

**TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS**

<b>Title:</b> Social and Behaviour Change (SBC) Consultant (National or international consultants based in Zambia)	<b>Type of engagement</b> <input checked="" type="checkbox"/> Consultant <input type="checkbox"/> Individual Contractor Part-Time <input type="checkbox"/> Individual Contractor Full-Time	<b>Duty Station:</b> Lusaka
<b>Purpose of the Assignment:</b> Conduct SBC landscape analysis; define what SBC strategies, approaches, platforms work well; and identify key priority areas for SBC investment areas in preparation to the upcoming UNICEF Zambia Country Programme (2023-2027)		
<b>Scope of Work:</b>  <p>UNICEF recently began a strategic shift repositioning and elevating its Communication for Development (C4D) approach to supporting the design and delivery of higher-quality Social and Behaviour Change (SBC) programmes at scale. This corporate change relies on the adoption of a new business model that includes improved operational and programmatic modalities, in alignment with the 2022-2025 UNICEF Strategic Plan that positions SBC both as a core change strategy and critical result milestones toward the SDG achievements at country level. As part of this shift UNICEF Country Offices need to strengthen their SBC programming capacity and function, to respond to the growing importance of people-centered approaches and implement evidence-based change programmes. A critical dimension of the organizational shift is to improve capacities to define concrete, relevant and measurable social and behavioural results, and to select and implement the right strategies and tactics to achieve them (including enhanced capacity to collect and analyze social data, understand and track behaviors, build efficient engagement and accountability mechanisms, support participation and community-led solutions, align social services with people's needs and values, build trust, and leverage innovations, culture, belief systems, local dynamics and norms for change).</p> <p>SBC is articulated as one of the key change strategies in the upcoming UNICEF Zambia Country Programme (2023-2027). Majority of the new 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 to achieve these results, a clear investment case is critical to prioritize strategic platforms and high impact approaches that are catalytic to achieve results. The proposed consultancy assignment is expected to profile strategic SBC channels, platforms and influencers through a SBC landscape analysis; define what approaches works well and help identify priority SBC investment areas/initiatives that can operationalize synergetic approaches and high impact interventions at various levels.</p>		

**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](#)

<b>Budget Year:</b>  2022	<b>Requesting Section / Issuing office:</b>  SBC Unit	<b>Reasons why consultancy cannot be done by staff:</b> The Zambia Country Office SBC Unit is a small unit of two members who are responsible for multiple cross-sectoral contracts and partnerships in addition to supporting coordination of RCCE response for COVID-19 and Polio and providing ongoing technical support to sectoral SBC. A dedicated support to this assignment is therefore critical to support adequate preparation for the new CP period.
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**Included in Annual/Rolling Workplan:**  Yes  No. If No, please justify:

**Consultant sourcing:**
 National  International  Both

**Consultant selection method:**
 Competitive Selection (Roster)

 Competitive Selection (Advertisement/Desk Review/Interview)

**Request for:**
 New SSA – Individual Contract

 Extension/ Amendment

**If Extension, Justification for extension:**
**Supervisor:** Hanna Woldemeskel, SBC Unit

**Start Date:** 20 July 2022

**End Date:** 21 December 2022

**Number of Days (working)** 110 days (5 months – 21 days)

**Work Assignment Overview:** Under the overall guidance of the SBC Specialist (Dep Rep Office) the consultant will work closely with the office SBC team and selected programme staff. Based on a pre-identified list at the inception stage, the consultant will engage with key ministries, partners and other relevant networks, academia and organizations to conduct SBC landscape analysis. The consultant will lead consultations internally and with key stakeholders to develop SBC landscape analysis; conduct evidence reviews to analyze barriers and drivers for selected key behaviors; and develop strategic plan for prioritized SBC investment areas for the new CP period. The consultant will also work with a SBC institution recruited by the UNICEF Regional Office through the global LTA mechanism to support the capacity building work specified under the list of tasks.

<i>Tasks/Milestone:</i>	<i>Deliverables/Outputs:</i>	<i>Timeline (days/months)</i>	<i>Estimated Budget (USD)</i>
<p><b>1. Inception:</b> Review of key SBC documents developed by UNICEF and partners; conduct consultation with respective UNICEF SBC and programme team and Task Forces</p>	<ul style="list-style-type: none"> <li>Inception report with; assignment workplan, templates for landscape analysis and list of documents to be reviewed, and list of organizations to be consulted</li> </ul>	10 days	
<p><b>2. Develop SBC landscape analysis:</b> conduct consultation with key government counterparts and major SBC players in defining capacity gaps of partners; mapping the reach, scale and structure of major channels and platforms and influencers, and based on this, identify priority SBC investment areas in the new CP period</p>	<ul style="list-style-type: none"> <li>SBC landscape analysis document with profile matrix of key channels, platforms and players in Zambia, including associated capacity gaps</li> </ul>	26 days	
<p><b>3. Finalize behavioral bottleneck analysis:</b> Conduct review of behavioral evidence within and outside UNICEF (including DHS, KAP surveys, formative and social norm studies) to further refine barriers and drivers, and fill the gaps identified for selected behaviours.</p> <p>Lead design of baseline collection for identified 10-15 cross-sectoral indicators through rapid methods. Coordinate data collection, quality assure the reports, extract concise snapshot for action.</p>	<ul style="list-style-type: none"> <li>Final brief of SBC barrier and drivers for key priorities of the new country programme (refine existing draft and fill gaps)</li> <li>A comprehensive list of SBC related indicators with status and source</li> <li>Tool for baseline data for selected 10-15 indicators.</li> <li>Final reviewed baseline report.</li> </ul>	30 days	
<p><b>4. Develop SBC strategic plan and investment case</b> for priority cross-cutting SBC initiatives for the new CP period</p>	<ul style="list-style-type: none"> <li>Brief strategic plan for top 3-4 multi-level, cross-sectoral SBC</li> </ul>	22 days	

	<p>initiatives (including key strategies and approaches, target groups, simplified core messages, and key indicator sets (in alignment with UNICEF SBC menu) and budgets</p> <ul style="list-style-type: none"> <li>Investment case or a brief concept note for fund mobilization for the identified initiatives</li> </ul>		
<p><b>5. Support Regional Office-led capacity building action:</b> As a Zambia based consultant, co-facilitate capacity building exercise provided by UNICEF Regional Office (key tasks include: supporting review of existing SRH/HIV SBC packages and analyse gaps, organizing and co-facilitating capacity building workshops with key partners and UNICEF team, facilitating consultations with adolescents, caregivers and service providers, support partners to update/develop SRH/HIV SBC materials interventions based on the behavioral insight generated)</p>	<ul style="list-style-type: none"> <li>Workshop agenda and invitation list</li> <li>Workshop report</li> <li>Consultation report with various target groups</li> </ul>	22 days	
Travel International (if applicable)	NA		
Travel Local (please include travel plan)	NA		
DSA (if applicable)	NA		
<b>Total estimated consultancy costs<sup>1</sup></b>			
<b>Minimum Qualifications required</b>			
<input type="checkbox"/> Bachelors <input checked="" type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/> Other  <b>Enter Disciplines:</b> Social science, Communication, Health Promotion, International Studies, Development Studies or a related technical field in SBC/C4D Community Engagement	<ul style="list-style-type: none"> <li>At least 10 years' relevant experience and knowledge on social behaviours change, social norms programming, social mobilization</li> <li>Knowledge and understanding of the principles, design and monitoring of multi-level, evidence-based SBC strategies and innovative approaches</li> <li>Knowledge of Zambian SBC, advocacy and mobilization landscape, structures and players</li> <li>Excellent communication skills in English (spoken and written).</li> </ul>		
<b>Administrative details:</b>	<input type="checkbox"/> Home Based <input checked="" type="checkbox"/> Office Based:		

Visa assistance required:

Transportation arranged by the office:

If office based, seating arrangement identified:

IT and Communication equipment required:

Internet access required:

<sup>i</sup> Costs indicated are estimated. Final rate shall follow the “best value for money” principle, i.e., achieving the desired outcome at the lowest possible fee. Consultants will be asked to stipulate all-inclusive fees, including lump sum travel and subsistence costs, as applicable.

Payment of professional fees will be based on submission of agreed 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

**Text to be added to all TORs:**

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.