

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS

Title: Social and Behaviour Change (SBC) National Consultants (Total 10 consultants)	Type of engagement <input checked="" type="checkbox"/> Consultant <input type="checkbox"/> Individual Contractor Full-Time <input type="checkbox"/> Individual Contractor Part-Time	Duty Station: Province level – all 10 provinces in Zambia
Purpose of the Assignment: Technical support to the Provincial Health Offices (PHOs) and partners on evidence based and quality designing, planning, implementation, monitoring, and reporting of the Advocacy, Communication, Social Mobilization (ACSM) and Social Behaviour Change (SBC) interventions on Health and Expanded Program on Immunization (EPI) demand generation to enhance the uptake of polio, COVID-19, and other immunisation services in Zambia. Overall aim is to strengthen subnational and local level systems and structures to strengthen evidence generation and it's applications to further improve and adapt ACSM/SBC interventions; strengthen the roles and responsibilities related to leadership, guidance and coordination of the Risk Communication and Community Engagement (RCCE) Coordination Subgroup to improve effectiveness, focus and synergies among all other RCCE subgroups; and the Emergency Operation Centre (EOC) /Incident Management System (IMS) structures ranging from Polio, Measles, COVID-19 and Cholera at provincial and district level.		
Scope of Work: UNICEF is seeking to contract and retain a roster of potential individual national consultants with proven experience in Social and Behaviour Change (SBC) programming to design, plan, implement, monitor, and report on evidence-based ACSM and RCCE interventions in response to ongoing COVID-19 pandemic and outbreaks of diseases (Polio, Measles, Cholera, etc) and enhance demand and utilization of essential health services, especially focused to vaccination services in Zambia. UNICEF with the Ministry of Health (MoH) and partners in Zambia underscores the importance of understanding and addressing ongoing gaps in vaccine preventable diseases (VPDs) outbreak responses and continuity of essential health and immunization services, especially in demand generation at sub-district and community levels. UNICEF Zambia Country Office is seeking the assistance of national consultants who will help in the coordination, design, implementation, monitoring and supervision of the provincial and district level ACSM and RCCE activities including supporting response for Public Health Emergencies (PHEs) such as Polio, Measles, Cholera, and other disease outbreaks. Under the direct supervision of the UNICEF Social and Behaviour Change Officer, and in day-to-day interactions and coordination with the UNICEF International SBC Lead Consultant, the selected national consultants will support the Health and EPI teams of the MoH at provincial and district levels) in the planning, implementation, and monitoring of ACSM/RCCE strategies, plans and activities, as follows: <ul style="list-style-type: none"> • Strategic Planning, Designing and Coordination: Assist Provincial Health Directors (PHDs), District Health Directors (DHDs) and partners in the development of SBC/RCCE costed strategies and plans, including facilitating the design of coordinated outreach strategies for hard-to-reach, hesitant and vulnerable groups, and communities, differentiated strategy to promote vaccine uptake specifically among urban population, and influencers involvement strategy / interventions to address vaccine hesitancy/refusal. S/he will also work closely with UNICEF sector colleagues for better results and integration of activities. • Capacity Building: The SBC national consultants will support capacity building activities at provincial and district levels by helping plan and organize training sessions on ACSM and immunization activities. This will include the capacity building of interpersonal communication skills of volunteers, vaccinators, and other health workers. S/he will in addition provide mentoring and coaching support for the MoH, and EPI teams as well as stakeholders and partners on the use of IEC and media materials and the conduct of vaccination and routine immunization ACSM/RCCE activities. • Community Engagement: The SBC national consultants will support Health and EPI teams, as well as relevant NGOs/CSOs partners, on the implementation and monitoring of community engagement activities, with a specific focus on vulnerable populations and conduct of immunization campaigns. S/he will support PHDs/DHDs in identifying ways to strengthen work with youth associations, young people, CSOs and FBOs. • Message and Material Development: The SBC national consultants will support the development and use of evidence-based culturally sensitive materials to promote the vaccination and routine immunization. S/he will participate in all steps of key messages and material development from need assessment to design, pre-testing, and planning for material distribution, and in monitoring the outcomes in terms of measurable behaviour changes. 		

- **Social Listening and Digital Media Engagement:** The consultants will support PHDs/DHDs in social listening and community feedback mechanisms, generate evidence and ensure its use improve the ACSM/RCCE interventions. Additionally, consultants will also initiate and engage with digital mobilisers and support provinces to build the media’s capacity to communicate SBC messages, monitor and measure reach and engagement.
- **Data Generation and Analysis for Monitoring and Reporting of ACSM/RCCE Activities:** The national consultants will provide technical assistance in the conduct of rapid assessment, data collection and analysis to inform ACSM/RCCE strategies and activities. S/he will support Health and EPI partners in strengthening monitoring of these interventions, including through supporting the development of reporting tools and collection, compilation, and analysis of data.
- Any other SBC or emergent need required by UNICEF CO or MoH/EPI during the term of support.

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:

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YES NO If YES, check all that apply:

Direct contact role YES NO

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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: 2023	Requesting Section / Issuing office: Health and HIV	Reasons why consultancy cannot be done by staff: To effectively support the ongoing pandemic and several outbreak responses (Measles, Cholera, Polio, etc) as well as the programme needs for RMNCAH related SBC interventions, the assignment requires the services of independent SBC experts in the field of risk communication and community engagement, and communication. UNICEF is mandated to lead ACSM/SBC interventions and the task requires dedicated expertise and time to provide lead technical support to MoH/PHDs/DHDs, and ACSM/SBC partners on the ground at provincial and district levels, hence not possible for existing UNICEF staff to undertake the tasks.
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Included in Annual/Rolling Workplan: Yes No. If No, please justify: It is included in Health and HIV RWP 2023–2024.

Consultant sourcing: <input checked="" type="checkbox"/> National <input type="checkbox"/> International <input type="checkbox"/> Both Consultant selection method: <input type="checkbox"/> Competitive Selection (Roster) <input checked="" type="checkbox"/> Competitive Selection (Advertisement/Desk Review/Interview)	Request for: <input checked="" type="checkbox"/> New SSA – Individual Contract <input type="checkbox"/> Extension/ Amendment
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If Extension, Justification for extension: N/A

Supervisor: SBC Officer (Health)	Start Date: 1 June 2023	End Date: 31 Dec 2023	Number of Days (working) 156 days in 7 months
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Work Assignment Overview: Under the overall guidance of Chief Health and HIV, the National SBC Consultants will work under direct supervision of SBC Officer (Health), with day-to-day interactions and support of the Immunisation Specialist and SBC International Lead Consultant to provide technical support to PHDs and DHDs in planning, monitoring, and reporting the implementation of SBC/RCCE activities for health and immunisation. The consultants will be based in PHO and attached to the Provincial Health Promotion Officer for day-to-day interactions, guidance, and support to effectively channel UNICEF's SBC TA on the ground.

Tasks/Milestone:	Deliverables/Outputs:	Timeline (days/months)	Estimated Budget (ZMW)
1. Assist Provincial Health Directors (PHDs), District Health Directors (DHDs) and partners in the development of SBC/RCCE costed strategies and plans, including facilitating the design of coordinated outreach strategies for hard-to-reach, hesitant and vulnerable groups, and communities, differentiated strategy to promote vaccine uptake specifically among urban population, and influencers involvement strategy / interventions to address vaccine hesitancy/refusal.	Monthly technical updates on the implementation of costed strategies and plans with results achieved.	1 month (22 working days)	15%
2. Support PHDs/DHDs on capacity building activities at provincial and district levels by helping them plan and organize training sessions, develop and/or customise training materials, conduct training sessions, and monitor the training quality on SBC/RCEE for health and immunization programmes.	Monthly technical updates on the implementation of training plans with results achieved.	1 months (22 working days)	15%
3. Support PHDs/DHDs on production of key messages and materials, and contextualized, and disseminated accordingly through mixed media channels.	Monthly technical updates on SBC/RCCE messages and materials developed and used.	1 months (22 working days)	10%
4. ACSM/RCCE-supported activities and indicators are monitored and measured, with data collected, compiled, and analysed and key recommendations are implemented for improvements	Monthly technical updates on key indicators used and results achieved.	1 month (22 working days)	10%
5. The management and scale-up of social listening mechanisms, with a focus on the use of the rumours and misinformation tracking system/platform.	Monthly technical updates on social listening activities and results.	1 months (22 working days)	10%
6. Documentation of success and human-interest stories (HIS), case studies, best practices with pictures from the field.	Monthly submission of HIS, Case Studies and best practices with pictures.	1.5 months (33 working days)	30%
7. End of consultancy technical reports submitted.	Final consultancy report	13 days	10%
Estimated Total Consultancy Fees (All Inclusive) in ZMW			
Communication Costs (internet and calls)			
Travel International (if applicable)	N/A	N/A	00
Travel Local (please include travel plan) - not included in the contract (through TA)	Office will provide DSA and transport for field trips outside Lusaka	N/A	00
DSA (if applicable)	N/A	N/A	00

Minimum Qualification required:	Knowledge/Expertise/Skills required:
<input checked="" type="checkbox"/> Bachelors <input type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/> Other Enter Disciplines: Social science, Communication, Health Promotion, International Studies, Development Studies or a related technical field in SBC/ Risk Communication and Community Engagement (RCCE).	<ul style="list-style-type: none"> - At least 3-5 years' relevant experience and product knowledge on social behaviours change, social mobilization, risk communication and community engagement - Knowledge and understanding of the principles of communication for development, knowledge, and experience with collecting data and designing evidence-based SBC strategies, as well as risk communication and communication engagement are essential - Proven experience in Public Health Emergencies and SBC interventions planning and coordination is an asset - Strong communication skills in English (spoken and written).
Administrative details: Visa assistance required: <input type="checkbox"/> Transportation arranged by the office: <input checked="" type="checkbox"/>	<input type="checkbox"/> Home Based <input checked="" type="checkbox"/> Office Based: <i>Consultant would be based in provincial head quarter at Provincial Health Office (PHO).</i> If office based, seating arrangement identified: <input type="checkbox"/> IT and Communication equipment required: <input checked="" type="checkbox"/> Internet access required: <input checked="" type="checkbox"/> <i>to be supported under the contract</i>

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.

