernutrition (stunting and wasting), however, China now faces a rising burden of child overweight and obesity. To respond to this challenge, the recently released National Childhood Obesity Prevention Action Plan, underpinning the overarching National Nutrition Programme (2017-2030), reflects this determination and ambition at a national level while some cities, like Chengdu city, Shunyi district of Beijing city, are already taking the lead, through urban planning and governance measures, in generating and inspiring changes to make healthy and sustainable eating a reality for all children.

Developing behavioural insights and implementing actions for individual behaviour change will be key strategy in our efforts to tackle these challenges. Starting with an evidence-based process, efforts to create positive social and behaviour change will use a mix of communication tools, channels, and approaches to facilitate dialogue, participation and engagement with children, families, communities, networks. With this regard, UNICEF is looking for a consultant to provide technical support to programmes to expand coverage and improve chances of meeting our outcomes.

The consultant is expected to provide technical and operational support in development, planning and implementation 1-2 advocacy projects that focus on child health- the first on preventing child overweight followed by promoting adolescent mental health. The consultant will support the development of measurable behavioural and social change actions /mobilization through communication, engagement, empowerment and participation of partners, stakeholders, communities and civil society organizations to achieve sustainable programme results on child health and development in the country.

Support to develop behavioral interventions

- Provide technical support to local governments for the development, implementation, monitoring and evaluation of the C4D activities. Projects include promoting healthy dietary in children and adolescents, followed by promotion of mental health
- Design and plan C4D strategies, including formulation, production, and testing materials and/or to organize C4D activities to ensure engagement and participation of key audiences

for the campaigns related to prevention of childhood overweight, in consultation and collaboration with internal and external partners.

- Provide quality assurance on behavior change related content, information, and materials on campaigns and activities related to prevention of childhood overweight.
- Collaborate/consult with a wide range of partners and stakeholders to ensure synergy, integration, coherence, and harmonization of C4D activities and messages across partners on child health and development.

Implementation of activities to support changes in individual and community behaviors

Collaborate with, advise and/or consult internal partners and external partners to

- Provide technical inputs and quality control in the development, testing, production, distribution and dissemination of appropriate information, education and communication materials on healthy diets for children and adolescents;
- Collaborate with Government and other partners to harmonize, link and/or coordinate messaging and use of multiple media and communication platforms to enhance maximum audience reach and impact.
- Support the communication team in identifying, building and maintaining partnerships through networking and proactive collaboration with strategic partners, e.g. academia, social networks, celebrities, journalists, media, all sectors/levels of society and critical audience to reinforce cooperation and/or pursue opportunities for C4D advocacy in prevention of childhood obesity.
- Carry out presentations/advocacy activities with/for a wide range of stakeholders, partners and communities to encourage/promote engagement and dialogue, inclusion, and participation in C4D activities.

Estimated Duration of the contract: 45 Days, starting Jan 2021, with possibility of extension.

Reporting To: Chief of Child Health and Development Section & Chief of Communications

Purpose of Activity/Assignment:

To ensure high-quality engagement for parents and adolescents through the support to campaign on prevention of childhood obesity. The consultant is expected to work closely with UNICEF China Office (CO) and its counterparts,

- 1) To provide technical support for design, content and monitoring of campaigns on prevention of childhood overweight in Beijing and nationally.
- 2) To design methodology for pre-testing of draft content with adolescents to allow feedback to inform and revise the draft campaign proposal and content
- 3) To provide technical review of content related to prevention of childhood overweight, in the format of posters, PowerPoints, and scripts in Beijing;
- 4) To provide technical review of content of a national social media campaign related to prevention of childhood overweight;
- 5) To work with an institute to jointly develop a set of monitoring tools and indicators on campaigns targeting parents and adolescents.
- 6) As requested, identify follow up actions related to adolescent mental health- building on the existing campaign strategy, and following some of the lessons learnt under phase 1

Major Tasks, Deliverables & Timeframe:

The consultant is expected to work onsite at UNICEF China office from Jan 2021 to mid-April, for a total of 45 days. This could be extended by another 15 days to cover additional tasks

Tasks		Deliverables	Duration / Timeframe
Task 1. Technical review of campaign proposal, content and monitoring plan	To provide technical support for design, content and monitoring of campaigns on prevention of childhood overweight in Beijing and nationally	Strategy/ Proposal for the campaign finalized with communication materials and activities outlined.	7 working days
Task 2. Pre-testing of campaign: Design and technical review	To design methodology for pre-testing of draft content with adolescents to allow feedback to inform and revise the draft campaign proposal and content;	A short report on key findings of the pre-testing and recommendations for campaign design	3 working days
Task 3. School-based campaign: Put together content	To put together content related to prevention of childhood obesity, in the format of posters, PowerPoints, and scripts in Beijing	Finalize content for use in campaign materials, including for social/ mass and school-based activities.	20 working days
Task 4. Social media campaign: Technical review	To provide technical review of content of a national social media campaign related to prevention of childhood overweight		
Task 5. Development of monitoring tools	To work with an institute to jointly develop a set of monitoring tools and indicators on campaigns targeting parents and adolescents.	Final monitoring tools and indicators on campaigns developed Campaign Monitoring report finalized	10 working days
Task 6. Coordination of meetings and communications with stakeholders	To keep minutes and notes for meetings with nutrition, comms team, PR agency and institution on monitoring. To consolidate information and manage all documents	Managed documents on campaign Meeting minutes on the campaign	5 working days
Task 7:	Review the current Adolescent mental health advocacy materials, programme needs and develop a plan for continued actions	Updated campaign agenda	TBD

Methodology & Expected Output:

The following methodologies are needed to complete the tasks mentioned above: desk review, group discussion and coordination.

Expected key outputs are:

- Nutrition tools to be used in schools in Beijing
- Content related to prevention of childhood overweight on social media
- Monitoring tools on the campaigns in Beijing and national
- Information collected from targeted adolescents and parents through pre-testing

Start Date: Jan 2022

End Date: Upto June 30, 2022

Total Working Days: 45-60 days

Consultancy Requirements:

- **Minimum Academic Qualifications required and disciplines:**
 - Advanced degree in behaviour change communication, public health, or related field.
 - **Knowledge/Experience/Expertise/Skills required:**
 - At least 6 years' professional experiences in social & behaviour change communication, community engagement
 - Experiences in design, implementation or monitoring of campaigns.
 - Experiences in facilitating group discussions.
 - Knowledge of Nutrition or public health programs a plus
 - Understanding of Chinese context or working experiences in China would be an asset.
 - Knowledge and skills in Chinese would be an asset.
 - Experiences of working with UN agencies or other international organizations would be an asset.
 - Good command in English.
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