

Application has to be submitted on www.inductusjobs.com/un

Position: SENIOR STATE CONSULTANT SBC – CHILD SURVIVAL AND DEVELOPMENT

Employing Agency (Employer): Inductus Limited

Duration of the contract: Till 31st December 2024

Remuneration: Gross compensation budgeted for the position is attractive. Please note that the offer made to the selected candidate shall be commensurate with qualifications, experience, and salary history. ***(Current and Expected professional fee has to be quoted on portal)***

No. of Vacancy: 1

NOTE: Female Candidates are encouraged to apply

Duty Station: Patna with travel to Districts

Reporting Line:

Administrative Supervision: Inductus Limited

Technical Supervisor: SBC Specialist

Last Date for Application: 10th May 2024 (Mid Night)

Application has to be submitted on: www.inductusjobs.com/un (No applications will be considered by other means)

CONTENT OF TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT

ORGANISATION BACKGROUND:

UNICEF is a United Nations agency responsible for providing humanitarian and developmental aid to children worldwide. The organization works in over 190 countries and territories to save children's lives, defend their rights, and help them fulfil their potential, from early childhood through adolescence.

UNICEF supports the state government in strengthening the capacity of Government and partners to implement laws, policies and plans to deliver inclusive, gender-responsive, preventive, and responsive child protection, justice, and psychosocial support services for children

BACKGROUND:

United Nations Children's Fund (UNICEF) works towards the realization of the rights of children as mandated in the UN Convention on the Rights of the Child (CRC). These rights pertain to survival, protection, development and participation of children and adolescents.

UNICEF Bihar Field Office partners with the Government of Bihar (GoB) and key stakeholders to strengthen systems, policy, programmes, partnerships and capacity for ensuring better results for children, especially the most marginalized, in line with UNICEF's Country Programme Action Plan (CPAP) and state priorities related to CRC and Sustainable Development Goals (SDGs).

The Social and Behavior Change (SBC) section at the UNICEF Bihar Field Office works with the aim of expanding UNICEF's leadership as a trusted voice for children and has engaged with stakeholders (including the government, civil society, faith leaders, legislators, private sector, media, academia, children, adolescents and youth) to put children's rights and well-being at the centre of political, social and economic agenda for action.

It is UNICEF's mandate to support all these flagship programmes as they contribute to achieving the SDGs. As social and Behaviour change is recognized as a key area to achieve the goals set therein, it becomes critical to build the capacities of key stakeholders including the government on SBC. Even today most governments, including Bihar, do not possess an understanding of this and hence, most of the interventions focus on creation of communication content and their dissemination.

Apart from a lack of understanding of SBC, the government of Bihar also does not possess any institutionalized structure to plan and implement such programmes. Improving the quality or coverage of health products and services is not, in many cases, sufficient to improve health outcomes. Doing so also requires changing the health-seeking behaviors of individuals and communities, as well as the norms that underpin those behaviors. Interventions that seek to change behaviors by addressing factors such as knowledge, attitudes, and norms, known collectively as social and behavior change interventions, complement and enhance the role played by various services. Social and behavior change strategies/ interventions are critical, to ensuring that those most in need can access available services and products.

There is currently a huge appetite and UNICEF is seen as the organization holding expertise in this area. The health sector has been supporting the Health Department in institutionalizing innovative tools and structures and build systems to strengthen the supply side of services. However, there are still gaps in fulfilling the demand side by generating demand for the services and schemes coupled with optimal behavioural practices. Community ownership is an ideal principle to strive for if we want improvement in key indicators related to health. UNICEF is supporting district administration in implementing innovative approaches and tools to strengthen behaviour change in the community. As this area requires provision of intensive support to the health department, it is required to hire a senior consultant having expertise and experience in this field with a clear understanding of application of SBC principles set in the Bihar context.

PURPOSE OF THE POSITION

UNICEF supports the state government to strengthen SBC systems and structures within key departments by building the capacity of key functionaries on SBC, development of training and

communication content and tools, institutionalizing innovative models such as Bottom up Communication Planning (BuCP), designing gender responsive SBC strategies and communication plans, campaign plans on thematic areas, supporting behaviour related outputs, SOPs, guidelines, building evidence base for advocacy by documenting success stories and support in developing and scaling up digital and ICT platforms for reaching communities with key messages and institute feedback mechanisms.

As it is physically not possible for the cross-cutting SBC sector to provide support in these areas alone, a senior Consultant with a good understanding of the core concepts in the above-mentioned areas is required as an extension of the SBC and Health sectors to support the government intensively on a day-to-day basis.

MAJOR TASKS TO BE ACCOMPLISHED

The Consultant will support the state government in the following areas:

1. Implementation of costed evidence-based SBC strategies/plans (newborn survival strategy) for the engagement of vulnerable communities to demand quality primary health care services
 - a. Finalization and roll out of INAP in the state
 - b. Scale up of QI4SBC Approach
 - c. Finalization of ECD Multisectoral BFO Workplan and Strategy
 - d. Provision in PIP for funding for capacity building of FLWs and officials
 - e. VHSND strengthening with focus on RI, HWWS, health seeking for sick child, EBF ensuring male involvement
 - f. Development/adaptation/repurposing of communication packages
 - g. Quality assurance and monitoring frameworks and mechanisms
2. Quality capacity building mechanisms/systems rolled out for frontline workers and networks/platforms to strengthen demand for quality primary healthcare.
 - a. Scale up and Roll out of QI4SBC in Purnea
 - b. Capacity building on QI4SBC for state level health officials + All Consultants
 - c. Capacity building of primary and tertiary health providers on SBC and Respectful Maternity Care
 - d. Conduct reviews and refresher, MTOT, etc. as required
3. Evidence generation (based on behavioural insights and studies, monitoring data etc) to improve programming around demand generation interventions for the uptake of quality and equitable health services
 - a. Client Satisfaction Survey in health facilities performance and perception
 - b. Establish Community feedback mechanism related to health facilities- Amplifying the usage of MeraAspatal app
 - c. Support in baseline tool development for ECD behaviours

4. Set up / use community engagement mechanisms in UNICEF supported districts (and/or urban areas) to promote Routine Immunisation and health priority behaviours
 - a. VHSND strengthening with focus on RI, Hand washing, health seeking for sick child, EBF ensuring male involvement
 - b. Support PRIs to maintain health register of the village and strengthen their involvement and build social accountability
 - c. Ensure inclusion of Jeevikadidis in due lists and Institute mechanism whereby Jeevikadidis can be tracked to avail health services
5. Participate and represent, as required in state/district/block workshops, advocacy consultations, review, and convergence meetings
6. Support in any other SBC related task assigned by UNICEF

DELIVERABLES AND END PRODUCT

- Monthly progress and Action taken reports on the various activities at the end of every month.
- Monthly trip report of field visits to identified districts and sharing feedback report with concerned department/ agency for corrective action.
- Annual/Monthly training/workshop calendar and plan & reports of all the trainings to be conducted at the beginning of every month
- Monitoring and Reporting Architectures for different programming needs
- Government SOPs, Guidelines, GOs as and when required
- Minutes of meetings
- **Output documents:**
 - Final ECD Workplan and Strategy
 - Final costed INAP plan
 - Communication package adapted/developed as required and on need
 - Monitoring plan/framework
 - Client Satisfaction Survey Dashboard
 - Perception Study concept Note and tools
 - ECD Baseline study

OFFICIAL TRAVEL INVOLVED

Yes, visit to Districts (Max 5 days per month) with approval from Technical Supervisor

QUALIFICATION AND COMPETENCIES

- Post-graduation in any of these fields - Social work, Mass Communication, Sociology, Communication design or related Social Science, Management, Psychology, Economics
- Minimum ten years of work experience at state level in programme management including coordinating, developing, planning and monitoring of SBCC for related interventions, modules and guidelines
- Understanding of the concepts of Social and Behaviour Change Communication

- Proven skills in undertaking trainings and assessments
- Minimum 5 years of experience of working within government systems with strong liaising skills
- Knowledge of and familiarity with programme priorities and interventions, flagships and programmes at national and State level
- Experience and knowledge of working in public health emergency or allied fields is desirable
- Previous experience of working with UNICEF is desirable
- Demonstrated ability to work in a multi-disciplinary team environment with strong facilitation skills, ability to analyze reports, plan and monitor projects
- Excellent written communication, inter-personal communication and advocacy skills
- Fluency in Hindi and English (both written and verbal) language
- Computer literacy essential

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