

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS

CONSULTANCY YOUTH PARTICIPATION AND CLIMATE

<p>Title: Recruitment of a consultant to support the documentation of the my name campaign challenge on birth registration in Cameroon</p>		<p>Type of engagement</p> <p><input checked="" type="checkbox"/> Consultant</p>	<p>Duty Station: UNICEF Cameroun</p> <p><i>Consultant should be home-based and will not have assigned desk or office space.</i></p>
<p>Purpose of Activity/Assignment:</p> <p>The main objective of this consultation is to document through multimedia assets the My name campaign challenge open to the 374 municipalities in Cameroon from July to end of October 2024 to improve birth registration offer of services. The 2 criteria being the number of BR spots in health centers and in health and immunization activities, and the number of children from Primary schools registered in schools. This documentation that will be made accessible online on the dedicated my name campaign page will galvanize the participation of the mayors and allow a follow up of the progresses made.</p> <p>This consultancy from July to December 2024, includes, among other things:</p> <ol style="list-style-type: none"> 1. Travel in the 10 regions of the country to document local initiative, (30%) 2. Shoot and write stories and interviews of mayors and civil servant officers (60%) 3. Shoot and write stories and interviews of parents and beneficiaries. (10%) 4. Update the webpage daily in close collaboration with the PM&R (for the dashboards) and child protection sections. (20%) 5. Create social media content, posts and cards for the UNICEF Cameroon platforms and relate to the main webpage. (10%) 			
<p>Background:</p> <p>In Cameroon, 38% of the children are not registered a birth and thus deprived of a legal identity. The right to a legal existence is the first right for every human being and is concretely embodied by the birth certificate, which establishes the child’s name and affiliation. Birth registration provides an important layer of protection for a child, which marks acknowledgement of a child’s existence and identity. Enshrined in the Convention on the Rights of the Child (Articles 7 and 8), and the African Charter on the Rights and Welfare of the Child (Article 6), the right to be recognised as a person before the law is a critical step in ensuring lifelong protection and may be a prerequisite for children’s ability to claim other rights.</p> <p>Recent experiences have demonstrated that increasing drastically registration at birth can be done through interoperability with health services, education, decentralization to be the closest to the parents, digitalization to secure the sustainability of the registration and the One stop approach, and of course leverage all fees that prevent parents from registering their children. In Cameroon, in pilot health centers in the Far North and Centre regions, the creation of Civil Status offices has significantly boosted registration of births within the timeframe provided by the law to intensify birth registration through interoperability with health, education and social services, decentralization and digitization that UNICEF in Cameroon undertakes to launch “My name campaign” to accelerate birth registration through effective practices and measures.</p> <p>The United Nations Children’s Fund (UNICEF) in Cameroon, based in Yaoundé, has initiated a campaign to drastically increase the rate of birth registrations and the access to a legal identity for children in Cameroon, under the leadership of the concerned ministries (MINDDEVEL, BUNEC) to make the 374 mayors of Cameroon champions of civil registration.</p>			

This campaign is aligned with the My name campaign launched in January 2024 by WCARO (UNICEF West and Central Africa regional Office).

Making Cameroon a continental champion for child access to a legal identity: a campaign throughout 2024

The campaign started on the 27th April 2024 with a kick-off event during the Forum of Mayors that will gather the 360 mayors of the country in Yaounde, and last up to at least the end of 2024. The first phase will focus on a Mayors' challenge, encouraging them to i) catch up the children deprived of a birth certificate in Primary schools at municipality level; ii) open birth registration spots in the health centers and municipal level.

This first phase of the campaign will be emphasized on the 16th of June 2024, Day of the African Child, and last up to October 2024.

The best challengers will be awarded on the 20th of November 2024

The second phase will rally a wider audience.

Through an integrated communication and advocacy campaign at a national level, UNICEF will leverage the commitment and social influence of African professional footballers, leaders and celebrities as key role models and influencers to children and adults alike. With this influence, they can positively contribute to social change and mobilizing parents, caregivers, children and youth with a positive message that engages them as right holders, to claim their right to be recognized before the law.

Through the campaign UNICEF will:

1. Raise awareness of birth registration as a child right that the duty bearer is beholden to provide (enabling environment for policy changes)
2. Encourage caregivers to further value birth registration for their children and encourage them to claim this right (demand stimulation)
3. Promote proven solutions to policy makers. Through different communication products, UNICEF will convey a message targeting policy makers and other influencers and donors, that, as outlined below, there are proven solutions to expansion of birth registration service delivery, most importantly through integration with health and immunization services, but also regular catch-up registration for children that were not captured within the legal timeframe.

The Mayors' challenge is a strategic action to galvanize the contributions of municipalities in order to increase the offer of services in terms of civil registration so that the services are close to the parents and easy to use.

Scope of Work:

The purpose of this assignment is the production of advocacy and communication assets to document the new activities set up by municipalities, schools, Government and update with these assets the dedicated webpage and social media.

The consultant will travel in all the 10th Regions of Cameroon under the guidance of the Child protection team to document (in English and French) through video, interviews, articles, human interest stories and case studies, the activities led at local level to increase the registration capacities through vaccination and education, in alignment with the "Charter of the Mayors" where the 374 mayors of Cameroon engage to increase birth registration through:

- Interoperability with health: registration spots in health facilities, outreach via community health workers and immunization in routine or campaigns;
- Interoperability with education: registration of children in Primary schools before the end of Primary exams.

Updates of the dedicated webpage (in English and French):

The consultant will post the assets she/he produces, under the authority of the Chief of PAC, in the dedicated webpage and social media (social media cards) to maintain and strengthen engagement of mayors and a wider public in the campaign so that Cameroon has increased the rate of registered children by the end of 2024: interviews of mayors, of civil status officers, health workers, teachers, directors of schools, parents and caregivers, children.

The consultant will also assist PAC team in producing video clips of engagement with celebrities, ambassadors and UNICEF champions on birth registration.

The consultant will also assist both the Child protection team and the PAC team in producing the assets needed for key events such as the African day of the child, the 18th of August civil registration day, the 20th of November CRC 35th anniversary, and contribute to the organization of a high-level event.

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:

6 months

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):

A third of the whole consultancy

More information is available in the [Child Safeguarding SharePoint](#) and [Child Safeguarding FAQs and Updates](#)

Budget Year: 2024	Requesting Section/Issuing Office: Partnership, Advocacy and Communication (PAC)	Reasons why consultancy cannot be done by staff: The section don’t have the human resource for this full time work
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Included in the Technical Assistance plan:

Yes No

If no, please explain:

Consultant sourcing: <input checked="" type="checkbox"/> National <input type="checkbox"/> International <input type="checkbox"/> Both			
Consultant selection method: <input checked="" type="checkbox"/> Recruitment from Roster. If so, please specify ___PAC and SBC_____			
<input checked="" type="checkbox"/> Competitive Selection (Advertisement / Internal pool of candidates)			
Supervisor: Anne Fouchard		Start Date: Aug 2024	End Date: December 2024
Work Assignment Overview			
Tasks/Milestone	Deliverables/Outputs	Timeline	Estimate Budget
The Mayors’ challenge of My name campaign is documented in the 10 regions through video, photo and text assets	<ul style="list-style-type: none"> ▪ Video assets: at least 10 video to 20, one per region ▪ Tutorials (at least 3) are created to explain the rules of the competition ▪ HIS: between 10 to 20 HIS ▪ Report and case study: 2 ▪ Photos and captions: at least 10 ▪ All assets must be cleared by Child protection section and PAC Chief 	4months	
The dedicated webpage is updated at least 3 times per week	<ul style="list-style-type: none"> ▪ The consultant will work in close collaboration with the digital manager in PAC for access to the webpage ▪ The consultant will acquire the DRUPAL certificate after the online training ▪ The consultant works closely with the PM&R section to make sure the dashboards are updated 	1month	
The mayors and all concerned partners use the webpage that reflects high frequentation	<ul style="list-style-type: none"> ▪ The webpage is updated with fresh and relevant content ▪ The social media platforms point to the webpage and stimulate frequentation ▪ .at least 30 social media posts and cards 	1month	
The consultant produces a report and a reference list with links to all the published assets and the figures of frequentation of the webpage and contributes to the 20 th November event	Contribution to the preparation ahead of and during the 20 th November event Production of a report Gathering of all documentation produced		

United Nations Children’s Fund

Estimated Consultancy fee	
Travel International (if applicable)	N/A
Travel Local (please include travel plan)	
DSA (if applicable) *	
Activity Budget (if applicable)	
Total estimated consultancy costs **	
<p>Minimum Qualifications required: <input type="checkbox"/> Bachelors <input checked="" type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/> Other</p> <p>Communication, advocacy, partnership, Youth engagement</p>	<p>Knowledge/Expertise/Skills required:</p> <p>Minimum two years of experience</p> <p>A solid experience in communication and digital assets and tools</p> <p>A strong capacity to make interviews and videos</p> <p>Strong writing skills in English and French</p> <p>A good capacity to work with others</p>