

## Terms of Reference

### Finalize an update National IEC/BCC Strategy for Malaria Elimination MINISTRY OF HEALTH KINGDOM OF CAMBODIA

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#### 1. Purpose of the Consultancy

The goal of this consultancy is to develop, draft and finalize an updated National IEC/BCC Strategy for Malaria Elimination for the Kingdom of Cambodia under the guidance of CNM and in consultation with UNOPS, WHO and partners.

#### 2. Background

The Royal Government of Cambodia (RGC) has mid-term and long-term plan to achieve elimination of Plasmodium falciparum malaria by 2020 and all forms of malaria by 2025. The Global Fund to Fight AIDS, Tuberculosis and Malaria (GFATM) is supporting the National Centre for Parasitology, Entomology, and Malaria Control (CNM) in its endeavour to ensure the implementation of a strengthened and adequately resourced national malaria program. In 2015, GFATM awarded malaria funding to Cambodia under the New Funding Model (NFM) for the implementation of national program's strategy until the end of 2017. UNOPS was selected by the Cambodia Country Coordinating Mechanism for GFATM to become the Principal Recipient (PR) whereas CNM was selected as the Principal Implementing Partner for this NFM malaria grant amongst other sub-recipients

#### 3. Work to be performed

- i. Undertake a comprehensive review of the effectiveness of current IEC/BCC strategies and tools/materials in malaria and other health sectors in Cambodia
- ii. Develop and finalize the work plan for the consultancy that will be approved by UNOPS in consultation with CNM;
- iii. Prepare, organize, facilitate and report on a national consultation for the development of the new IEC/BCC strategy
- iv. Develop the national IEC/BCC strategy for malaria elimination in consultation with national stakeholders (MoH, NCHP, NGOs/INGOs, etc.) and with support from WHO, UNOPS and other partners. Produce:
  - ❖ an advocacy strategy to sensitize national, provincial and operational district level policy- and decision- makers, key influencers towards building/ reinforcing an enabling environment for malaria elimination
  - ❖ a communication strategy for various target groups: populations at risk and care providers to encourage adoption of appropriate prevention, diagnosis and treatment interventions
  - ❖ materials for different media/ target audience - information card, infotainment scripts, TV/ radio spots, illustrative leaflets, posters, and other materials
  - ❖ Implementation plans for national and sub-national levels. This will include annual activities related to advocacy, communication, etc.

- v. Present the first draft of the strategy, plans and materials to CNM and other stakeholders at a time agreed in the final work plan
- vi. Prepare, organize, and facilitate a meeting for presenting the revised draft of the National IEC/BCC Strategy for Malaria Elimination to national stakeholders in preparation for its endorsement;
- vii. Finalize the National IEC/BCC Strategy for Malaria Elimination;

**4. Expected outcome**

The consultant shall develop a comprehensive National IEC/BCC Strategy for Malaria Elimination in English. The National IEC/BCC Strategy for Malaria Elimination will constitute the final outcome of this consultancy. This shall be delivered no later than August 11, 2017 unless otherwise amended by the consultant and UNOPS. The package of this deliverable shall also include all minutes and reports of all consultations and meetings held, a compiled report of the findings of all conducted consultations, any materials gathered in the course of this work and a change log of all changes/amendments by party requesting them.

**5. Qualifications and specific requirements:**

- a. Advanced degree, Master or doctorate degree in Public Health, Psychology, Behavior/Social Change, or other relevant field;
- b. A minimum of 5-10 years' experience in health policy, strategy and/or public-private facilitation processes for policy and strategy development;
- c. The consultant must also possess substantial experience (minimum 3 years) in the implementation of behavioral change communication strategies
- d. Understanding the health system of Cambodia;
- e. Ability to think analytically, synthesize and clearly present complex processes and issues related to the development of a NSP;
- f. Experience in Malaria and with the RGC MoH is an asset;
- g. Proven experience in leading consultative processes; ability to conduct/facilitate sessions related to the development of the consultation meetings.
- h. **LANGUAGES**  
**English:** Fluent (Speaking & Writing); **Khmer:** Working (optional)

**6. Period:** The work is to be concluded within three months from the signing of June 15, 2017 with a total of 30 working days between July 03 and 11<sup>th</sup> August 2017.

S.No	Deliverables	July				August	
		W1	W2	W3	W4	W1	W2
1	Undertake a comprehensive review of the effectiveness of current IEC/BCC strategies and tools/materials in malaria and other health sectors in Cambodia						

2	Develop and finalize the work plan for the consultancy that will be approved by UNOPS in consultation with CNM;						
3	Prepare, organize, facilitate and report on a national consultation for the development of the new IEC/BCC strategy						
4	Develop the national IEC/BCC strategy for malaria elimination in consultation with national stakeholders (MoH, NCHP, NGOs/INGOs, etc.) and with support from WHO, UNOPS and other partners. Produce: i. An advocacy strategy to sensitize national, provincial and operational district level policy- and decision- makers, key influencers towards building/ reinforcing an enabling environment for malaria elimination ii. A communication strategy for various target groups: populations at risk and care providers to encourage adoption of appropriate prevention, diagnosis and treatment interventions iii. Materials for different media/ target audience - information card, infotainment scripts, TV/ radio spots, illustrative leaflets, posters, and other materials iv. Implementation plans for national and sub-national levels. This will include annual activities related to advocacy, communication, etc.						
5	Present the first draft of the strategy, plans and materials to CNM and other stakeholders at a time agreed in the final work plan						
6	Prepare, organize, and facilitate a meeting for presenting the revised draft of the National IEC/BCC Strategy for Malaria Elimination to national stakeholders in preparation for its endorsement;						
7	Finalize the National IEC/BCC Strategy for Malaria Elimination;						

**7. Payment Schedule:**

1. 20% payment will be done upon successful completion of (deliverable #1 ,2 & 3)
2. 40% payment will be done upon successful completion of (deliverable # 4)
3. 30% payment will be done upon successful completion (deliverable # 5 & 6)
4. 10% payment will be done upon acceptance of the final product (deliverable # 7)
- 5.

**8. Technical Supervision**

The selected Consultant will work on the supervision of:

Responsible:	
Manager:	

- 9. Submission guidelines:** Please submit your CV with the word "IEC/BCC Consultant" in the subject and a cover letter to \_\_\_\_\_@unops.org  
Cover letter required? Yes

**CONTACT INFORMATION**

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Program Coordinator  
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**10. Place of assignment**

The consultant will be placed in CNM.