

United Nations Children's Fund (UNICEF)
Bangkok, Thailand
Vacancy Announcement 2019/057

Issue Date: 11 July 2019

Closing Date: 24 July 2019

**Expression of Interest: Regional Technical Support
Communication for Effective Outbreak Responses and
Behavior Changes and Demand Promotion (Team B)
Consultant Roster (August 2019-July 2021)**

UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children. To save their lives. To defend their rights. To help them fulfil their potential.

Across 190 countries and territories, we work for every child, everywhere, every day, to build a better world for everyone.

And we never give up.

For every child, *Health*

UNICEF East Asia and Pacific Regional Office (EAPRO) works to ensure the rights of all children in Thailand. This means the rights of every child living in this country, irrespective of their nationality, gender, religion or ethnicity, to:

- **survival** – to basic healthcare, peace and security;
- **development** – to a good education, a loving home and adequate nutrition;
- **protection** – from abuse, neglect, trafficking, child labour and other forms of exploitation; and
- **participation** – to express opinions, be listened to and take part in making any decisions that affect them

How can you make a difference?

The Health Section, UNICEF East Asia and Pacific Regional Office (EAPRO) is seeking applications for individual consultants to the regional technical support communication for effective outbreak responses and behavior changes and demand promotion consultant roster. The consultant under the roster will be called for deployment to affected countries for a period between 3-6 months in case an outbreak of VPD occurred mainly polio and measles to assist/support the concerned COs to further strengthen evidence based measurable equity oriented

communication interventions to accelerate expected results in the field of communication for polio eradication and immunization.

The consultant will be responsible for assisting identified Country Offices in the analysis of routine immunization and campaign data, as well as other social and behavioural data, where available, and will strengthen the CO capacity to use these data to develop evidence based measurable behaviour and social change communication strategies in support of routine immunization, polio and measles campaigns. He/She will support the country offices and national partner in identifying trends and patterns in the data to reveal aspects of immunization acceptance, operational performance and public sentiment around polio eradication and routine immunization. He/she will develop, manage and improve existing systems for entering, cleaning and storing quantitative and qualitative social data at national and provincial level.

This is not a regular vacancy announcement but rather a campaign to attract candidates of different skill sets and experience in Polio communication and/or communication emergency experience interested in short term (up to 6 months) assignments with UNICEF. The vetted candidates will be placed on immunization and Polio/disease outbreak response roster and will be called upon need for technical support in the above-mentioned areas.

The communication consultant will be deployed as part of Surge Team (B) and will provide support to the country office team during response to a polio and other outbreaks of infectious diseases. The communication consultant will work under the supervision of Chief Child Survival and Development (CSD), or health/immunization specialist or Chief of C4D, in collaboration with WHO, health authorities, and other partners. The communication consultant's support to the team at the country office will ensure that the response is:

- Aligned with the government/Ministry of Health (MOH) plans and strategies.
- Aligned with the updated outbreak response SOPs and carried out optimally.
- Report to RO/HQ on progress, achievements, and where additional assistance is required.

The consultant will assess communication needs and existing capacity at country level, and in collaboration with the WHO/UNICEF office, develop the communication strategy and detailed plan and budget to underpin the technical response, and provide technical inputs to the overall response strategy including the implementation of the operational work plans, provision of authoritative advice/support to operational units, and collaboration with national/international partners.

Under the direct supervision of Chief CSD, health & nutrition/immunization specialist of the Country Office also with overall co-oversight and guidance from the regional immunization specialist in the regional office (EAPRO), the consultant will work to strengthen areas related to data collection, analysis and presentation for polio eradication and, where available, routine immunization. Emphasis will be on social data analysis including from campaign monitoring and other social research, where available.

Work Assignment:

The consultant will provide support to the country office communication team for:

Communication for effective outbreak responses and behavior changes and demand promotion:

- Commission research studies to collect missing data to support and strengthen the design of the communication interventions (so called C4D related interventions).
- Develop/update/ review health information products tailored for various target populations/ audiences, based on careful assessment of community's knowledge, practices and behaviours.
- Design and oversee the implementation of C4D and advocacy activities that will increase awareness on

Polio/measles and strongly enhance the social-mobilization approach at all levels, through multiple communication channels and in all languages required.

- Ensure that polio/measles micro-plans (at least in priority areas include social data and information on social mobilizers and leaders) by the time of the first response.
- Improve the information and communication to communities on matters related to the polio outbreak, respecting the different cultural contexts, to enhance awareness and favourable behaviours needed to improve community participation in prevention, and health promotion interventions.
- Forge partnerships with different government or nongovernment associations that will strengthen the out of social mobilization interventions.
- Organize orientation sessions to brief partners on key goals of social mobilization and provide them with a global picture on community's perceptions and practices.
- Provide support for training of health workers.
- Coordinate interventions with other Technical Officers working at sub-national level in the affected areas
- Help implement strategic communication response plan including: mass communication campaign as appropriate.
- Analyze available independent monitoring (IM) and other social data to identify priority areas and devised social mob micro-plan targeting those areas. Incorporates social mob indicators within program monitoring indicators and uses this feedback to fine tune social mob plans.
- Analyse data and generate maps and graphs on missed children for national and high-risk areas.
- Identify trends and patterns in the data to reveal aspects of immunization acceptance, operational performance and public sentiment around polio eradication and routine immunization for all the country/provinces undertaking polio or measles campaigns.
- Develop, manage and improve existing systems for entering, cleaning and storing quantitative and qualitative social mobilization/RI data and qualitative social data.
- Present and provide regular feedback to MoH counterparts, UNICEF CO and WHO CO teams to inform communication planning and evaluation.
- Link with and develop capacity of UNICEF staff and partners in social mapping, social data collection and interpretation and to ensure mechanisms are in place to regularly capture and input data related to communication support for polio and routine immunization.
- Sets up social mobilization committees / teams with delegated authorities to 1st and 2nd sub-national levels as needed within 14 days and manages the structure until end of outbreak with performance monitoring.
- Contribute to regular RO and HQ updates and draft accordingly necessary reports.

Supporting Risk Communication and External Communication

- Support to set up media and communication protocol within 72 hours
- Support to set up a communications group within 48 hours
- Support the outbreak response team to prepare external communications strategy
- Support outbreak response team to prepare Social Mobilisation strategy and plan
- Host or facilitate weekly calls with WHO polio communications counterparts in country offices, EMRO and HQ
- Host or facilitate fortnightly call with partners involved in the regional response to the polio outbreak
- Support to ensure there is a press release for every vaccination round
- Proactively reach out to top tier media to secure positive coverage of polio eradication activities in the country
- Support to answer media requests for information and interviews in a timely fashion
- Update talking points and FAQs as needed (e.g. with changing epidemiology and ahead of vaccination rounds)
- Preparation of updates for donors and partners
- Work with UNICEF on the monthly external bulletin

Work Schedule and Estimated Duration of Contract:

This is a call for consultants to be placed on the roster. The exact work schedule, deliverables, payment schedule, duration of contract and necessary official travel will be upon agreement with hiring manager.

The consultancy is team B deployment and expected to last for a period between 3-6 months depending on the outbreak in the country and the epidemiology of the VPDs involved.

End Product:

As per specific needs of COs including the following

- Regular collection, analysis of campaign data – before during and immediately following SIAs
- Development of charts and maps for reports, presentations and planning - within 3 weeks after the campaigns are conducted
- Training and capacity development for staff in the affected country.
- Development of system for data collection and analysis at national and provincial level
- Monthly report with progress against milestones – end of every month
- Final report measuring the impact of social mobilization on social variables (attitude, knowledge, perceived norms) and vaccine acceptance (immunization trends)

Qualifications or Specialized Knowledge/Experience:

- Advanced university degree in social sciences or related technical field, with an emphasis on social data collection and analysis.
- Five years progressively responsible work experience in data collection and analysis, data base development, including two years in developing countries, with practical experience in M&E processes applied to C4D. Knowledge and experience in training in the field of “adult Learning” is an asset.
- Fluency in English is required. Fluency in the second language preferably a language from one of the countries in the region (LAO, Thai language, Bahasa, Burmese, Tagalog) would constitute a major asset.
- Background in data management or statistics
- Good presentation skills
- Proven track in organizing and implementing training in M&E
- Good communication skills (ability to explain data analysis to non-M&E people)
- Knowledge of GIS Software, e.g. Health Mapper, and other statistical software
- Ability to work closely with a team, in difficult circumstances
- Willingness to travel to remote regions and provinces with the affected country
- Knowledge of East Asia and pacific social, political and economic environment

Interested candidates are requested to submit CV or P-11, full contact information of minimum 2 references, areas of expertise, availability, and proposed daily professional fee in USD by **24 July 2019**.

For every Child, you demonstrate...

UNICEF’s core values of Commitment, Diversity and Integrity and core competencies in Communication, Working with People and Drive for Results.

View our competency framework at

http://www.unicef.org/about/employ/files/UNICEF_Competencies.pdf

Only shortlisted candidates will be contacted and advance to the next stage of the selection process.

UNICEF is committed to diversity and inclusion within its workforce, and encourages all candidates, irrespective of gender, nationality, religious and ethnic backgrounds, including persons living with disabilities, to apply to become a part of the organization.

UNICEF has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the United Nations and UNICEF, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. UNICEF also adheres to strict child safeguarding principles. All selected candidates will, therefore, undergo rigorous reference and background checks, and will be expected to adhere to these standards and principles.