**TERMS OF REFERENCE**

**Purpose of the Assignment:** International Consultant to support demand-generation for COVID-19 vaccine in Mozambique, Level, P3, 3 months, Maputo based

**Section Submitting:** Communication, Adolescents and Public Advocacy

**Background**

Under the Gavi led COVAX, the vaccines pillar of the Access to COVID-19 Tools (ACT) Accelerator, COVID-19 vaccines will be introduced in Mozambique in the first half of 2021. UNICEF as an Alliance partner of Gavi, is supporting procurement and delivery of vaccines in the country. UNICEF is also making available necessary technical expertise and support to the government across a range of functions including adequate communication to ensure there is demand for the vaccine and to address any hesitancy among the population.

**Purpose and Objective:**

UNICEF Mozambique Country Office is seeking a short-term international consultant to support the demand-side aspects of the roll-out of the COVID-19 vaccine within the overall framework of the COVAX roll out by the Ministry of Health (MOH) to ensure there is acceptance and uptake of the vaccine among the priority population groups (health workers, teachers, elderly, etc) as well as the general public. The consultancy will cover all elements of a communication for development strategy, its implementation and its monitoring in support of COVID-19 vaccine rollout. The consultant will need to look at available data on vaccine acceptance currently being carried out, understand risk perceptions, barriers and enabling drivers to communicate effectively the efficacy of the vaccine, address hesitancy and track rumours and misinformation to improve ongoing communication with the public.

1. **Methodology and Technical Approach:**

* Develop a short (half to full day) module on development, implementation and monitoring of demand-generation for vaccines (tailored to COVID-19) which can be rolled out as a standalone module or as part of a wider immunization capacity building training of partners.
* Develop a short facilitators guide for the training module which can be used during Training of Trainers among MOH and key implementing partners
* Conduct at least two trainings covering key central and provincial communication partners based on the COVID-19 vaccine roll out strategy in Mozambique

1. **Activities and Tasks:**

**Coordination and technical support**

* Work closely with the communication working group under Ministry of Health co-led by UNICEF to develop and guide one demand-generation strategy, implementation plan and common communication materials for the population eligible for the COVID-19 vaccine.
* Participate in relevant coordination meetings of the communication working group as well as the broader COVAX coordination group with UNICEF-WHO and partners to ensure demand generation activities are on track and aligned to the overall COVAX roll out plan for the country.
* Provide guidance and country specific support to partners engaged in communication activities for the COVID-19 vaccine roll out by adapting global and regional tools developed by GAVI & UNICEF.

**Demand-generation plan including**

* Analyse available data collected by MoH/UNICEF on COVID-19 vaccine acceptance and apply the BeSD conceptual framework in the context of Mozambique taking into account behavioural, social and cultural drivers and priority population eligible for the vaccine.
* Through a participatory process with partners, conceptualize and develop a communication for development strategy for demand generation for COVID-19 vaccine together with a costed implementation plan aligned to the vaccine roll out in the country.
* Leverage existing social listening and rumour management data available via MoH and the communication partners and propose a system to routinely track such information and use it to address any emerging concerns and hesitancy towards the vaccine.
* Develop a simple M&E framework aligned to BeSD drivers to track limited number of attitudinal and behavioural indicators related to uptake of the vaccine.

**Capacity building**

* Develop a short (half to full day) module on development, implementation and monitoring of demand-generation for vaccines (tailored to COVID-19) which can be rolled out as a standalone module or as part of a wider immunization capacity building training of partners.
* Develop a short facilitators guide for the training module which can be used during Training of Trainers among MOH and key implementing partners
* Conduct at least two trainings covering key central and provincial communication partners based on the COVID-19 vaccine roll out strategy in Mozambique

1. **Deliverables and Payments:**

|  |  |  |
| --- | --- | --- |
| Task | Main Deliverables | Date |
| 1. Coordination and workplan for demand generation for COVID-19 2. Provide C4D/demand related inputs to weekly coordination meetings 3. Guidance and technical support to working groups by adapting global guidance 4. Analysis of behavioural drivers and other social science data 5. Draft of the communication for development strategy for peer-review | Workplan for demand generation aspects of COVID-19 vaccine roll out  Summary report of behavioural analysis  Draft of the C4D strategy for demand generation of COVID-19 vaccine | 31 March 2021 |
| 1. Consultation to finalize strategy, implementation plan 2. Coordinate with partners on development of materials 3. Roll-out the demand generation strategy as per the roll out of the vaccine 4. Draft capacity building module on demand generation for COVID-19 | Finalized C4D strategy and implementation plan for demand generation of COVID-19 vaccine  Package of materials to boost demand of COVID-19  Draft of a short training module on demand for COVID-19 | 30 April 2021 |
| 1. Monitor roll out of the implementation plan 2. Analyse social listening and rumour management data 3. Provide technical advice to MOH and UNICEF, WHO on any challenges faced to the uptake of the vaccine 4. Finalize capacity building module on demand generation for COVID-19 5. Roll out two training of trainers (ToT) to improve C4D capacity of partners 6. Finalize and submit package for on-going demand generation of COVID-19 | Final submission of:  Implementation status of demand generation for COVID-19  Analysis of social listening data & recommendations for follow up  Training module on demand generation for COVID-19 with outcome of ToT | 31 May 2021 |

Payments will be processed upon acceptance of the corresponding deliverable and against an invoice that will make reference to the contract reference and deliverable number. Payments will be approved by the respective section chief.

1. **Management and Supervision:**

The consultant will report to the Chief C4D and work closely with C4D Specialist, Chief of Health and Immunization Specialist in the office. The consultant will support the ministry’s communication working group related to COVAX and hence liaise regularly with them.

1. **Qualifications and Specialized Knowledge:**

**Academic qualifications:**

Advanced university degree from a recognized academic institution in one or more of the following areas is preferred in behaviour and social change communication, public health, health emergencies, health promotion, social science, social/medical anthropology, or a related technical field.

Expertise in the field of social and behaviour change communication, social mobilization, community engagement, advocacy and sound understanding of evidence-driven communication strategies applied to immunization or other communicable diseases are required.

**Work experience:**

Minimum five years progressively responsible experience in applying social and behaviour change communication to humanitarian and development contexts, emergency preparedness work with UN, civil society and/or NGO, including programme management and/or coordination in major emergency response is required.

Work experience managing large-scale national projects or programmes, working with governments, working in resource-limited settings and managing in a complex public health emergency will be an asset.

**Language skills:**

Written and spoken native-fluency in English and spoken fluency in Portuguese or Spanish language are required.

1. **Conditions of Work:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Items** | **Provided by UNICEF** | | **Remarks** |
| **Yes** | **No** |
| Service incurred death, injury or illness | x |  | Per the provisions of CF/IC/2013-001 on insurance coverage “in cases of service-incurred injury, illness or death under a third-party provider”. |
| Health Insurance |  | x |  |
| Office Space | x |  |  |
| Computer in office premises | x |  |  |
| Access to printer in the office premises | x |  |  |
| Airtime |  | x | Data up to:  Voice up to: |

1. **In-country Travel.**

Approved travel within Mozambique will be covered/reimbursed by UNICEF as follows:

Option a. Air tickets to be purchased by the consultant from approved airlines and reimbursed by UNICEF; per diem at 75% of the applicable UN Mozambique DSA rate (for the whole night spent outside the place of assignment), on a reimbursable basis; taxi/transport costs to and from the airport, on a reimbursable basis supported by the submission of original invoice/bill/receipt. All reimbursables to be included in their respective invoices.

**Option b.** Travel organised by UNICEF through a Travel Authorisation per the applicable policy, with standard terminal expenses, and per diem at 75% of the applicable UN Mozambique DSA rate.

1. **Evaluation Criteria**

The selection of the consultant will be based on a “best value for money” principle. Interested candidates should, in addition to submitting their CV and cover letter, indicate their all-inclusive fees (including travel, subsistence costs, etc.) for the services to be provided. The office shall select the individual who quoted the lowest fee from the list of individuals who are deemed technically suitable for achieving all tasks in time. The technical evaluation criteria are stipulated below.

|  |  |  |
| --- | --- | --- |
| **Item** | **Technical Criteria/Qualifications** | **Max. Points** |
| **1** | **Education** |  |
| **1.1** |  |  |
| **2** | **Work Experience** |  |
| **2.1** |  |  |
| **2.2** |  |  |
| **2.3** |  |  |
| **2.4** |  |  |
| **3** | **Technical Skills and Knowledge** |  |
| **3.1** |  |  |
| **3.2** |  |  |
| **3.3** | Language skills |  |
|  | ecblank**Total Technical Score** |  |
|  | **Minimum Technical for pass to financial assessment** |  |
|  | *Only those candidates meeting the minimum technical score will be eligible for further review.* | |

1. **Remarks:**

**Application:**

* Curriculum Vitae
* Brief technical proposal (no longer than five pages) demonstrating the consultant’s understanding and proposed approach to the assignment
* Financial proposal including a breakdown of all-inclusive fees (including professional fees, travel, living cost, visa and other costs). Complete the attached form.