

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS

Title <i>Individual Communication & social behavior change consultant to support COVID-19 vaccine demand Generation and hesitancy</i>	Funding Code	Type of engagement <input checked="" type="checkbox"/> Consultant <input type="checkbox"/> Individual Contractor Part-Time <input type="checkbox"/> Individual Contractor Full-Time	Duty Station: Paramaribo, Suriname
Purpose of Activity/Assignment: This project seeks engagement an <i>Individual communication & social behavior change consultant to support COVID-19 vaccine demand generation and hesitancy in Suriname.</i>			
Background <p>The Republic of Suriname detected its first case of COVID 19 on Friday, March 13, 2020. Since April 2021, the country is experiencing a third wave of the pandemic, and the increasing cases and deaths are of great concern to the government of Suriname and its partners. In the absence of definitive therapeutic options for the management and control of this disease, vaccination as a primary prevention measure is the best option for controlling the disease and save lives through reduction of severe cases and deaths.</p> <p>UNICEF is working closely with the Ministry of Health in the implementation of the COVID-19 deployment plan by supporting and providing technical and financial support demand generation, cold chain and improving planning and coordination.</p> <p>In Suriname the first case of COVID 19 was detected on Friday, March 13, 2020. Since April 2021, the country is experiencing a third wave of the pandemic which evolved into a 4th wave before significantly slowing down. The increasing cases and deaths are of great concern to the government of Suriname and its partners. In the absence of definitive therapeutic options for the management and control of this disease, vaccination as a primary prevention measure is one of the key strategies to combat the pandemic, slow down the transmission and save lives. Currently, there are several COVID-19 vaccines being rolled out since February 2021 in Suriname. To date Suriname has reached 34% of the target population is being fully vaccinated and 12% partially vaccinated (September 24, 2021, www.laatjevaccineren.sr). The impact of misinformation is pernicious and has real-world impacts. People have been misled by misinformation spread through social media and mobile messaging apps about the safety of vaccines, prompting a wave of vaccine hesitancy and a worrisome resurgence. This necessitates the development of a targeted approach and action plans which will ensure comprehensive information easily to understood by children and their caregivers for demand generation. For the further roll-out and planning of COVID-19 vaccine across the country UNICEF, as well as other partners, is fully engaged to support the Ministry of Health and provide technical support at national level.</p>			

Scope of Work:

The scope of work includes the design of strategies, communication material and manage (organize and coordinate) the communication campaign for vaccine demand generation by caregiver for different target groups and improve availability and dissemination of easily understood information .

The expected results are to be achieved through use of social media, TV and radio channels, engaging youth organizations via a diverse set of information and communication material and engagement modalities for social behaviour change communication.

Tasks

The consultant will complete the following work assignments under direct supervision of UNICEF:

- Develop communication strategies and approach based on segmentation of the identified target audience.
- Develop a communication mix consisting of a set of customized activities, messages, communication products and dissemination modality per identified target segment.
- Develop messages and coordinate the production of communication products by third party service providers (to be contracted by UNICEF after identification of the type of products).
- Organize and coordinate the communication campaigning activities.
- Organize and coordinate meetings of technical expert committees, document the minutes of meetings and subsequently follow up on action points.
- Support the UNICEF team with the oversight of the communication activities supported by UNICEF through implementing partners in the interior including the donor reporting on results and human-interest stories.
- The Consultant will work closely with the UNICEF Communication Officer, Ministry of Health and all relevant stakeholders for effective planning and implementation.

Child Safeguarding

Is this project/assignment considered as “Elevated Risk Role” from a child safeguarding perspective?

☐ YES ☒ NO If YES, check all that apply:

Direct contact role ☐ YES ☒ NO

If yes, please indicate the number of hours/months of direct interpersonal contact with children, or work in their immediately physical proximity, with limited supervision by a more senior member of personnel:

Child data role ☐ YES ☒ NO

If yes, please indicate the number of hours/months of manipulating or transmitting personal-identifiable information of children (name, national ID, location data, photos):

More information is available in the [Child Safeguarding SharePoint](#) and [Child Safeguarding FAQs and Updates](#)

Budget Year: 2021-2022	Requesting Section/Issuing Office: Programme/UNICEF Suriname	Reasons why consultancy cannot be done by staff: No staff available for this role	
Included in Annual/Rolling Workplan: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, please justify:			
Consultant sourcing: <input checked="" type="checkbox"/> National <input type="checkbox"/> International <input type="checkbox"/> Both Consultant selection method: Single source <input type="checkbox"/> Competitive Selection (Roster) <input type="checkbox"/> Competitive Selection (Advertisement/Desk Review/Interview)		Request for: <input checked="" type="checkbox"/> New SSA – Individual Contract <input type="checkbox"/> Extension/ Amendment	
If Extension, Justification for extension:			
Supervisor: M. Neede	Start Date: November 18, 2021	End Date: April 30, 2022	Number of Days (working) 100
Work Assignment Overview			
Tasks/Milestone:	Deliverables/Outputs:	Timeline	Estimate Budget
Develop communication strategy, approach and packages	Detailed plan	November 29, 2021	20%
Develop messages developed and communication products developed.	Messages developed and communication products available	December 10, 2021	20%
Organize and coordinate communication campaign activities	Messages delivered to targeted audiences. Reach of 50,000	December 2021 – March 28, 2022	20%
Support with oversight of the vaccine communication campaign in the interior	Progress meeting attended, draft results and products reviewed and technical support provided	December 2021– March 28, 2022	20%
Reporting on results of project with the Medical Mission, including review and finalization of human-	Intermediary results reports and HIS	December 15, 2021	20%

interest story (HIS) of the vaccine demand generation intervention in the interior			2022.
Final report writing	Final report on vaccination demand generation campaign on caregivers of children 12-18 year	April 15, 2022	

Estimated Consultancy fee			
Travel International (if applicable)	N/A		
Travel Local (please include travel plan)	N/A		
DSA (if applicable)	N/a		
Total estimated consultancy costs			
Minimum Qualifications required: <input checked="" type="checkbox"/> Bachelors <input type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/> Other Enter Disciplines: Social Sciences/ Public Health/ communication management or related field	Knowledge/Expertise/Skills required: <ul style="list-style-type: none"> • A minimum of 5 years of experience in communication programs, preferably in the field of public health (desirable in immunization programs). • Analytical skills • Fluent in English and Dutch, speaking proficiency of Sranan. • Surinamese resident 		
Administrative details: Visa assistance required: <input type="checkbox"/> Transportation arranged by the office: <input type="checkbox"/>	<input checked="" type="checkbox"/> Home Based <input type="checkbox"/> Office Based: If office based, seating arrangement identified: <input type="checkbox"/> IT and Communication equipment required: <input type="checkbox"/> Internet access required: <input type="checkbox"/>		

Conditions and remarks:

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.

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 be expected to adhere to these standards and principles and will therefore undergo rigorous reference and background checks. Background checks will include the verification of academic credential(s) and employment history. Selected candidates may be required to provide additional information to conduct a background check. Successful individuals will be required to produce the following:

- Certificate of good health
- Proof of Health Insurance
- Statement of good standing
- Designation of beneficiary form

