

Individual Consultancy to Review and Develop a Comprehensive Cross-Sectoral Social and Behaviour Change Strategy

Terms of Reference

1. Background

In 2022, UNICEF and the Government of Lao PDR began implementing the UNICEF Country Programme 2022-2026. Advocacy, Communication and Social Behaviour Change Communication (SBCC) are key implementation strategies to achieve the Programme results.

Social and Behaviour Change (SBC) is a key component of UNICEF's work, as it is essential for long term and sustainable behavior and social changes that impact the lives of children and adolescents, their families and communities.

Social and Behavior Change results are central to Sustainable Development Goals (SDGs) and to UNICEF's work and mandate. Our objectives revolve around the adoption of positive and protective practices for children, such as immunization, discipline techniques, feeding practices, learning and many others. Across sectors, we pursue the transformations needed to make societies more inclusive, equitable and peaceful.

Innovative SBC approaches are needed to reach all people in Lao PDR with communication materials and tools. These require in-depth analysis, planning, implementation and training-supervision to roll out effective risk communication and community mobilization strategies.

A Social and Behaviour Change Strategy will help UNICEF better achieve effective behavioural changes that can improve the status of all women and children in Lao PDR. The Strategy will also identify existing barriers that must be addressed, as well as areas for improvement.

UNICEF is seeking the services of an International Consultant with experience in community engagement, communication for development and external communication in both development and humanitarian settings to draft a comprehensive cross-sectoral Social and Behaviour Change Strategy tailored to the Lao PDR context.

2. Description of the assignment and objectives

Under the supervision of the UNICEF Lao PDR Social and Behavior Specialist, the Consultant will be tasked to conduct a desk review existing Communication for Development (C4D) strategies and formative research and use the findings to develop a comprehensive cross-Sectoral Social and Behaviour Change Strategy in consultation with governmental and non-governmental partners to guide a shift in behaviour, attitude, social norms and practices in the country.

The Strategy will include a monitoring and evaluation (M&E) framework to ensure measurability and ongoing evidence and feedback mechanisms to inform and improve its implementation.

3. Deliverables

- Conduct a desk review of C4D materials and other relevant documents; conduct audience consultations to understand norms, barriers, and motivations, as well as to test some draft key messages and sentiments;

- Draft an inception report;
- Conduct consultations with partners and focus group discussions with stakeholders to gather information to inform the design of the SBCC strategy;
- Develop an SBCC Strategy that includes an M&E framework and implementation plan;
- Develop and pre-test a toolkit for the SBCC strategy;
- In collaboration with UNICEF, organize and conduct a one-day validation meeting with key partners and stakeholders;
- Develop a capacity building plan for UNICEF staff, key stakeholders/partners prior to strategy roll out;
- Conduct offline or online training with key partners on the Strategy toolkit.

4. Qualifications or specialized knowledge/experience required

Qualifications and Experience

- Advanced degree in Communications, International Relations, Public Relations, Social/Human Sciences or other related field.
- Minimum 10 years' experience in the field of communication for development, including humanitarian settings, and in the development of C4D strategies.

Knowledge and Skills

- Experience of working at national and sub-national level and with non-governmental, community-based organizations and ministries of health.
- Proven track record in designing SBCC strategies, conceptual frameworks and develop messages on parenting, child protection and other related topics, while showing measurable impact and behavior change.
- Demonstrated familiarity with SBC approaches, especially those relates to nutrition, parenting, WASH, education, and health
- Excellent interpersonal communication skills.
- Excellent presentation and stakeholder coordination skills.
- Ability to work independently as well as with a team in an international, multicultural and interdisciplinary environment and establish harmonious and effective working relationships both within and outside the organization.

Competencies

- Ability to analyse and present findings in appropriate formats for results to feed into future actions.
- In depth knowledge and experience of tailor-made tool kit design in low resource settings.
- Experience in building capacity of government national statistics lead staff to enable them to replicate the method with minimal technical support in the future.
- Experience in setting up efficient data collection and management systems.
experience in training data collection and analysis teams to ensure robust data sets.

Languages

Fluency in English (writing and speaking) is essential. Knowledge of the Lao language is an asset.

5. Location:

Vientiane, Lao PDR.

6. Duration:

3 months (1 September 2022– 30 November 2022)

7. Deliverables

Deliverables	Timeline
Draft and share the inception report which includes a brief write up of the desk review, including an overview of the barrier to SBC situation	30 September 2022
Conduct a meeting with the technical working group on SBC barriers and SBC implementation	30 October 2022
SBCC Strategy: Develop and share a toolkit and pre-testing	10 November 2022
Develop and share an M&E plan over 3 years and associated budget	10 November 2022
Organise a workshop to validate the Conceptual Framework that will guide the SBCC strategy; share a report of the workshop	15 November 2022
Draft and share a capacity building plan for key stakeholders/partners prior to strategy roll out	15 November 2022
Conduct offline or online training on the toolkit with key partners	17 November 2022

7. Reporting requirements

The Consultant will report to the UNICEF Lao PDR Social and Behavior Change Specialist. All documents must be submitted in English.

8. Payment schedule

Payment will be made upon receipt of a report and satisfactory delivery of tasks as per table below.

Deliverables	Timeline	Payment
Draft and share the inception report which includes a brief write up of the desk review, including an overview of the barrier to SBC situation	30 September 2022	25%
Conduct a meeting with the technical working group on SBC barriers and SBC implementation	30 October 2022	25%

SBCC Strategy: Develop and share a toolkit and pre-testing	10 November 2022	50%
Develop and share an M&E plan over 3 years and associated budget	10 November 2022	
Organise a workshop to validate the Conceptual Framework that will guide the SBCC strategy; share a report of the workshop	15 November 2022	
Draft and share a capacity building plan for key stakeholders/partners prior to strategy roll out	15 November 2022	
Conduct offline or online training on the toolkit with key partners	17 November 2022	

9. Administrative issues

The consultant will have access to internet, printer and office space. In order to produce content and/or facilitate field visits, the consultant might need to travel to the different provinces in Lao PDR. UNICEF will reimburse accommodation cost while on field mission. Travel cost will be calculated based on economy class regardless of the length of travel.

10. Contract supervisor

The consultant will be supervised by the Social and Behavior Specialist, UNICEF Lao PDR.

11. Nature of 'Penalty Clause' to be Stipulated in Contract:

Unsatisfactory performance: In case of unsatisfactory performance the contract will be terminated by notification letter sent five (5) business days prior to the termination date in the case of contracts for a total period of less than two (2) months, and ten (10) business days prior to the termination date in the case of contracts for a longer period

Performance indicators: Consultants' performance will be evaluated against the following criteria: timeliness, quality, and relevance/feasibility of recommendations for UNICEF Lao PDR.

12. Submission of applications:

Interested candidates are kindly requested to apply and upload the following documents to: <http://www.unicef.org/about/employ/>

- Letter of interest (cover letter)
- CV or resume
- Performance evaluation reports or references of similar consultancy assignments (if available)
- Samples of previous similar work

- Financial proposal: All-inclusive lump-sum cost including breakdown by consultancy fee, medical insurance covering medical evacuation for the whole duration of the assignment, travel and living allowance for this assignment.

The deadline for applications: **18 August 2022**

13. Assessment criteria

A two-stage procedure will be used in evaluating proposals: the technical proposal will be assessed before the financial proposal. Applications must contain the following:

1. Technical proposal including up-to-date CVs of the team members, a cover letter and work samples of previous social listening platforms developed
2. Financial Proposal: lump-sum offer with cost breakdown of consultancy fees, communication fees, living allowance, and in-country travel costs. The travel shall be based on the most direct and economy fare. No financial information should be included in the technical proposal.

For the evaluation and selection method, the following Cumulative Analysis Method will be used for this recruitment:

a) Technical Proposal (max. 100 points): weight 70%

- Degree in communication, public relations or social sciences **(20 points)**
- Knowledge of advocacy and communication tactics, social media management and SBC research and strategies for which a test might be conducted **(30 points)**
- Experience in research, workshop facilitation, community engagement **(30 points)**
- Samples of past similar work conducted **(20 points)**

b) Financial Proposal (max. 100 points) weight 30%

The maximum number of points will be awarded to the lowest Financial Proposal. This will then be compared with the Financial Proposals of other service providers who have scored a minimum of 70 points on their Technical Proposals.

The contract will be awarded to the consultant that has scored the highest in their technical and financial proposals, subject to the satisfactory result of the verification interview (if needed).

14. Programme Area, Outputs and Specific Key Results Areas in the Rolling Work Plan:

Section Request: Communication.

Programme Area: Communication.

Country Programme Document 2022-2026:

- **Outcome 2:** By 2022, national policy environment and systems are improved for disadvantaged children, guided by knowledge and data.
- **Output 1:** Partnerships and External Communication: By 2022, a broad range of partners for children are established through advocacy, communication and resource mobilization.

Included in approved AWP: ☒ Yes

☐ No