

UNICEF GUYANA AND SURINAME

TERMS OF REFERENCE  
FOR CONSULTANTS

*Individual Consultancy – International/National Consultant*

**Country Office:** Guyana - Suriname

**Duty station:** Georgetown

**Consultancy title:** Communication for Development (C4D) Consultancy

**Supervisor:** Youth and Adolescent Development Officer

**Duration of Contract:** 40 days over a 3-month period

**1. Background**

Communication for development (C4D) is and has been one of the key programme implementation strategies within the UNICEF programme for more than a decade and is also fundamental in the new UNICEF strategic Plan 2018-21. C4D as a strategy is defined as *a systematic, planned and evidence-based process to promote positive and measurable individual behavior and social change that is an integral part of development programmes, policy advocacy and humanitarian work* (C4D Orientation Package, UNICEF HQ). It is built on principles of the human rights to participation, expression and access to information. It is a crucial strategy for achieving the sustainable development goals triggering change at all levels, putting people in center of development.

The UNICEF C4D strategy is based on the *Social Ecological Model (SEM)*<sup>1</sup> to identify opportunities and entry points for communication interventions that promote individual, community, policy and broader social changes, and link behavioural and social change strategies with efforts to strengthen environmental and community support and participation. The underlying assumption is that individual behaviour and collective action are shaped by the social structures and environment (including regulation and policy as well as physical environments) in which people as individuals and as a society find themselves and are governed by social norms and cultural beliefs within formal and informal networks of interpersonal relations. When multiple levels of influence (policy, legislation, organizational, community, interpersonal, individual) are addressed at the same time or in a synergistic manner, behaviour and social changes are more likely to be successful and sustained. Applying SEM, C4D uses a combination of four key approaches in promoting behaviour and social changes in terms of impact, scale, and sustainability. The approaches are: 1) Behaviour Change Communication (BCC); 2) Communication for Social Change (CFSC); 3) Social Mobilization; and 4) Advocacy (see Figure 1). Together, these four strategic areas aim to shift attitudes around social norms at the individual, household, community, institutional, and societal levels in order to promote cultural behaviours and collective practices consistent with a complete human rights approach.

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<sup>1</sup> Sallis, J. F., Owen, N., & Fisher, E. B. (2008). Ecological models of health behavior. In K. Glanz, B. K. Rimer, & F. M. Lewis (Eds.), *Health behavior and health education: Theory, research, and practice* (pp. 465-486). San Francisco: Jossey-Bass.

Figure 1. The Social Ecological Model and Corresponding C4D Approaches

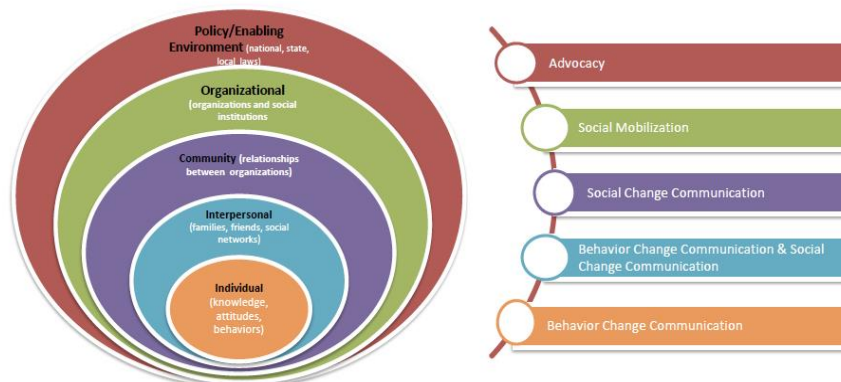


Figure 1. The Social Ecological Model (left side) and Corresponding C4D Approaches (right side).

The C4D approach seeks to promote change at all levels necessary with the outcome results in mind: changes at individual and household level regarding behaviors directly affecting children such as survival, morbidity, wellbeing and dignity.

In July 2018, the UNICEF Guyana and Suriname Country Office with the technical support conducted a workshop which aimed both at developing UNICEF and partners' capacity in C4D and lay the foundations for specific strategies to be further developed. The Advisor recommended – amongst others – to 1) finalize the C4D strategies; 2) develop a C4D capacity needs and assessment plan; 3) develop UNICEF Country Office's overall strategy.

The key milestones, in that phase of work, which was successfully achieved are: (1) primarily support programme counterparts to finalize the development of the C4D sectoral strategies; 2) map C4D capacity and develop a capacity strengthening plan for counterparts; 3) develop an internal C4D strategy for UNICEF office 4) support the organization of workshop to validate C4D strategies with counterparts.

As an agreed next step, the strategic C4D programmes will be implemented as per identified sector.

## 2. Purpose of the Assignment

Under the supervision of the Youth and Adolescent Development Officer, the consultant will:

- 1) Lead the planning of the C4D campaign process, with support from Ministries (Guy), in planning . The finding of the the KAP study will be used to inform this process.
- 2) Draft partner-specific communication plans and train key partners in communicating the development message ( Governmental and CSOs);
- 3)Co-train media partners in reporting about children and/or for children (child friendly news reporting) and thematic reporting (depending theme e.g. WASH, Parenting, Adolescent Health & Relationships).

## 3. Major Tasks to be accomplished:

The consultant will

- I. Build C4D capacity of UNICEF to guide and support key stakeholders
- II. Support the Ministry of Social Protection, Child Care and Protection Agency, Ministry of Health, Adolescent and PR Units and Ministry of Education (HFLE Unit) to develop C4D plans and campaign on Prevention of Sexual Abuse against children and adolescent girls, Reducing adolescent pregnancy, reducing physical violence against children
- III. Provide Technical guidance in data collection gathering, using social media, storytelling through multi media and how to report on and for children (child rights, VAC, health)
- IV. Support partner including C4D in yearly planning/ work plan 2020
- V. Support UNICEF in C4D progress and result reporting/ Annual report

Consultancy will be done in two phases:

### Phase 1: Preparation

In this phase, all the consultant will guide partners through the conduct of a workshop and be focused on developing and pretesting key messages for stakeholders, developing and pretesting plans for a C4D campaign with key stakeholders and provide training for partners in communication and quality C4D planning.

### Phase 2: Implementation and Monitoring

The following are the areas of focus for this phase of the

- Provide Technical training guidance in data collection gathering, using social media, storytelling through multimedia and how to report on and for children (child rights, VAC, health)
- Implementation and monitoring of C4D campaign
- Implementing and monitoring the effectiveness of C4D messages
- Support long-term C4D planning i.e. integrating C4D in yearly planning/ work plan 2020
- Strengthening the capacity of UNICEF and partners in C4D reporting

### Deliverables and deadline(s) for submission for Guyana

All deliverables of this consultancy, including the Final Report, will be reviewed and approved by UNICEF.

Description	Duration (Estimated # of days)	% of payment
<b>Inception report:</b> Detailed workplan(s) with specific time-line and methodology	5 days	20%
<b>Draft report on:</b> <ul style="list-style-type: none"> <li>- Key messages for stakeholders</li> <li>- training for partners in communication and quality C4D</li> <li>- Implementation and monitoring of C4D campaign.</li> </ul>	25 days	60%

○ Strengthening the capacity of UNICEF and partners in C4D reporting.		
<b>Final report:</b> C4D workplan to 2020.	10 days	20%
<b>TOTAL</b>		100%

#### **Qualification or Specialized Knowledge/Experience Required:**

The Consultant should:

- Master's Degree in Communications, Anthropology, Sociology, Social Sciences, or related fields obtained at the University.
- At least five years of experience in developing C4D policy, plan, documents and executing programme/projects on child rights issues.
- At least three years of experience in writing behaviour change strategies and reports for or to either the GOS or International Bodies.
- Proficient in English, with proficiency to scan available literature and reports and for efficient communication with key government counterparts; have a good understanding in English for reporting purposes.
- Track record of providing knowledge services to UN agencies, governments, donors and international partners.
- Previous experience on children related research is an asset.
- Access to a network of social sciences (including gender) /anthropological/ communication researchers and academics specifically in Latin America and the Caribbean is required

#### **Procedures and Logistics**

- UNICEF will fund all traveling in and around Guyana.
- The consultant will use her/his computer and other equipment
- Consultant will submit the draft and final reports in an electronic form.

#### **Conditions:**

- Prior to commencing the contract, the consultant will be required to sign a Health Statement and to document that he/she has appropriate health insurance. The consultant will be responsible for the accuracy of that statement.
- The contract will be between the consultant and UNICEF. The assignment will be supervised by the Adolescent Development Officer.

#### **Method of Payment:**

- The fee will be based on the negotiable rate and paid in tranches based on the deliverable table above.
  - Upon acceptance of inception report (with the desk review report), 20% of the total sum will be paid.
  - Upon acceptance of draft report, oral presentation and action plan 60% of the total sum will be paid.
  - Upon approval and acceptance of final report, 20% of the total sum will be paid.
- Payments will be in US dollars and will be done upon delivery and approval of the agreed deliverables.