

**UNICEF LAO PDR
TERMS OF REFERENCE
NATIONAL CONSULTANT - COMMUNICATION FOR DEVELOPMENT (C4D) IN IMPROVING ROUTINE
IMMUNIZATION**

UNICEF H&NH Outcome:	By 2021, more children and women in Lao PDR, especially most vulnerable and hard to reach, utilize quality essential health and Nutrition services and benefit from positive care practices during pregnancy, childbirth and early childhood
UNICEF H&N OP #: 3	By 2021, improved MoH capacity for EPI
UNICEF Work Plan Activity:	3.3: Support the elimination of measles, maintaining of maternal and neonatal tetanus elimination and polio free status, and for timely outbreak response 3.3.5: Support the implementation of Communication strategy for routine and supplementary immunization activities.
Objective:	3.4: Support improvement of capacities for management and execution of social behaviour change communication for immunization, maternal and child health 3.4.1: Support the development of C4I strategy and action plan and the production of IEC materials with special focus on ethnic populations. 3.4.2: Support the mobilization, engagement of LFNC to support community mobilization, IPC training for health providers and community leaders
Duration:	220 Work Days
Period:	Expected date of commencement 18 th April 2019 to 11 th March 2020
Requesting Section:	Health and Nutrition Programme Section, UNICEF Lao PDR

1. Background

The country's under-five mortality rate dropped from 79 deaths per 1,000 live births in 2011 to 46 in 2017, and infant mortality rate also decreased from 68 deaths in 2011 per 1,000 live births to 40 deaths in 2017. Most of deaths are due to neonatal causes, vaccine preventable infectious diseases, pneumonia and diarrhoea. Lao PDR has been polio free since year 2000, but reported one new case of vaccine derived polio virus infection in Oct 2015; by the end of February 2016 there were 11 confirmed cases in country. Despite consistent yet gradual improvements in immunization coverage rates, high inequities persist across provinces and districts.

Investigations of cases and analysis of EPI routine immunization data revealed huge immunity gaps and low immunisation coverage, especially in some geographical areas and among some Ethnic

groups. Outbreaks of diphtheria and polio in 2015 provided valuable lessons learned by underlining the importance of ensuring essential services in hard-to-reach areas.

In Lao PDR, immunization coverage rates and child mortality rates vary by geographic location, ethnic group, mother's education and socioeconomic status; better access to and use of services among children of the Lao-Tai ethnic group compared to Mon-Khmer, Chinese-Tibetan and the lowest reported among Hmong-Mien ethnic groups. National Multiple Overlapping Deprivation Analysis (NMODA) 2015 recognises that some of 90 per cent of children under - five in Lao PDR suffer from at least one deprivation. This analysis also shows that the deprived children are regionally concentrated in the North (Oudomxay, Phongsaly, Houaphan), in the Central (Savannakhet) and in the South of the country (Saravan, Sekong, Attapeu). Those population groups in remote rural communities without road access suffer significantly due to limited outreach services and weak human resource capacity.

In the current UNICEF Country Strategic Plan 2017-2021; support to Government of Lao PDR focuses on bridging the gap between national policy and service delivery at community level. The field work support will focus on reaching children in remote areas and other disadvantaged children in peri-urban areas; generating field-level evidence to inform national policies. Communication for development (C4D) will be used to engender positive behaviours and practices, social norm, facilitate community mobilisation, ownership and demand for services. Communication for Development (C4D) plays a key role in responding to humanitarian crisis by promoting essential lifesaving behavior at family and community levels and providing vital information about available services.

2. Rationale for this consultancy:

In recent years, Government of Lao PDR has been introducing new vaccines into the national immunization calendar to further reduce child mortality, eradicate and eliminate vaccine preventable childhood diseases; this has over stretched the current human resource capacity. Immunization coverage rates have been slowing down, increased hesitancy of multiple injections and low community participation. This consultancy is to provide technical assistance to National Immunization Programme to reduce equity gaps, increase access and demand for quality immunization and other child health services. Train Health staff, chiefs, community volunteers of mass organizations like LWU, LFDC in skills of interpersonal communication to increase demand for immunization services. In this changing context and scope, there is a need to bring onboard, an experienced National C4D consultant to support the communication and social mobilization activities at subnational levels.

3. Purpose of Assignment

Under the guidance of the UNICEF Chief of Health and Nutrition and the direct supervision of the Immunization Specialist the C4D consultant will be responsible for implementing C4D interventions for routine immunization and Maternal and child health.

4. Scope of Work/ Work Assignments: The consultant will have the following tasks.

Under the direct supervision of the Chief of Health and Nutrition and in close collaboration with the Chief of Communication and the immunization Specialist the consultant will undertake the following tasks:

- Provide technical support to build capacity of health providers, community leaders, Agents and workers on communication for immunization focusing on interpersonal communication.
- Provide technical support in developing and implementing advocacy and public communication messages for routine immunization in targeted provinces and districts.
- Develop media plan, follow up its implementation and monitoring of TV and radio spots broadcast messages of routine immunization and supplementary immunization activities

- Support Provincial and District Communication officers in developing partnerships with Lao Front for national construction, Lao women's union in targeted district and villages.
- Coordinate the implementation of results based monitoring of vaccine preventable childhood illnesses (diarrhoea, pneumonia), chronic malnutrition and immunization coverage between health facilities and community leaders, Lao Front for national construction, Lao women's union in targeted district and villages.
- Contribute to writing human interest stories that show how UNICEF supported MCH activities including immunization have impacted (change in behaviour or practices) lives of children, families and communities.
- Jointly with Provincial and District communication teams conduct supportive supervision of Communication and behaviour change on immunization in targeted provinces and Districts.
- Undertake other related assignments and responsibilities as requested by the supervisor and other partners to support the successful routine immunization services.

5. Deliverables: Refer matrix below:

Payment linked deliverables	Due date	Payment No.
<div>1. Final draft training plan on interpersonal Communication (IPC) for frontline health workers, village volunteers, Lao Women Union members and Lao front for National Construction located in target provinces.</div> <div>2. Map out areas with ethnic minorities with immunization coverage problems in low performing Districts located in target provinces.</div>	30 th April 2019	1
<div>3. Updated Interpersonal communication for immunization plan at fixed and outreach vaccination sites</div> <div>4. Finalized media broadcast plan on routine and supplementary immunization activities.</div> <div>5. First report on C4I training facilitated in targeted provinces</div>	31 th May 2019	
<div>6. Quarterly communication for immunization monitoring and supervision report</div> <div>7. Second report on C4I training facilitated in targeted provinces</div>	30 st June 2019	
<div>8. A human-interest story on immunization from any of the targeted provinces; including 1 video documentation of UNICEF supported Immunization activities and 2 photo essays</div>	31 st July 2019	
<div>9. Third report on C4I training facilitated in targeted provinces</div> <div>10. Updated media broadcast plan on routine and supplementary immunization activities for 2019.</div>	31 st August 2019	
<div>11. Quarterly communication for immunization monitoring and supervision report</div> <div>12. Updated map of ethnic minorities with immunization coverage problems in low performing districts located in target provinces.</div>	30 st September 2019	

13. Second human interest story on immunization from any of the targeted provinces; including 1 video documentation of UNICEF supported Immunization activities and 2 photo essays. 14. Fourth report on C4I training facilitated in targeted provinces 15. HPV introduction report	31 st October 2018	3
16. Updated advocacy document on public communication plan in support of routine immunization in targeted provinces. 17. HPV post introduction report and plans	30 th November 2019	
18. Quarterly communication for immunization monitoring and supervision report 19. 5 th report on C4I training facilitated in targeted provinces	31 st December 2019	4
20. Updated media broadcast plan on routine and supplementary immunization activities.	31 st January 2020	
21. Final report on C4I training facilitated in targeted provinces 22. Final report of consultancy	16 th February 2020	

The Consultant will prepare all reports in English language.

6. Reporting requirements

Submission of deliverables. The consultant will submit progress reports and deliverables electronically to the Chief of Health and Nutrition, UNICEF Lao PDR and subsequently the contract supervisor will update the focal person at NIP, MoH.

7. Payment schedule

Payment	Conditions
Monthly consultancy fee payment equivalent to NOB level at	Upon the submission of deliverable report
Total duration of the contract will be 11 months starting from 18/04/2019 to 11/03/2020	Upon the submission of final report of all deliverables

8. Type of supervision

The consultant will be supervised directly by the Chief of Health and Nutrition Programme with technical backstopping from the Immunization Specialist of UNICEF, Lao PDR. The contract supervisor will provide guidance on the expected deliverables for the assignment as well as on timely feedback on draft products. The consultant through the supervisor will

- liaise with MoH and Key Stakeholders/ Ministries,
- provide the minutes of any meetings with the TWG or its members,
- Organize virtual meetings with TWG and government counterparts through conference calls to discuss the outputs and outcomes with TWG members.

The National Immunization Program under Department of Health and Hygiene Promotion (DHHP), Ministry of Health, will be the counterpart and the consultant will work closely with the focal point from the NIP.

9. Administrative issues, including Consultants' workplace and official travel involved

The consultant will complete all her/his tasks as mentioned above; and local travel will be part of this TOR for which appropriate reimbursement will be provided after approval of travel costs in advance for each trip by the UNICEF Laos Office. The Consultant will be based in UNICEF as well as in the national Immunization Program office, Ministry of Health as needed.

10. Education, Qualifications and Experience Required for the National Consultant

Advanced university degree in communication for development of the social/behavioral sciences (Sociology, Anthropology, Psychology, community-based development, Health Education). A first-level university degree (Bachelor's degree or equivalent) in one of the academic disciplines listed above in combination with qualifying relevant professional experience may be accepted in lieu of the advanced university degree.

11. Work Experience:

A minimum of 5 years of progressively responsible work experience in the planning and management of communication for development programmes, with practical experience of working with community leaders, community Organizations and in the adaptation and application of communication planning processes to routine and emergency contexts. An experience in the field of Communication for Development in a UN organization or NGO is an asset.

12. Languages: Fluency (spoken and written) in English and Lao is required.

13. Competencies required:

- Knowledge of current developments in the fields of communication theory, adult learning theory, indigenous media, community organization and participation.
- Proven experience with programming in emergency and post emergency situation. Experience in dealing with disease outbreaks an asset.
- Training in strategic communication planning, social and behavior analysis, formative research and evaluation of communication interventions.
- Proven skills in communication, networking, advocacy and negotiation.
- Ability to organize and implement training, including development of curricula and methodologies.
- Knowledge of the social, political and economic environment of South East Asia would constitute a major asset.
- Ability to express clearly and concisely ideas and concepts in written and oral form.
- Computer skills, including internet navigation, and various office applications.