

Annex C

Title of Consultancy:	Type of Engagement	Place of Recruitment	Workplace of Consultant (duty station, ICT equipment)
Instructional video production on application of active nutrition screening techniques to children under-five by caregivers.	<input checked="" type="checkbox"/> Consultant <input checked="" type="checkbox"/> National Consultant <input type="checkbox"/> TA <input checked="" type="checkbox"/> Individual Contractor	Sierra Leone.	Freetown & other Field locations.
WBS: 3900/A0/08/881/004/004			
Budget Year: March 2021	Requesting Section/ Issuing Office Health, Nutrition and HIV Section – UNICEF Sierra Leone	Reasons why the assignment cannot be done by a staff member: This is a specialised skill, which is not available within UNICEF office.	
<p><u>Purpose of Activity/Assignment:</u></p> <p>1. Background Malnutrition remains prevalent in Sierra Leone. One third of children under-five years of age are stunted and approximately 5 per cent are suffering from acute malnutrition. Of these, 1 per cent are severely malnourished and at high risk of dying if left untreated. Children with acute malnutrition are 11 times more likely to die than well-nourished children. Thus, early identification, referral and treatment of severely malnourished children are routine practices that needed to be strongly put in place to control acute malnutrition.</p> <p>The COVID-19 pandemic has impacted the food and nutrition security of the people of Sierra Leone especially young children resulting in increased household food insecurity thereby increasing rates of malnutrition. Coverage of essential health and nutrition services such as nutrition screening at the facility and community levels has been impacted with constraints on providing these services due to social distancing and limited infection prevention and control (IPC) materials to name a few.</p> <p>2. Justification Application of active nutrition screening techniques through mid-upper arm circumference (MUAC) measurement and checking for nutritional oedema by caregivers is an important approach in employing IPC measures while addressing the need to regularly screen for malnutrition. Thus, an instructional video on the proper application of MUAC measurement and nutrition oedema assessment can support training, mentoring and coaching of caregivers even community health workers and mother support groups (MSGs)</p> <p>3. Purpose and objectives: The purpose of the contract is to support Ministry of Health and Sanitation (MoHS) efforts to strengthen essential nutrition services inspite of the COVID-19 pandemic through proper application of MUAC measurement and nutrition oedema assessment techniques. The specific objective of these activities is to improve nutrition screening coverage by supporting nutrition screening by caregivers through the development of a short tutorial film that gives instruction on the technique on how to take a MUAC measurement and conduct nutritional oedema assessment. The video will be used for orientation and trainings of health workers including community health workers. It will Also be shared on UNICEF Sierra Leone social media platforms – Facebook, Twitter, and other outlets and platforms to support public education on it.</p>			

4. Methodology and Technical Approach:

a) The video will portray the context of screening a child under five years of age for acute malnutrition using MUAC tape. It will also showcase step by step method on how to measure the MUAC of a child under-five, and the obtained MUAC reading can be interpreted and reported for various actions. This will be captured through the overall experiences of a nutrition trainer (to be identified by the Directorate of Food and Nutrition (DFN)) who has both theoretical knowledge and practical skills on taking MUAC measurement, nutritional oedema assessment and interpreting the obtained results. The video will be shot in at the community setting.

The tutorial video will be told through the following activities:

- Shots and interviews with a Nutrition trainer with knowledge on MUAC.
- Shots and interviews with caregivers of Moderate Acute Malnutrition (MAM) and Severe Acute Malnutrition (SAM) children to demonstrate the technique.
- Shots and interviews with community members such as Community Health Workers (CHWs) or Mother Support Groups (MSG) whose main responsibility is to support the regular administration of MUAC screening and nutrition oedema assessment by caregivers to their children aged under five years.

b) Editing and finalizing two separate videos with (same content) of 3 mins each in English and Creole into publishable content for the UNICEF website, social media and/or other platforms. The Creole version of the video will heavily be supported by subtitles. Throughout the editing process, the contractor will receive regular input and feedback from UNICEF and DFN.

5. Activities, Tasks, Outputs and Deliverables

Activity	Output/Deliverable
Conduct a desk review of MUAC's key documents including available human-interest stories. Based on the desk review, develop a concept of the video, scenario/shooting scripts. Submit script/story line for discussion	script or story line
Film the programme focus areas – including interviews with Government partners, health workers, community members or UNICEF representative if required.	Filming of programme focus areas
Use animation, infographics, sketches, diagrams, etc where appropriate	Evidence of insertion of these materials into the video
Edit and produce video content and photo shots into final, publishable content using the UNICEF editorial style. (Two separate videos in English and Creole with the same	1 st draft of the 3min video and the 7 * 1min video clips

content)	
Edit and finalise the video clips	Incorporation of feedback and finalisation of the video clips

6. Management, Organization and Timeframe

The contractor will operate under the supervision of Health & Nutrition officer with guidance from Nutrition Specialist and the Chief, External Relations. The contractor will receive a briefing at the beginning of assignment then hold regular discussions through meetings, email and phone as required. S/he will meet from time to time with the Programme Chiefs and Officers for their inputs on the package.

UNICEF and DFN/MoHS will provide data and key messages that can be used to develop the required products.

UNICEF and DFN/MoHS shall provide the consolidated comments of the scripts and rough cut.

UNICEF and DFN/MoHS will provide the guidance as per situational branding of the message guidelines.

UNICEF and DFN/MoHS will facilitate a fixer for the filming, scout location and identify persons for interviewing/filming.

7. Reason of extension in case of Amendment

N/A.

Schedule of Deliverables	Due Date	Duration (maximum # of days)
Script/story line	15 th January 2021	3 days
Filming of the programme focus areas – including interviews in the field	20 th January 2021	5 days
Editing of the video clips including insertion of animations, infographics, sketches and diagrams where appropriate	28 th January 2021	10 days
Incorporation of feedback and finalisation of the video clips	20 th February 2021	8 days

Duration / Timeframe/ # of working days	Expected Start Date:	Expected End Date:
26 working days	15 th January 2021	15 th March 2021

Budget and Remuneration (for planning purpose only). Final fees will be negotiated by HR			
Description	Unit Cost (daily/monthly)	Quantity(ies)	Amount
Professional Fees	TBD		
DSA for local travel	N/A		
Travel Cost	N/A		
Work Permit	N/A		
Total Cost			

UNICEF recourse in case of unsatisfactory performance: Payment will only be made for work satisfactorily completed as per agreed deliverables and accepted by UNICEF.

Terms of Payment	<input checked="" type="checkbox"/> Payment, upon completion of each deliverable according to schedule. <input type="checkbox"/> Payment, upon completion of all deliverables at the end of assignment. <input type="checkbox"/> Fee advance, percentage (up to 30 % of total fee)
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Condition of work:

- The contractor will be based in Freetown but would travel to different location in Freetown for the filming
- The contractor will work on his/her own equipment and use his/her own office resources and materials in the execution of this assignment.
- The contractor's fee shall be inclusive of all office administrative costs including professional fees, living expenses and travel into and within Sierra Leone.
- All the videos will remain the property of UNICEF for unlimited use
- The contractor will be responsible for having the parent or guardian of each child signs a waiver (to be provided) giving permission for the collection of information and taking of photographs
- The contractor will strictly adhere to UNICEF's policies and guidelines around photographing of children in vulnerable situations.
- For Sierra Leone, the contractor must secure medical insurance (inclusive of medical evacuation) prior to assuming his/her duties with UNICEF (proof of insurance with med-evac clause is required)
- The video producer will work with the Nutrition Section in close collaboration External Relations and Advocacy section.
- UNICEF will provide vehicle to aid the contractor's movement in Freetown, Bombali and their environs where the film will be produced;
- UNICEF will provide a translator on the ground for the work;
- UNICEF will provide feedback for the transcription from local language to English and Japanese during the postproduction work.

Qualifications and Specialized Knowledge/experience required:

<p>Minimum Qualifications required:</p> <p><input checked="" type="checkbox"/> Bachelors <input type="checkbox"/> Masters <input type="checkbox"/> PhD</p> <p><input type="checkbox"/> Other</p> <p>Enter Disciplines: Communication, Media, Journalism, Public Health, Business, Business Administration, Social Science, and any other relevant disciplines</p>	<p>Years of Experience and Knowledge/Expertise/Skills required:</p> <ul style="list-style-type: none"> ▪ The Contractor should have a minimum of 5 years’ experience working on advocacy videos – with experience in similar assignment. ▪ Relevant professional qualifications in media and communication (Including videography and editing) are required ▪ Ability to effectively grasp and incorporate inputs/feedback from multiple contributors ▪ Previous UNICEF, UN and/or INGO experience in a similar role is desirable
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