

UNICEF Lao PDR
TERMS OF REFERENCE FOR SERVICES CONTRACT

Title: International Consultant – Development of an Integrated Parenting Strategic Framework and Multi-sectoral C4D Strategy for UNICEF Lao PDR

Requesting Section: Communication

Proposed level: P4

Duration: 6 months

Start and end dates: March/April to August/September 2019

Duty Station: Vientiane

Supervisor: Maria Fernandez

Related Country Programme Outcome/Output:

Outcome 5. By 2021, national policy environment and systems are improved for disadvantaged children, guided by knowledge and data.

Output 2: Communication for Development (C4D). By the end of 2021, social norms and behaviours related to child survival, development and protection are improved through effectively coordinated C4D initiatives, technical oversight and institutional capacity building.

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1. Background

Communication for Development (C4D) and related community engagement strategies are central to achieving each of the five goals of UNICEF's new Strategic Plan (SP) 2018 -2022. C4D is a cross-cutting, evidence-based and participatory process to promote measurable behaviour and social change that is integral to development programmes and humanitarian work. C4D's primary purpose in supporting achievement of SP results and outcomes fall into four broad areas: positive behaviour and social change; engagement and empowerment of children and communities; effective communication and community engagement in humanitarian action and creation of an enabling environment for social and behaviour change.

Communication for Development is articulated as one of the key cross-cutting strategies in UNICEF Lao PDR Country Programme (2017-2021). It will be used to promote healthy practices and social norms, and to facilitate community mobilization and ownership. Several Country Programme outcomes are dependent on behavior and social change interventions to support shifting of social norms, adoption of key practices, and increasing social accountability and uptake of quality services. In order achieve these results, programme specific communication/promotion strategies and plans have been in place in Health, Nutrition, WASH, Child Protection and Education. However, a clear guidance has not been in place for ensuring cross-sectoral linkages and complementarity of interventions. Moreover, key C4D platforms and high impact approaches that are strategic to achieve multiplier results for ECD, Adolescence and important child

protection issues including early marriage, birth registration and violence against children have not been adequately prioritized and defined based on in-depth bottleneck analysis.

There is a need to clearly define a set of behavioral priorities and develop evidence-based multi-sectoral C4D strategy for implementing measurable C4D actions at family/household, community and school levels. At family and community level, parenting and family care education, with a lifecycle approach has been identified as a major cross-cutting strategy to achieve results.

Interventions engaging parents and caregivers in the past years have mainly focused on health and nutrition counselling and Early Childhood Education (ECE). In addition, an integrated parenting package is currently being developed with multi-sectoral content. However, there is not an overarching parenting strategic framework and M&E that links parenting with other key social and behavioral interventions at country level.

Firstly, the consultant is expected to develop and integrated parenting framework including a dissemination strategy, operational and M&E plan which will incorporate current SBCC interventions supported by programmes. This framework will build in the existing parenting package and its pilot phase (in development phase).

The second stage of the consultancy will entail the development of a broader C4D strategy for the CO, including CPD priorities, such as early marriage, prevention of violence, school drop-outs, etc. The proposed multi-sectoral C4D strategy is expected to provide guidance on operationalizing synergetic approaches/strategies and high impact interventions at community and school levels. The consultant will lead review and consultation internally and with key stakeholders, conduct social norms/behavioral bottleneck analysis, refine proposed behavioral priorities, lead development of integrated results framework contributing to UNICEF Lao PDR CP outcomes/outputs and develop M&E framework and capacity development plan.

2. Objectives of the consultancy

The objective of this consultancy is twofold:

First Stage:

- a) To develop a **strategic parenting framework for the CO** that links parenting with other key social and behavioral interventions and it is aligned with child policies at country level to guide coordinated and effective support to parenting across all sectors and actors.
- b) To undertake ground work towards a **cross-sectoral C4D strategy** including;
 - Leading social norms/behavioral bottleneck analysis for different programme areas, but with a focus on early marriage, birth registration and violence against children.
 - Developing integrated results framework based on the existing sectoral C4D results and agreed set of behavioral priorities.
 - Develop cross-sectoral C4D strategy, M&E framework and capacity development plan.

3. Specific tasks

First stage:

a) Strategic parenting framework:

- Undertake review and analysis of existing evidence, documents, guidelines, packages on parenting and other sectoral plans and strategies that might be of interest for the development of the strategic framework. The review will aim to identify key resources and recommendations that can inform the development of the strategic framework.
- Prepare an inception report with desk review, description of work plan and timeline.
- Analysis of key stakeholders and review of existing task-force/technical groups and functioning mechanisms.
- Mapping of existing sectoral programmes, strategies and resources that could be used to implement parenting initiatives.
- Document lessons learned from the pilot of the parenting package. Provide recommendations on improving harmonized approach and complementarities among different packages, identify scalable approaches and delivery mechanisms to reach and engage parents and caregivers over the life cycle.
- Develop strategies and modalities for targeting and reaching parents and caregivers at different stages across the life cycle including delivery mechanisms and entry points including those that reach and engage fathers and male guardians.
- Propose coordination structures at national and subnational levels.
- Develop an operational plan for the development and delivery of parenting package. This should include:
 - Plan for the consolidation of existing interventions as relevant to maximize complementarity and efficiency across initiatives, both in content and in modality of delivery, for each stage of the life cycle, and in line with Government policies.
 - Define the scope of work for any material development/revision processes required to fulfill the plan.
 - Define a concrete M&E plan in line with the framework and get feedback from relevant government counterparts.
 - Develop a costed plan for roll-out the UNICEF-supported parenting initiatives.
- Validate draft documents and incorporate feedback.
- Submit final documents.

Second stage:

b) Cross-sectoral C4D strategy:

- Review relevant documents including UNICEF Lao PDR Country Programme Document, other key Country Programme strategic document including strategy note, SBCC Strategy, relevant national sectoral C4D strategies /plans and other programme documents.

- Review the global and regional C4D strategies, as well as the C4D Theory of Change (TOC) developed for the new Strategic Plan 2018-2022 to inform the development of the integrated results framework.
- Develop a detailed work plan with timelines.
- Develop summary of C4D evidence and data that exist to inform the situation analysis for C4D and identify gaps in behavioral data. Analyze the context of existing and potential communication and community engagement platforms relevant to proposed C4D strategies.
- Review standard C4D indicators related to each of the sector programmes as well as cross-cutting C4D indicators and propose relevant set of indicators for the integrated results framework.
- Lead consultation workshop with UNICEF Lao PDR programme sections and key partners to conduct social norms /behavioral bottleneck/SWOT analysis, refine behavioral priorities contributing to multiplier results in ECD and Adolescence and draft integrated results framework.
- Develop message content base for agreed behavioral priorities/key practices and participants groups.
- Define high impact interventions to be focused during the current UNICEF Lao PDR Country Programme period, and provide clear guidance on how the C4D function will support the cross sectoral linkages. Specific focus should be put on early marriage, birth registration and violence against children.
- Develop M&E framework and capacity building plan.
- Validate draft documents and incorporate feedback from programmes.
- Submit final documents.

4. Methodology

Under the leadership of the Deputy Representative and the Chief of Communication, the consultant will work closely with section chiefs and programme teams to:

- Review relevant documents.
- Conduct consultations with sections and key stakeholders and undertake necessary bottle neck analysis.
- Ensure consistency and alignment of the strategy and framework development processes with UNICEF's global C4D benchmarks and quality assurance checklist.

5. Expected deliverables and payment schedule

What	When	Payment schedule
Inception report – Strategic Parenting Framework with comprehensive desk review, description of proposed work plan and timeline. Introductory meetings with UNICEF Laos and key stakeholders to be organized.	By the end of month 1 (end of April)	15 percent
Strategy development – brief report of key findings (Strategic Parenting Framework). Undertake consultation and field visits to		

review child/family care programmes currently being supported by UNICEF and selected partners. This will have to include an analysis of existing UNICEF parenting package and an assessment of its dissemination strategy.		
Stakeholder analysis and TORs for coordination mechanisms. Analysis of key stakeholders and review of existing coordination/implementation mechanisms. (Strategic Parenting Framework)	By the end of month 2 (end of May)	15 percent
Document summarizing the mapping of existing sectoral programmes, strategies and resources that could be used to implement parenting initiatives. (Strategic Parenting Framework)		
Strategies and modalities for targeting and reaching parents and caregivers at different stages across the life cycle including delivery mechanisms and entry points including those that reach and engage fathers and male guardians. (Strategic Parenting Framework)		
Draft parenting framework and M&E (Strategic Parenting Framework)	By the end of month 3 (end of June)	15 percent
Draft costing plan for roll-out of the UNICEF-supported parenting initiatives. (Strategic Parenting Framework)		
Review and validation (Strategic Parenting Framework). Facilitate review and validation sessions with UNICEF team, and key counterparts, and finalize documents based on feedback. Final deliverables will include: 1) Final framework (including lessons learned from the parenting package –under development) and M&E plan 2) Final costing plan for roll-out of UNICEF supported parenting initiatives	By the end of month 4 (end of July)	20 percent
Inception report with methodology of strategy development process, summary of document review, timetable, tools for consultation and bottleneck analysis, content outline for strategy (C4D Strategy). Introductory meetings with senior management and programme chiefs and staff to be organized. Desk review to be done.		
Consultation workshop (C4D Strategy) with respective UNICEF team Section Chiefs, and key government counterparts, and development of results framework.	By the end of month 5 (end of August)	15 percent
Summary findings from consultation, social norms/behavioral bottleneck analysis, draft results framework. (C4D Strategy)		
Draft strategy (C4D Strategy)		
Review and validation (C4D Strategy)	By the end of month 6 (end of September)	20 percent
Final strategy - Multi-sectoral C4D Strategy presented and finalized with M&E framework, capacity building plan and operational guidance for cross-sectoral linkages		

6. Duration:

6 months, from March/ April to August/September 2019.

7. Reporting requirements:

Under the supervision of the Deputy Representative and the Chief of Communication, the consultant will work with the Communication Working Group and the section chiefs to develop the C4D Strategy and Parenting Framework. The consultant or consultants is/are expected to share monthly progress reports and updates to the supervisors and the Communication Working Group.

8. Education, Qualifications and Experience Required

- At least 10 years of experience in the field of C4D with experience in international context.
- Proven track of experience in C4D planning and analysis and development of strategies and guidelines.
- Experience in UNICEF planning processes including bottleneck analysis, capacity needs assessment and Results Based Management.
- Knowledge of local development and global advances in C4D, Parenting programming in similar contexts.
- Background in multiple sectoral programmes including Early Childhood Development, Health, Nutrition, WASH, Child Protection, Education and Youth/Adolescent work.
- Strong facilitation skills, experience leading consultations and capacity development processes with a variety of stakeholders.
- Excellent analytical, conceptual and writing skills.
- Excellent written and spoken English.
- Experience in South East Asia region with country programme scale similar to Laos is an advantage.
- Should be able to travel to the field as needed.

9. General conditions: procedures and logistics

The selected candidate will sign an SSA for International Consultant. The consultant will work in the premises of UNICEF and remotely as agreed during inception meeting. The consultant will be entitled to DSA according to UNICEF rules. The consultant shall have his/her own computer.

10. Policy both parties should be aware of

- Under the consultancy agreements, a month is defined as 21 working days, and fees are prorated accordingly. Consultants are not paid for weekends or public holidays.
- 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.
- For international consultants outside the duty station, signed contracts must be sent by fax or email. Signed contract copy or written agreement must be received by the office **before Travel Authorisation is issued.**
- No consultant may travel without a signed travel authorisation prior to the commencement of the journey to the duty station.

- Unless authorised, UNICEF will buy the tickets of the consultant. In exceptional cases, the consultant may be authorised to buy their travel tickets and shall be reimbursed at the 'most economical and direct route' but this must be agreed to beforehand.
- Consultants will not have supervisory responsibilities or authority on UNICEF budget.
- Consultant 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.
- ****** Please note that all entitlements are set as per UNICEF rates, rules and regulations.**