

TERMS OF REFERENCE

Short-term International Consultant to develop Social Behavioural Change Communication (SBCC) Strategy

TERMS OF REFERENCE (to be completed by Hiring Office)	
Hiring Office:	UNFPA CO in Lao PDR
Purpose of consultancy:	<p>The purpose of this consultant service is to develop a SBCC strategy aiming to increase women's autonomy in making decision on their sexual and reproductive health (SRH) and increase the utilization of SRH services such as antenatal care (ANC) and family planning for women and girls. The strategy will address the influential factors such as gender and social norms to change perceptions, attitudes, and behaviours of individuals, health service providers, village authorities, community members, families, especially men and boys' roles in supporting women and girls' SRHR at the household and community level. The strategy will initially focus on Savannakhet province and Phongsaly province .</p>
Background and rationale:	<p>UNFPA Laos is beginning its 7th country program with a focus on three transformative results by 2030: <i>end maternal deaths, end unmet need for family planning, and end gender-based violence (GBV) and harmful practices such as child marriage and early pregnancy</i>. UNFPA Laos support the Lao government to accelerate actions towards achieving universal access to sexual and reproductive health for all, especially those left behind through health system strengthening and capacity building for health providers to provide quality healthcare for women and girls and youth.</p> <p>Lao PDR is among the countries having the highest adolescent pregnancy and maternal death rates in the region. In 2016–2017, 23.5% of girls aged 15–19 years were married and the national average shows that 83 of every 1,000 girls aged 15–19 had given birth. The adolescent birth rate is higher among the poorest and ethnic minorities in remote areas. The maternal mortality ratios remained high at 185 deaths per 100,000 in 2017. The ratios are higher in remote areas and among ethnic groups. The unmet need for contraceptives among women of reproductive age is 14.3%.</p> <ul style="list-style-type: none"> • Savannakhet province being the second largest and most populated province is among the four provinces having the lowest contraceptive use rate: 47.1% (LSIS II, 2017). • Phongsaly province has the lowest number of antenatal care visits for pregnant women. Only 48.3% completed the 4th ANC and only 47.5% gave birth with the assistance of a skilled birth attendant in 2020 (DHIS2). <p>Challenges and barriers facing women and girls in accessing SRH/FP are gender norms, attitudes of husbands including elders, and low status of women, especially in ethnic groups, lack of awareness due to limited access to information, among others, negatively impacts on women's decision-making. In addition, limited capacity of health staff to provide quality services, including poor communication skills, insufficient and ineffective use of existing limited inclusive and diversified IEC materials.</p>

	<p>The SBCC strategy will serve as the first ever national strategy developed by UNFPA in close collaboration with the Ministry of Health. In support of the government's efforts in promoting health and wellbeing and contribution to the National Strategy and Action Plan for Integrated Services of Reproductive Health, Maternal, Newborn, and Child Health (2016-2025) and the 9th Five Year Health Sector Development Plan (2021-2025), the Ministry of Health will lead the implementation of this strategy in collaboration with key partners. The initial focused target areas will be in Savannkhet province and Phongsaly province. The strategy aims to:</p> <ul style="list-style-type: none"> ● Positively influence gender/social norms in support of long-term behavior change that promote women's empowerment and gender equality and support women and girls in seeking and using SRH services at the health centers ● Raise awareness among women and men, girls and boys, families, village authorities, religious leaders, and community members on SRH/FP and gender equality ● Increase the use of contraceptives, antenatal care (at least four visits), and delivery with the assistance of a skilled birth attendant/midwife
<p>Scope of work:</p> <p><i>(Description of services, activities, or outputs)</i></p>	<p>The consultant will be working closely with the UNFPA teams on the following tasks divided into three phases:</p> <p>Phase I:</p> <ul style="list-style-type: none"> ● Meet with the UNFPA Laos teams to discuss scope of work, data collection, and strategy development process in light of ICPD 25 commitments and NOI framework within Provincial plans ● Develop an inception report ● Conduct a desk review, interview relevant UNFPA staff and government staff and Development partners to gain an in-depth understanding of SRH programs, unmet need for family planning, low utilization of ANC and delivery with the assistance of a skilled birth attendant/midwife, gender/social norms and other factors influencing women's SRH/FP ● Review existing IEC materials and identify gaps and areas of improvement ● Conduct a situation analysis in the target provinces. The consultant is required to travel to the UNFPA program site with the program teams to do this task. ● Draft a situation analysis report based on the data collected. <p>Phase II:</p> <ul style="list-style-type: none"> ● Develop a SBCC strategy based on the analysis, including objectives, target audiences, approaches, channels, and action plan including monitoring and evaluation. ● Develop, pretest, and finalize key messages based on feedback. The key messages will be included in a section in the SBCC strategy. ● Provide recommendations on production of IEC materials in various formats that are inclusive, diverse, easy to understand, context-specific and culturally appropriate (taking into account of ethnic groups, people with disabilities, and people with low literacy).

	<ul style="list-style-type: none"> ● Develop a training package on SBCC for Training of Trainers (ToT) for provincial and district responsible health staff. The package will include SBCC modules and a facilitator guide. <p>Phase III:</p> <ul style="list-style-type: none"> ● Submit the draft SBCC strategy and the SBCC training package for review and finalize the two documents based on UNFPA Laos's feedback
Duration and working schedule:	<p>This is a six-month contract starting from March to August 2022</p> <p>The consultant will work for a total of 30 working days:</p> <ul style="list-style-type: none"> ● Phase I: 10 days ● Phase II: 20 days ● Phase III: 10 days
Place where services are to be delivered:	<p>This position is based in Vientiane Capital with travel to the UNFPA program sites in Savannakhet province and Phongsaly province.</p>
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	<p>The consultant will deliver the following:</p> <ul style="list-style-type: none"> ● An inception report ● A situation analysis ● A SBCC Strategy ● A SBCC training package
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	<p>The consultant is expected to work closely with the UNFPA teams , and the Ministry of Health and partners on a daily basis. S/he will update progress on a weekly basis.</p>
Supervisory arrangements:	<p>The consultant will work closely with and report to the UNFPA teams</p>
Expected travel:	<p>Travel to UNFPA program sites in Savannakhet province and Phongsaly province</p>
Required expertise, qualifications and competencies, including language requirements:	<p>Qualifications:</p> <ul style="list-style-type: none"> ● A master's degree in social anthropology, gender studies, development studies, or communication. ● At least 8 years of professional experience in SBCC, especially in developing SBCC strategy and implementing SBCC programs ● Experience in conducting desk review, research, data analysis on social and behaviour change topics ● Experience in designing SBCC training tools and conducting ToT ● Strong communications skills ● Excellent written and spoken English ● Professionalism, teamwork, and meet the deadline ● Previous experience with UNFPA or other UN agencies, INGOs is an asset. ● Knowledge of Southeast Asian context is desired.
Inputs / services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable:	<p>UNFPA will provide:</p> <ul style="list-style-type: none"> ● Travel costs will be covered in addition to the consultant's fee according to UNFPA guidelines. ● The consultant will be based in Vientiane and sit in the UNFPA office. ● List of literature review on existing researches etc available (AGSA, Adolescent research, LSIS,

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<p>Other relevant information or special conditions, if any:</p>	<ul style="list-style-type: none">● The applicants should submit the following documents:<ul style="list-style-type: none">○ A CV,○ A Cover letter○ A maximum two-page proposal outlining approaches and means to accomplish the assignments in each phase, including consultancy fee (daily rate in USD)○ The consultant is required to be fully vaccinated prior to travelling to the program sites. ● With satisfactory performance, the payment will be made upon submission of the deliverables:<ul style="list-style-type: none">○ Situation analysis: 20% payment○ SBCC Strategy: 50% payment○ SBCC training package: 30% payment
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