

TERMS OF REFERENCE SHEET

Design and development of information communication campaign on infection prevention and control for COVID-19

UNICEF Belarus

Type of contract: Institutional Consultancy

Duration: August 01-December 31, 2020 in Minsk Belarus

Background and justification:

As the COVID-19 epidemic continues to spread around the world, as a great equalizer, testing the rich and poor, strong and fragile countries alike, Belarus too faces signs significant health, economic and social ramifications of this infections and deadly virus.

UNICEF is partnering with USAID to execute a response to prevent and respond to COVID-2019 in Europe Strengthen infection prevention and control (IPC) and WASH in health facilities, schools, and community centres designated or likely to receive suspected cases of COVID-19 in high risk communities.

Purpose and objectives:

We are looking for a PR company to execute a campaign on protective hygiene prevention & infection control (IPC) and psychosocial support messaging.

target groups: national outreach to public, with targeted messages to children, adolescents and parents making sure to include specific messaging to specific groups such as children with disabilities and pregnant women, specialists working with children and health care providers.

deliverable: Nation-wide hand-washing campaign including infection prevention/control messaging to promote personal hygiene and improve protective hygiene practices combined with psychosocial support.

We want to emphasize that proper hygiene practices can prevent and control the spread of infectious diseases such as COVID-19 and this is not only beneficial to you and your family but to society as a whole. Viruses such as COVID-19 should not be associated with any stigma or discrimination and can impact the mental wellbeing of children, teens and parents due to fear, uncertainty and misinformation. Therefore we need to emphasize no discrimination, stopping the spread of misinformation and providing support and materials for those whose mental health is being impacted by COVID19. These messages will be disseminated in the home and in public places such as youth friendly health centres (YFHC), schools, transportation, children's polyclinics.

The project communication activities will serve the dual purpose of supporting project objectives and providing visibility and recognition for the donor. The project objectives will be supported with targeted information campaigning aiming to raise the awareness on COVID preventive measures and respond.

UNICEF can provide IPC recommendations and guidelines for the PR company to follow.

Activities, tasks:

- The company will work with UNICEF to develop and execute the IPC campaign as per the TORS. All materials developed should be backed up with a situation analysis, tasks, portrait of key audiences, messages to each audience, channels, tools, timeline, clear evaluation and monitoring strategy to communicate results, crisis communication strategy and budget.

Deliverables:

- Develop the concept with goal, objectives, target groups, strategies and results. Key components will be digitally oriented channels and tools that encourage social distancing EG. webinars, social media activation, video, campaigns in traditional media, billboards etc.
- Develop a full plan with diverse critical communications and outreach materials in accessible formats and tailoring them to the specific areas of concern including stigma towards COVID-19 infected people and IPC. Indicate the target audience and location and provide a timeline and budget line for each item. The activities should be innovative and targeted to specific groups EG. Parents and family members, teachers, children and youth.
- All materials created must be evidence-based and ensure strict IPC guidelines are being communicated as per UNICEF and WHO recommendations.
- Execute IPC plan as per timeline agreed on by both sides.
- Provide all final source materials to UNICEF.
- Develop and submit a monthly report to UNICEF with the main qualitative and quantitative deliverables of activities. These deliverables will be identified at the start of each month

SUPERVISION, WORK RELATIONS & OVERSIGHT

The consultant will be supervised by Communication Specialist Jacqueline Labrador in collaboration with the Program Specialist Victoria Lozyuk and Communication Officer Liubou Kudzelka.

PAYMENT CONDITIONS

Payment will be made for work satisfactorily completed as per the brief and deliverables. The payment can be made in monthly splits based on submitted invoices and reports.

QUALIFICATIONS OR SPECIALIZED KNOWLEDGE/ EXPERIENCE REQUIRED

Work experience

- Significant experience in multimedia development for information education campaigns, health and social impact campaigns desirable
- Working knowledge of Russian (preferably) and English is an advantage

Proposal from candidates should include:

- 1) CV or portfolio of work with proven record of required experience
- 2) Detailed IPC plan with examples and timeline
- 3) Professional fees

Drafted by:

Jacqueline Labrador
Communication Specialist



Date: 20 / 07 / 2020

Approved by:

Victoria Lozyuk
HIV/AIDS Specialist

Victoria Lozyuk

Digitally signed by Victoria
Lozyuk
Date: 2020.07.20 09:47:49
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Date: / /

Reviewed and Accepted by Consultant

Date: / /

ASSIGNMENT EVALUATION

Assignment Tasks Completed:

Yes No

Supervisor Comments: