**Term of Reference for International/national Consultant/firm**

**Title:** Social and Behavior Change Communication (SBCC) Consultancy to Develop a National Strategy **to promote integrated civil registration, vital statistics and identity management systems**

Location of Assignment: Monrovia

Duration of the contract: 3 months ( 60 working days spanning a three-month period)

Consultancy Reporting to: Matrixed reporting to the Deputy Resident Representative and the Focal Point at the Ministry of Health in Charge of VS/Birth Registration.

Consultancy fees: $25,000.00

**Scope of Work**

Background

The recent rapid assessment report of the UN Legal Identity Agenda (UNLIA) mission to Liberia held in January 2020, took note of the fragmented, outdated, underdeveloped systems, laws and institutions for legal identify management, encompassing Civil registration (CR), Vital Statistics (VS) and identity management (IDM), and recommends the need for greater coordination and strengthening of systems, policies and laws to improve CR, VS and IDM in Liberia in order to promote acceleration of progress toward SDGs, ensure fundamental rights of children and women are respected and contribute to planning, monitoring and measuring of the development results in Liberia.

The assessment highlighted the following findings in the three key areas:

1. **Institutional arrangement:** Five institutions responsible for vital events under different ministries; limited collaboration between the institutions apart from LISGIS – MOH; and limited clarity on institutional mandated by law and practice;
2. **Legal and Policy Framework:** Outdated and fragmented laws, policies and strategies, guiding mandates of each player in the legal identity landscape, causing disjointed approaches; no data privacy and protection related policies or law in place; poor enforcement of the law especially for the use of death certificates.
3. **Operations and Administrative Procedures:** Poor coverage of all events; use of alternative registration documents (voters card, affidavits); efforts exists to digitalize BR and IDM business processes through the BR IMS and NIRS; but no related CRVS system are integrated nor interoperable; no civil register; National Identification Number (NIN) does not cover children under the ages of 6 years; No Vital Statistics Report produced except for birth registration reports; alternative mortality data collected by partners through LISGIS; and huge technical and funding gap.

The COVID-19 pandemic has further compounded the situation and is shifting attention away from legal identify management as funding has been reprogrammed or redirected towards

the response to the pandemic. This situation would divert priorities from the right to legal identity agenda, and if targeted, concrete and coordinated efforts are not made towards paying keener attention to this, the rights of many children and women will be unprotected, inequality could widen, and access to justice, which is already limited will be further constrained.

Therefore, there is the need to: a) strengthen coordination to address the fragmentation and improve integration (for standardized methods and tools to improve inter-operability) towards a harmonized and integrated civil registration, vital statistics and identity management system, b) strengthen the legal and policy framework and tools including digitalization of such system in an interoperable way, with policies for sharing data and protecting privacy in place; c) underpinned by strong social accountability and communication strategy aimed to improve awareness amongst rights holders (family and community members at large) on the benefit and significance of CR,VS and IDM; and d) ensure sustainability of CR,VS and IDM where it is adequately financed and decentralized with efficient and effective implementation mechanism in place.

Further, the birth registration system strengthening should be considered as an entry point for the improvement of a harmonized CRVS and IDM system, because legal identity starts at birth, also given the significant improvements made so far in terms of coverage (2019/2020 LDHS initial results indicate 66 per cent of registration rates of children under the ages of 5 which is a significant leap from 25 per cent from 2013, LDHS) through decentralized service delivery at health facilities, establishment of a digitalized system.

(BRIMS) and leadership role played by the Ministry of Health with the support of various development partners, including donors (UNICEF, WHO, WB/GFF, Plan International, and the governments of Sweden and the France).

Given this backdrop, the desired change through this project is to ensure that significant contribution will be made so that **by end of December 2024, Liberians – girls, boys, women and men - enjoy access to all entitlements and basic social services on the basis of legally acceptable civil registration and identity documents.**

**Purpose of the Consultancy**

Given this backdrop **Participating UN Organizations-** UNICEF **UNDP, WHO, UNFPA, UN Women** in cooperation with the Government and other stakeholders in Liberia including the **World Bank** , intent to develop a National SBCC strategy of Liberia to guide a shift in demand creation and awareness-raising on **integrated civil registration, vital statistics and identity management systems** in the country and ensure **families and communities’ access and utilize vital registration services.**

The consultant /firm will operate under the Vital Statistics Division of the Ministry of Health and will lead the development of a National SBCC strategy The Vital Statistics Division work in close collaboration with government line ministries, agencies as well as UN agencies, international NGOs, the country SUN focal person and civil society organizations in Liberia.

**Overall Objective:**

The objective of this consultancy is for a Communications firm to develop communications for development strategy to improve demand on CRVS initiative at national and sub- national/community level through desk review; drafting of conceptual framework; communications for development strategy, implementation plan and M&E Plan, design of IEC materials. This strategy ( the Social and Behaviour Change Communication strategy ) is to guide a shift in demand creation and awareness-raising to ensure families and communities’ access and utilize vital registration services. This robust communication for development strategy will place emphasis on the five counties where the performance on birth and death registration is lowest,; the strategy will be used to for publicizing the importance of Birth and Death Registration, including other CRVS initiatives, including its benefits and drafting of key advocacy messages.

As such this National Social Behaviour Change Communication strategy should clearly define the specific and measurable objectives that it will achieve when implemented, including impact on the importance of Birth and Death Registration, including other CRVS initiatives, and its benefits and drafting of key advocacy messages.

The proposed interventions should engage and encourage parents and caregivers, service providers, community members and decision makers to take necessary actions in preventing malnutrition and responding to it appropriately when it occurs. The strategy will include a capacity building component to enhance the skills and efficacy of parents and caregivers, service providers, community members and decision makers and change agents to prevent and respond to malnutrition. A long-term strategy will also necessitate engaging the support and commitment of norm enforcers such as religious and traditional leaders.

The strategy should also include overall approaches and specific activities that will be implemented at the national and sub-national levels. The strategy will delineate the participant groups, key (technical) messages and proposed approaches for different participants across the spheres of intervention (see below). The strategy will also include a M&E plan and a detailed implementation plan for 2 years. The strategy should facilitate in attaining the following broader communication objectives (to be further adapted and developed based on an analysis of the situation in Liberia):

## Increased awareness:

* Raise awareness on the importance of Birth and Death Registration, including other CRVS initiatives, and its benefits

# *Promotion of* integrated civil registration, vital statistics, and identity management system

* Promotion of early birth registration its benefits
* Promotion of death Registration its benefits
* Promotion of registration of other CRVS initiatives, and its benefits
* Build knowledge and create demand and awareness raising on their nutrition.

## Advocacy

* Drafting of key advocacy messages.
* Change in national commitment, political will.
* Advocate for the institutionalized use of CVRS documents for property inheritance, school enrollment, opening bank accounts among others
* CVRS documents to be used as an alternative for other national identity documentation

The priority spheres of interventions are at health facilities, communities, schools and households;

Additional spheres include:

* Communities including community networks
* Health facilities
* Schools
* Work spaces
* Business places

**Activities:**

**Key activities to be performed are as follows:**

* 1. Develop timeline and deliverables for developing the SBCC strategy covering the consultancy period for approval
  2. Review current Information Education and Communication (IEC) materials and all other relevant documents
  3. Conduct a desk review and assessment of existing SBCC interventions to inform the stakeholder meeting to present the status of an overview of social norms, cultural norms, beliefs associated to delayed or lack of uptake of CVRS strategies
  4. Problem analysis and formulation of a theory (or theories) of changes (including manifestations, immediate causes, underlying causes, basic causes, and differences between behavior and non-behavioral causes).
  5. Clearly defined communication objectives, key messages, audiences, channels, activities and approaches
  6. Specific participant group segmentation and approaches tailored for each group detailing how they will be delivered, and how community engagement will be facilitated.
  7. Capacity building needs for different participant groups and key actors
  8. Key partnerships and coordination mechanisms
  9. Conduct a bi-monthly meeting with the Technical Working Group to present the status of the document and for input.
  10. Develop the SBCC Strategy including M&E Framework and Implementation Plan
  11. Develop a Capacity building plan for key stakeholders/partners prior to strategy roll out.

Deliverables and Timeline

This consultancy will be for an estimated period of 60 days spanning 3 months from inception through development, validation, and production of the final report - final Social Behavior Change Communication Strategy document.

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| **Deliverable** | **Date Due** | |
| 1. Draft the inception report which includes a brief write up of the desk review, including an overview of the CVRS systems, synthesis of the theories on behaviour change and social norms, national and international best practices and innovations on promotion of **integrated civil registration, vital statistics and identity management systems**, as well as an overview of relevant research findings and an outline of specific behaviours, practices, amongst others, that are essential for the attainment and uptake of civil registration. | (duration: working days) | 10 |
| 2. Draft and finalize the SBCC strategy (2021- 2025) which includes:   1. SBCC strategy 2. monitoring and evaluation plan 3. two-year implementation plan and budget 4. stakeholder validation workshop | (duration: working days) | 15 |
| 3. SBCC training package (including TOT package) developed, delivered and finalized | (duration: working days) | 5 |
| 4. SBCC Advocacy package (including key messages for different levels of stakeholders) developed, delivered and finalized | (Duration: working days) 5 | |
| 5. Delivery of SBCC training in selected pilot counties including submission of training report | (duration: working days) | 10 |
| 6. Conduct follow up field visits including supportive supervision/ follow up/monitor/observation, using a M&E tool/check list to observe impact of roll out training and implementation of the SBCC strategy. | (duration: working days) | 10 |

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| 7. Provide technical oversight and guidance to the production of | (duration: | 5 |
| communication materials, including IEC materials, flyers, radio messaging | working days) |  |
| and billboards (including supervision of pre-testing of materials) |  |  |

Experience

The experience requirement for the Communications firm to develop communications for development strategy to improve demand on CRVS initiative at national and sub- national/community level must have following minimum requirement for its key team members.

* Advanced University degree (Master/PG) in communication, behavioural science, Public health, nutrition or related social sciences
* Minimum 8-10 years of proven work experience in the area of communication for development, including development of C4D strategies and training.
* Successful proven track record designing behaviour and social change communication strategies, conceptual frameworks, and messaging on violence prevention or related subject matter, which show measurable social impact or behaviour change;
* Demonstrated familiarity with social behavior change approaches (especially as it related to nutrition)
* Demonstrated knowledgeable practice of working at national and sub-national levels, nongovernmental and community-based organizations as well as the Ministry of Health in Liberia
* Excellent interpersonal communication skills
* Fluent in written and spoken English

The consultancy firm should have an appropriate mix of expertise preferably international and local experiences and expertise in the relevant areas

The team should be led by a team leader with a minimum of master’s degree and 10 years’ of relevant experience in one of the above stated areas of the assignment., with demonstrable experience in similar assignment and some understanding of CRVS and Identity Management All team experts should have a minimum as stated above. They should also have experience developing communication strategies as well as working with the multi- stakeholders. The firm must have track record and familiarity with local context In depth knowledge and good understanding of IMS, CRVS policies and strategies, and how it affects and may affect members of the population differently including persons with disabilities, migrants, women and men;

* Additionally, the team must collectively demonstrate Integrity, timeliness, openness to learn, willingness to have long term engagement with government, the UN and other stakeholders
* Must possess previous track record of successfully working with the UN and government
* Excellent knowledge of English, including the ability to write reports clearly and concisely and to set out a coherent argument in presentation and group interactions. Capacity to facilitate and communicate with different stakeholders
* Computer skills: full command of Microsoft applications (word, excel, PowerPoint, info-graphics) and common internet applications. The team leader must have Strong management, interpersonal and communication skills;
* And he/she must be independent, self-directed, self-starter, problem-solving, and requiring minimum supervision

**Roles and Requirements**

The Program management team/steering committee will:

* Provide briefing to the selected Consultant/firm on the desired Scope of work (SOW)
* Liaise with relevant staff and other stakeholders to facilitate his/her tasks
* Organize weekly update meeting with Consultant/firm
* Compensate Consultant as per agreed stipulations to fully execute activities leading to the development of the National SBC Communication Strategy document.
* Provide logistical support for strategy development
* Print the final SBC strategy The Consultant firm will:
* Fully comply with all terms and requirements during the execution of this consultancy
* Ensure that all deliverables as indicated above are presented prior to termination of the Contract
* Report and provide weekly briefing to the Program management team/steering committee will

The consultancy will be evaluated based on the cumulative analysis methodology

and the award of the contract will be to the consultant who has been evaluated and determined as :

* Responsive/compliant/acceptable;
* Having received the highest score out of a pre-determined set of weighted technical and financial criteria;
* Technical Criteria - [70 points];
* Financial Criteria - [30 points];
* Only candidate firms obtaining a minimum of 70% of the total rating will be considered for the financial evaluation.

Interested and qualified candidate firms can apply via email with most recent resume or CV of key team members and organization profile to:

UNDP Liberia Procurement (email : procure.lr@undp.org)