

## TERMS OF REFERENCE FOR INDIVIDUAL CONTRACTORS/ CONSULTANTS

PART I		
Title of Assignment	<b>National Consultancy: Demand Generation support for RCCE to introduce COVID-19 Vaccine in Malawi</b>	
Section	C4D (Community Development and Resilience)	
Location	Lilongwe	
Duration	150 days over 8 months	
Start and End Date	From: 1 <sup>st</sup> of February 2021	To: 30 September 2021

### BACKGROUND

On 31 December 2019, WHO was alerted to a cluster of pneumonia patients in Wuhan City, Hubei Province of China. One week later, on 7 January 2020, Chinese authorities confirmed that they had identified a novel (new) coronavirus as the cause of the pneumonia. To date the corona virus (COVID-19) has spread to over 150 countries, including over 10 in East and southern Africa. The Communication for Development programme is at the forefront of UNICEF emergency response.

The COVAX Facility, one of three key pillars of the Access to COVID-19 Tools (ACT) Accelerator, is a global collaboration co-led by Gavi, the Vaccine Alliance, the Coalition for Epidemic Preparedness Innovations (CEPI) and WHO to accelerate the development and manufacture of COVID-19 vaccines and to guarantee fair and equitable access globally. With over 300 COVID-19 vaccine candidates being monitored in varying stages of development and 25 vaccines in clinical evaluation, it is possible that a vaccine candidate may achieve emergency use approval in 2020. In preparation for this, effective assessment of communities' and Health workers' knowledge, behaviour, attitude and practice for this new vaccine and the development of evidence-based demand generation strategies is capital.

Hence, UNICEF Malawi Office, is seeking assistance in the form of a consultancy with duration of 8 months to support in developing an evidence-based Demand Generation and Communication Plan. The plan should include advocacy, communications, social mobilization, risk and safety comms, community engagement, and training to generate confidence, acceptance and demand for COVID-19 vaccines uptake by priority target population (FWLs, elderly/adults with comorbidities and/or other locally relevant risk factors). The plan should also include crisis communications preparedness planning.

### JUSTIFICATION

Public understanding of the prioritization of target population, which will initially focus on Front Line Workers before covering at risk population, then general population over time, will be key to ensure overall acceptance and utilization of COVID-19 vaccines and reinforce trust in health and immunization services. This will also support the efforts to counter act the unprecedented abundance of information and misinformation circulating during the pandemic that can also impact the public response.

Strategies, both targeting primary recipients of the Covid-19 vaccine and the general population, will need to be informed by evidence on how Front Line Workers and general population think and feel towards this vaccine introduction, understand their risk perceptions, decision-making factors and the barriers and drivers influencing demand for an uptake of COVID-19 vaccine. Evidence should also showcase the levels of trust in health authorities, vaccine hesitancy and perceptions of COVID-19 to shape relevant risk communication and community engagement (RCCE) strategies and plans. The COVID-19 vaccine process will require coordinating communications across national and subnational levels as well as public and private sectors, while engaging relevant stakeholders.

The following are pre-requisites to the development of demand generation and communication strategies:

- Support the data collection and analysis efforts to inform the development of national demand promotion plan.
- Support the development of a national demand promotion plan based on global guidelines on COVID-19 vaccine.
- Support MOH and MOI to coordinate the advocacy, communication, social mobilization and training taskforce to implement the COVID 19 vaccine introduction.
- Provide technical assistance to MOH and MOI and partners on development of evidence-based communication messages and material as guided by global guidelines.
- Provide support for social listening and rumour management through establishment of crisis communication.
- Support capacity building of health workers, CSOs, frontline workers, social mobilizers on demand generation-linking it with the gains made in RCCE.
- Monitoring and documentation of lessons learnt from the whole process.

Currently, nor RCCE mechanisms under the Ministry of Health and Ministry of Information neither UNICEF Malawi has the in-house capacity to perform the above-mentioned planning and preparatory activities to ensure the successful introduction of COVID-19 vaccine in Malawi hence the requirement to engage a short-term technical consultant.

#### **PURPOSE OF THE ASSIGNMENT**

The overall objective of this consultancy is to ensure that public acceptance and uptake of COVID-19 vaccines in the country is adequate. In this regard the consultant is expected to understand key drivers of immunization demand among both Front-Line Workers and the general population, to successfully promote and sustain the desired behaviour based on evidence. This should be done through an initial assessment and analysis for key demand-related drivers including risk perception and vaccine hesitancy, documentation of demand generation interventions and the establishment of a social listening and rumour management platform to inform crisis communication activities.

#### **SCOPE OF WORK/OBJECTIVES**

Under the general guidance of the C4D Manager, the consultant is responsible for the coordination of communication technical working groups to accelerate demand generation approaches and strategies at the RCCE subcommittee under the Ministry of Health and the Public Communication Group under the Ministry of Information to promote evidence-based Social and Behaviour Change interventions including social mobilization, advocacy, community engagement, community empowerment and monitoring and evaluation as key components of the country programmes in Malawi in line with the work plan for COVID-19 Vaccine introduction.

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

#### **Strategic Direction and Coordination:**

- Support RCCE to determine strategic directions for Communication for Development (advocacy, social mobilization, communication, community engagement and behaviour change) Technical Working Groups and ensure the strategies are in line with UNICEF Country Office plans to achieve COVID-19 vaccine coverage targets.
- 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 the country.
- Coordinate different fora mainly GAVI subgroups for demand generation, and country's community engagement working groups under RCCE mechanisms.

- To provide expert advice and assistance to the RCCE teams by attending task teams including RCCE core groups – Health Promotion Technical Working (MoH) and Public Communication Cluster (MoH) which promote culturally sensitive and tailored Social and Behaviour Change interventions contributing to ensuring sustainable demand and uptake of immunization services.

### **Demand Generation**

- Ensure that RCCE groups are supported to develop plans and activities to promote acceptance among the general population of the initial ACT/COVAX prioritization guidance, increase trust in health and immunization services, and generate demand and uptake for COVID-19 vaccine among target population (Front-Line workers in a first phase, then at risk population, and finally general population over time)
- Develop, maintain and update the RCCE strategy with approaches, plans and activities geared towards generating demand for COVID-10 vaccine and other primary health care (PHC) services, as needed. The strategy should be founded on sound evidence based on studies with clear objectives, approaches, plans, activities, as well as monitoring and evaluation mechanisms.
- Provide support for social listening and rumour management through establishment of crisis communication
- Provide support for capacity building of Health Workers, CSOs, Front-Line workers on demand generation-linking it with the gains made in RCCE
- Ensure approaches used are inclusive, consultative and participatory to carry along all stakeholders.

### **Promotion of C4D/SBCC/RCCE principles**

- Provide advice on appropriate use of Social and Behavioural Change interventions
- Provide expert advice, coordination and technical support to government counterparts and other partners in the development and strategic use of Communication for Development to ensure optimum leverage and impact of communication activities on programme, policy and advocacy activities.
- Collaborate with the national and subnational Government officials, community/traditional leaders, other UN bodies, and bilateral agencies and NGOs in the organization of activities, operational research, advocacy and exchange of information and ideas supportive of RCCE's goals and strategies.
- Monitor and evaluate activities on the basis of applied targeted communication research and visits to field/project sites, when needed.
- Disseminate communication research findings, ensuring exchanges of experience and new methods to government officials, programme staff, and other UNICEF partners.

### **Capacity Building for Sustainability**

Oversee and advise on the development of goals, strategy, approaches, plans as well as training materials and activities to build up capacity in participatory and behaviour change communication for personnel involved in the planning, implementation and evaluation of Communication for Development intervention within RCCE strategies for generating demand for COVID-19 vaccine uptake by communities.

## REPORTING REQUIREMENTS

### To whom will the consultant report (supervisory and any other reporting/communication lines):

The consultant will report to the C4D Manager and work closely with the Director of Health Education Services in the Ministry of Health, and Health Specialist in Health & HIV Section, UNICEF Malawi will support with providing guidance for this assignment.

### What type of reporting will be expected from the consultant and in what format/style will the submissions of reports/outputs be done:

It is expected that the consultant prepares an implementation plan with timelines for the assignment, outlining planned tasks and concrete steps to be undertaken to accomplish the planned tasks within the scheduled time. Regular discussions will be held face-to-face, virtually, the consultant is expected to stay in touch via telephone, e-mails and other means such as Zoom or Skype. The consultant will be based at Lilongwe with regular field visit.

The consultant will need to present the draft documents as well as the final report to UNICEF, MOH and MOI. At the beginning of the assignment, the consultant is expected to produce and agree with UNICEF and HES Unit of MOH and NSMC of MoI on work plan schedules for the assignment period.

## EXPECTED DELIVERABLES

In alignment with the scope of work as described above, the consultant will be expected to perform the following activities and deliverables as per the schedule and estimated dates below:

#	Task	Deliverable/Outcome (e.g. Inception, progress, final reports, training material, workshop, etc.)	Estimated # of days	Planned Completion date
1.	Review key documents and prepare and submit an inception report and work plan of consultancy assignment after consultations with MoH/MoI and key stakeholders	Inception report with detailed demand generation plans with roles and responsibilities, timeline and associated budget	10 days	12 <sup>th</sup> February 2021
2.	Conduct rapid assessment for KAP / Behavioural and Social Drivers (BeSD) on COVID-19 vaccination aimed to reach priority target population	Rapid surveys /assessment reports	20 days	5 <sup>th</sup> March
3.	Coordinate with RCCE task teams in analysing data to guide development of demand generation and communication planning process for COVID-19 vaccine uptake by priority target population (FWLs, elderly/adults with comorbidities and/or other locally relevant risk factors) in close consultation with MoH/MoI.	Meeting reports on coordination meetings submitted to ensure RCCE network strengthened.  Demand generation and communication plan is in place.	20 days	30 <sup>nd</sup> April
4.	Develop and distribute SOPs and communication messages, IEC material for partners and targeted population	SOPs and material dissemination plan implemented.	10 days	14 <sup>th</sup> May

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1.	Review key documents and prepare and submit an inception report and work plan of consultancy assignment after consultations with MoH/Mol and key stakeholders	Inception report with detailed demand generation plans with roles and responsibilities, timeline and associated budget	10 days	12 <sup>th</sup> February 2021
5.	Support for social listening and rumour management through feedback and crisis communication mechanisms.	Social listening and rumour tracking mechanisms are functioning.	10 days	28 <sup>th</sup> May
6.	Support for national and subnational RCCE teams in conducting training of managers, health promotion/information officers, vaccinators and social mobilizers in all districts.	Training plan completed and field monitoring report provided.	20 days	2 <sup>nd</sup> July
7.	Documentation of demand generation process focused on action reviews, lessons learned and positive practices using submitted reports and developed resources and tools.	Documentation of the process with lessons learnt completed.	20 days	30 <sup>th</sup> July
8.	Package and lead production of evidence based appropriate, relevant communication for C4D knowledge sharing, publications and works.	C4D case studies documented and at least two journal publications produced/issued.	30 days	10 <sup>th</sup> September
9.	Provide final report on implementation of the demand generation plan.	Final report on COVID-19 vaccine uptake and roll out plan.	10 days	24 <sup>th</sup> September

However, as the actual starting date may impact the dates estimated in the TOR, the exact timeframes and actual delivery dates will be jointly agreed upon between the contractor and the supervisor upon contract signature.

#### **PERFORMANCE INDICATORS FOR EVALUATION OF RESULTS**

The performance of work will be evaluated based on the following indicators:

- Completion of tasks specified in TOR
- Compliance with the established deadlines for submission of deliverables
- Quality of work
- Demonstration of high standards in cooperation and communication with UNICEF and counterparts

#### **PAYMENT SCHEDULE**

All payments, without exception, will be made upon certification from the supervisor of the contract, of the satisfactory and quality completion of deliverables and upon receipt of the respective and approved invoice as per table above indicating estimated deliverables timelines.

Payments are linked directly to the deliverables and the days indicated are only for planning purposes.

In-country travel costs will be reimbursed on actual expenditures and upon presentation of original supporting documents.

## **DESIRED COMPETENCIES, TECHNICAL BACKGROUND AND EXPERIENCE**

### **Academic qualification:**

Advanced university degree from a recognized academic institution in one or more of the following areas is preferred in social science, communication, international studies or a related technical field in UNICEF C4D areas.

First university degree combined with relevant professional work experience and understanding of relevant functions may be considered in lieu of advanced university degree.

### **Work experience:**

Minimum six years progressively responsible experience in humanitarian/development contexts, emergency preparedness, complex emergency/multi-hazard disasters, community engagement and accountability to affected population work with UN, civil society and/or NGO, including programme management and/or coordination in major emergency response relevant to the cluster or other related area is required

Work experience managing large-scale projects, working with governments, working in resource-limited settings, monitoring and evaluating supply chains, and risk management, mitigation will be an asset.

### **Technical skills and knowledge:**

Product knowledge on social behaviour change, social mobilization, community engagement and understanding of the principles of communication for development, knowledge and experience with collecting data and designing evidence-based C4D strategies, as well as risk communication and communication engagement are essential.

### **Languages:**

Written and spoken fluency in English and local language are required.

**Professionalism:** Knowledge of a range of humanitarian assistance, emergency relief and related humanitarian issues, including approaches and techniques to address difficult problems. Analytical capacity and in particular the ability to analyse and articulate the humanitarian dimension of issues which require a coordinated UN response. Ability to identify issues and judgment in applying technical expertise to resolve a wide range of problems. Ability to conduct research, including ability to evaluate and integrate information from a variety of sources and assess impact on the humanitarian rights situation in assigned country/area. Ability to work under extreme pressure, on occasion in a highly stressful environment (e.g. civil strife, pandemic, natural disasters and human misery). Shows pride in work and in achievements; demonstrates professional competence and mastery of subject matter; is conscientious and efficient in meeting commitments, observing deadlines and achieving results; is motivated by professional rather than personal concerns; shows persistence when faced with difficult problems or challenges; remains calm in stressful situations. Takes responsibility for incorporating gender perspectives and ensuring the equal participation of women and men in all areas of work. Understands the rationale behind Humanitarian Reform, its main components and recent developments including the Transformative Agenda. Understands, uses and adapts the tools, mechanisms and processes developed as part of Humanitarian Reform. Builds, motivates and leads the cluster coordination team Technical competences Understands key technical issues for the cluster sufficiently well enough to be able to: engage with cluster participants; make full use of their experience and knowledge; guide strategy and plans; communicate and advocate on important issues.

**Teamwork:** Works collaboratively with colleagues to achieve organizational goals; solicits input by genuinely valuing others' ideas and expertise; is willing to learn from others; places team agenda before personal agenda; supports and acts in accordance with final group decision, even when such decisions may not entirely reflect own position; shares credit for team accomplishments and accepts joint responsibility for team shortcomings; communicates, works and networks effectively with a wide range of people to reach broad consensus on a well-coordinated response, and demonstrates leadership where required.

**Planning & Organizing:** Develops clear goals that are consistent with agreed strategies; identifies priority activities and assignments; adjusts priorities as required; allocates appropriate amount of time and resources for completing work; foresees risks and allows for contingencies when planning; monitors and adjusts plans and actions as necessary; uses time efficiently; thinks and acts strategically and ensures that cluster activities are prioritised and aligned within an agreed strategy.

## ADMINISTRATIVE ISSUES

UNICEF will regularly communicate with the specialist and provide feedback and guidance and necessary support so to achieve objectives of the work, as well as remain aware of any upcoming issues related to the performance and quality of work.

As per policy on consultants and individual contractors, the individual will be expected to complete a list of mandatory training, including policies on Prohibiting and Combatting Fraud and Corruption; Prohibition of discrimination, harassment, sexual harassment and abuse of authority and other relevant policies for their information and acknowledgment prior to the official contract being issued.

The assignment requires the consultant when in Malawi, to actively engage with partners as well as the focal person in Ministry of Health (EPI), City Councils and NGOs.

The consultant will need to present the draft documents as well as the final report to UNICEF and EPI, MOH. At the beginning of the assignment, the consultant is expected to produce and agree with UNICEF and EPI, MOH on work plan schedules for the assignment period.

The consultant will work from the UNICEF Malawi Country Office premises, pending the return to office strategy for consultants and as per the approved footprint plan for the section and office, keeping COVID-19 safety and preventative measures in mind. If the footprint plan does not allow working from UNICEF premises, the consultant will work from home.

The consultant will use a personal computer and phone to carry out the work.

## CONDITIONS

- The candidate selected will be governed by and subject to UNICEF's General Terms and Conditions for individual contracts.
- No contract may commence unless the contract is signed by both UNICEF and the consultant.
- The consultant will be based in Lilongwe and working from UNICEF Malawi Office premises or from home as per office footprint until such a time when COVID travel restrictions are relaxed to allow in-country/field travel.

- The consultant will be paid an all-inclusive fee (stationary, communication and other miscellaneous expenses) as per the stipulated deliverable and payment schedule.
- Under the consultancy agreements, a month is defined as 21.75 working days, and fees are prorated accordingly for actual days worked.
- The consultant is not entitled to payment for overtime, weekends or public holidays, medical insurance, taxes, and any form of leave.
- Travel expenses for official in-country trips, including living costs, will be covered in accordance with UNICEF's rules and tariffs, by the consultant and reimbursed against actuals, unless otherwise agreed.
- Transport will be provided to the consultant during in-country/field travel, if planned and approved.
- No travel should take place without an email travel authorization from section prior to the commencement of the journey from the duty station.
- Standard UNICEF procedures will apply for invoicing and all other financial management requirements set out in the contract.
- Standard penalty clauses will also apply for late and poor-quality deliverables. The supervisor of the contract will provide the consultant with the criteria for the evaluation of the quality of each deliverable.
- Additional details of UNICEF rules, regulations and conditions will be attached to the contract.
- Consultants will not have supervisory responsibilities or authority on UNICEF budget.
- The assignment is an on-site/off-site support.

## HOW TO APPLY

Interested consultants should provide the following:

1. Curriculum Vitae
2. Brief technical proposal (no longer than five pages) demonstrating the consultant's understanding of the assignment and approach/methodology to the assignment
3. Financial proposal including a breakdown of their all-inclusive fees (including professional fees, travel, living cost, visa and other costs). Complete the attached form.



Financial  
Proposal.xlsx

4. References details