

TERMS OF REFERENCE

Individual Consultant: Consultant for Developing IPC Module on HPV and Adaptation of BRIDGE module (open to National Consultants only)

Duty Station: New Delhi (home based)

Contract Duration: 5 months

Closing Date: 14th May 2024

1. BACKGROUND AND PURPOSE

Interpersonal communication plays a pivotal role in effective communication strategies, especially within the context of introducing HPV vaccination into India's immunization program. It offers a platform for feedback and engagement, which is crucial for mobilizing and supporting caregivers in adopting a positive attitude towards vaccination. The IPB module aims to underscore the significance of interpersonal communication skills in empowering frontline workers to engage with caregivers and promote HPV vaccination effectively.

In the Indian context, the role of interpersonal communication becomes even more vital. Frontline workers need to possess strong interpersonal skills to engage with caregivers and address their concerns regarding vaccination. This IPC Module will emphasize the importance of interpersonal communication in mobilizing caregivers and young girls for HPV vaccination. It will provide frontline workers with key messages and strategies to effectively communicate the benefits of the HPV vaccine and address any doubts or misconceptions that caregivers may have.

Additionally, the guide will serve as a comprehensive reference material for key stakeholders involved in HPV vaccination promotion activities in India. It will equip them with the necessary tools and insights to engage with caregivers and young girls in a meaningful and persuasive manner, ultimately facilitating the uptake of the HPV vaccine across the country.

SBC section would also like to develop facilitator's guide for this IPC module, serving as a guide for trainers to effectively develop the capacity and disseminate critical information among FLWs on the importance of HPV. This facilitator's guide must emphasize the cardinal role of FLWs in catalyzing behavioral change and enhancing community health through increased awareness and vaccination uptake. Essential components of this facilitator's guide include comprehensive communication strategies, insights into overcoming barriers to HPV vaccination, and practical advice on implementing IPC programs at various levels. By embodying these crucial elements, the guide aims to furnish trainers with the requisite knowledge and tools to maximize the impact of FLWs in the fight against HPV-related diseases, thereby laying down a foundation for sustainable and successful vaccine introduction.

UNICEF has been supporting Govt. of in capacity building of FLWs on IPC through the BRIDGE module. The module focusses on communication by FLWs in context of routine immunization. It has the scope for being expanded for other relevant health and nutrition behaviors such as Ante natal checkup, anemia prevention, immediate and exclusive breastfeeding etc. The existing BRIDGE module can be supported with cases studies on these behaviours. The BRIDGE module can also be incorporated into RISE- online learning portal for frontline workers.

The aim of this assignment is to engage an experienced consultant who has sufficient experience in developing IPC modules for frontline workers and facilitator's guide on immunization and/or primary health care. We are eager to engage a consultant who is equipped to contribute the essential expertise to amplify this effort. We envision that the consultant will develop an effective and engaging IPC Module and facilitator's guide for doing effective IPC and enhance their knowledge on HPV vaccination to prevent cervical cancer and save the lives of women and girls. IPC is essential for the uptake of the HPV vaccine because it allows for dialogue between participant audiences and health workers that can provide information, address fears and barriers, shift perceptions and set outcome expectations. With good IPC, health workers can create a safe and comfortable environment for parents and teens, thereby earning their trust and increasing their willingness to follow advice on the necessary steps and practices they should take, such as coming back for a second dose of the vaccine

The rationale behind developing a facilitator's guide for the Interpersonal Communication (IPC) module, especially focusing on Human Papillomavirus (HPV) introduction, is multifaceted and rooted in the urgent need to address and mitigate the spread of HPV through improved vaccination coverage. This should be envisioned as an instrumental resource in empowering trainers, enabling them to effectively build the capacities of FLWs who are on the frontline of community health efforts. Given the significant challenges that impede HPV vaccination uptake – including lack of awareness, cultural stigmas, and accessibility issues – the guide must stand as a critical tool for overcoming these barriers. Additionally, the guide may also provide pragmatic advice on overcoming logistical and socio-cultural obstacles, ensuring that FLWs are well-prepared to implement IPC programs that can lead to a sustained increase in vaccination rates. Ultimately, the development of this facilitator's guide is driven by the goal of enhancing community health through targeted, effective, and empathetic communication, laying a solid foundation for the successful introduction and acceptance of the HPV vaccine, thereby contributing to the broader objective of cervical cancer prevention.

2. OBJECTIVES

Hire services of a high-quality CBC/capacity development consultant for the following:

1. Development of an IPC module and facilitator's guide on HPV
2. Development of case studies on four identified behaviors to be incorporated in BRIDGE module for IPC of frontline workers.
3. Pitch note on incorporation of BRIDGE into RISE.
4. Adaptation of BRIDGE module

The developed IPC module on HPV should have:

1. Step-by-step guidance on how to conduct effective interpersonal communication.
2. Key participant audiences and the recommended actions before and after vaccination.
3. Real examples of good IPC practices.
4. Key messages related to HPV vaccination promotion that are useful in IPC interactions.
5. Should talk about the GATHER approach.
6. Should talk about the General Actions for Health Workers.
7. Information Parents and Girls should know.
8. Facts about Cervical Cancer and HPV
9. Facts about HPV vaccination and Cervical Cancer prevention

The developed facilitator's guide on HPV should have:

1. The facilitator's guide should provide practical advice and strategies for FLWs to communicate effectively with communities, emphasizing the importance of HPV vaccination and its impact on cervical cancer prevention.
2. The facilitator's guide should provide insights into the underlying reasons for low vaccination rates, such as cultural beliefs, accessibility issues, and misconceptions about the vaccine. FLWs can use these insights to develop tailored communication strategies that address these concerns and promote positive behavior change.
3. The facilitator's guidebook should offer practical tips and techniques for FLWs to enhance their communication and interpersonal skills, including active listening, motivational interviewing, and problem-solving. FLWs can use these skills to effectively engage with communities, build trust, and promote demand for HPV vaccination.
4. The facilitator's guide should emphasize the importance of involving communities in the IPC process, including fostering community ownership and participation in vaccination efforts. FLWs can use this information to develop effective community mobilization strategies that promote vaccine acceptance and access.
5. The facilitator's guidebook should provide practical guidance on how to monitor and evaluate the impact of IPC programs, including tracking vaccination rates, addressing vaccine hesitancy, and measuring the effectiveness of communication strategies. FLWs can use these tools to assess the effectiveness of their interventions and make necessary adjustments to improve vaccine acceptance and uptake.

Adaptation of BRIDGE

Adapt BRIDGE module to four following desired behaviours.

1. Maternal care
2. Immediate and exclusive breastfeeding
3. Anaemia and IFA
4. Newborn danger signs.

The consultant needs to do online peer review with selected state colleagues of all the products and incorporate the feedback. All products need to be developed in English.

3. MAJOR TASKS AND ACTIVITIES TO BE ACCOMPLISHED

Work Assignments Overview (Include Major Tasks and Activities)	Deliverables/Outputs	Timeline/Date for submission of Deliverable
1. Support in development of IPC training module in English for FLWs on generating demand for HPV vaccination	Submission of one IPC Training module	15 June 2024
2. Support in development of Facilitator's guidebook in English on rolling out the IPC module on HPV in the field.	Submission of one Facilitator's guidebook	20 July 2024
3. Online Peer review of both the modules	Submission of final IPC module and facilitator's guidebook after incorporating the feedback based on the peer review.	15 August 2024
4. Development of an Advocacy Note for Integration of BRIDGE in RISE Module V	Content mapping Submission of Advocacy Note	25 August 2024
5. Adaptation of BRIDGE module to four desired behaviours, Maternal care; 2- Immediate and exclusive breastfeeding 3- Anemia and IFA and 4-Newborn danger signs.	Adapted module	20 October 2024

4. DUTY STATION

New Delhi (home-based)

5. OFFICIAL TRAVEL INVOLVED (ITINERARY AND DURATION)

No travel involved.

6. ESTIMATED DURATION OF CONTRACT

5 months, from 1st June 2024 to 31st October 2024.

7. QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES (CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT

Qualification:

Master's or Post Graduate Diploma in Social and Behavioral Science / Development Communication/ Social Marketing/Sociology/ Anthropology/International Development / Public health / Public policy/Behavioral Economics or other relevant social science degree is required.

Years of Experience/Knowledge/Expertise/Skills required:

- The consultant should have at least 3 years of proven track record in the field of development of IPC and facilitator's training guidebook on Immunization, with a deep understanding of IPC principles, strategies and best practices.
- Language: Fluency in English and Hindi is required.

8. TECHNICAL EVALUATION CRITERIA (WITH WEIGHTS FOR EACH CRITERIA)

Technical and Financial ratio is 70:30 (technical proposal-70 points and financial proposal-30 points)

S. No.	Evaluation Criteria	Max. Marks	Min. Marks
1.	Educational Qualification Master's or Post Graduate Diploma in Social and Behavioral Science / Development Communication/ Social Marketing/Sociology/ Anthropology/International Development / Public health / Public policy/Behavioral Economics or other relevant social science degree	10	35
2.	Relevant professional experience - At least 3 years of proven track record in the field of development of IPC and facilitator's training guidebook on Immunization, with a deep understanding of IPC principles, strategies and best practices. (25) - Sample work related to module development work done previously (10) - Experience of working with Bilateral/International/UN agencies (5)	40	
	Sub-Total	50	35
3.	Interview	20	n/a
	Total	70	49

Note: Applicants scoring 35 marks (out of 50) will be called for interview. Qualifying score in technical evaluation is 49 out of 70 marks.

9. PAYMENT SCHEDULE

Payment will be made on submission and acceptance of deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant.

10. IMPORTANT NOTES

- Individuals engaged under a consultancy or individual contract will not be considered "staff members" under the Staff Regulations and Rules of the United Nations and UNICEF's policies and procedures and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.
- The selected candidate is solely responsible to ensure that the health insurance (and visa if applicable) required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of fully-vaccinated status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.
- UNICEF offers reasonable accommodation for consultants with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.

HOW TO APPLY:

The application to be submitted through the online portal and must contain four separate attachments, as follows:

1. A cover letter (max 2 pages) with details of technical knowledge and skills acquired and experience of their applications aligned to the skills and experience in the ToR (**to be uploaded online under "Cover Letter" tab**)

2. An updated CV demonstrating all requirements stated above **(to be uploaded online under “Resume” tab)**
3. A Work Sample related to module development work done previously **(to be uploaded online against “Other – Applicant” tab).**
4. A financial proposal indicating all-inclusive amount (professional fee + travel cost as applicable) against each of the deliverable, as per the template attached. Please do not forget to specify your name in the file while saving **(to be uploaded online under “Financial Proposal” tab).**

Important Note: Please do not indicate financials anywhere else in the online application form, please mark "n/a or 00", under the fee related questions in the online application form.

Without all the above 04 documents, your application will be considered incomplete and invalid and will not be considered further.

- Any attempt to unduly influence UNICEF’s selection process will lead to automatic disqualification of the applicant.
- Joint applications of two or more individuals are not accepted.
- Please note, UNICEF does not charge any fee during any stage of the process.
- Women, trans, non-binary and gender diverse candidates meeting the requirements are strongly encouraged to apply.
- UNICEF is committed to diversity and inclusion and encourages qualified candidates from all backgrounds including persons living with disabilities to apply.
- General Terms and Conditions for the Consultancy Contract is attached, for your reference.

For any clarifications, please contact:

UNICEF

Supply & Procurement Section,

73, Lodi Estate,

New Delhi 110003

Email: indconsultants@unicef.org