### TERMS OF REFERENCE (TOR)

**Consultant Services**

Revision of a comprehensive behavior change communication (BCC) strategy for malaria prevention in Liberia.

#### A. Background

The status of malaria prevention and control interventions in Liberia from the 2009 MIS conducted by the Liberia Institute of Statistics and Geo-Information Services in collaboration with the NMCP and with technical assistance from MACRO, Inc showed weak case management practices for malaria in children under-five. The 2007 DHS showed that 30% of all households owned at least one bed net. In contrast, the 2009 MIS reported household ownership of any net in Liberia to be 49%; 47% of these nets were ITNs. Only 27% of children under-five had slept under an ITN the previous night. According to the 2009 MIS, 46% of pregnant women had taken two or more doses of IPTp as recommended during ANC visits, and 33% had slept under an ITN the previous night.

Malaria remains the leading public health problem in Liberia, with the entire population of 3.5 million at risk of infection. Only 40% of the health facilities are adequately serving the catchment populations. Access to health care has improved but largely remains at 58% in rural Liberia where the burden of the disease lies.

The main purpose of the Global Fund to Fight AIDS, Tuberculosis and Malaria programme Round 10 entitled “Scaling up Malaria Prevention and Control Interventions in Liberia for sustained Universal Impact” is to reduce malaria-related morbidity and mortality rates by 80% by 2016 as compared with the year 2007. One of the key strategies is to conduct formative research to inform review of BCC strategies and revise BCC strategies to update National Malaria Behavioral Change Communication Strategy.

The NMCP’s latest National Strategic Plan for 2010 through 2015 which includes a multichannel approach for health education with emphasis on radio messages; using community health volunteers for dissemination of malaria messages in their communities; using peer educators, trained care-givers, traditional authorities, and child-to-child communicators as agents for behavior change; and using social mobilization and health system support for capacity building at all levels.

IEC materials and mass media campaigns are implemented under the Round 10 grant in line with the National Malaria Strategic Plan (2010-2015) and the National Malaria Behavioral Change Communication Strategy (2005) which is overdue for review. A formative research study has already been conducted to identify gaps in the current BCC strategy; data from this research is to compliment a review of this strategy to result in the revision of existing IEC materials and mass media messages to make them more focused and provide new information.

#### B. Purpose of the Assignment

1. **Overall objective:** To collaboratively develop a comprehensive malaria BCC strategy and IEC/BCC materials with various partners in Liberia

2. **Specific objectives:**
   
   - Develop a realistic, innovative, gender and culture sensitive, and effective BCC strategy towards promotion of Malaria control and prevention at the community level and Develop an action plan for implementation of the BCC interventions based on the strategy

The core framework of the consultancy will include:

- Use of the findings from the Formative research on knowledge, attitudes, beliefs and practices amongst target groups;
- Review of existing BCC/IEC strategies, plans, messages, tools and materials and institutional arrangements at national/ state/ district levels;

#### 3. Administration

1. **Location:** Monrovia

2. **Supervisor:** NMCP and Plan Liberia. In addition, a malaria IEC/BCC Adhoc committee made up of GFTAM malaria R10, NHPD and partners will monitor and review performance weekly.
3. **Total duration:** The period of contract will be from November 1, 2013 to January 31, 2014, not lasting more than 45 consulting days from the date of signing the contract with a provision for weekly performance reviews.

4. **Deliverables**

1. **National BCC strategy for Malaria prevention**
2. **Set IEC materials and BCC messages**

5. **Work plan**

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<tr>
<th>Task</th>
<th>Specific deliverable</th>
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<tbody>
<tr>
<td>1. Prepare an action plan for conducting a situation analysis and for developing the BCC strategy, including the timeline, activities, consultation strategies, methods, and logistics.</td>
<td>Action plan prepared and approved by BCC strategy coordinating committee</td>
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<tr>
<td>2. Development of a draft BCC Strategy for malaria prevention, including, but not limited to, communication interventions, communicators, audiences, channels, and message strategy</td>
<td>Draft BCC strategy submitted to IEC/BCC adhoc committee</td>
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<td>3. Dissemination of both the draft Situation Analysis and BCC Strategy at a workshop attended by counterparts, partners and other stakeholders.</td>
<td>Facilitate the validation of the draft strategy at the workshop and shared with participants</td>
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<td>4. Revise and finalize the BCC Strategy and the Situation Analysis based on workshop findings and comments</td>
<td>Final Situation Analysis report and BCC Strategy submitted to NMCP</td>
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<td>5. Organize revision session of on IEC/BCC materials with IEC/BCC Core team</td>
<td>Revise IEC materials and BCC messages developed</td>
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<td>6. Provide support to pre-testing of the drafted IEC materials and BCC messages</td>
<td>Set of IEC materials and BCC messages for used by malaria stakeholders</td>
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6. **Qualifications or specialized knowledge/experience required for the assignment**

The consultant should have post graduate degree in public health, social science or communication. Minimum 8 years of progressively responsible work experience in the planning and management of health programs in developing countries, with practical experiences in the adaptation and application of communication planning processes to specific programs. In addition:

- A proven track record of professionalism and ethical conduct;
- Relevant technical knowledge, skills and extensive work experience in: designing BCC strategy, messages, tools and materials, plans including media plans, as well as in capacity building, implementation including media buying and M&E;
- Experience in providing consulting services and excellent track record of completion of tasks according to time lines;
- Experience with donor-funded projects;
- Excellent reporting and writing skills.

7. **Application procedure**

Interested candidates can drop their letter of application in the **TENDER BOX** situated on the 1st Floor, Ministry of Health and Social Welfare, Congo Town, Monrovia. Please mark the letter “APPLICATION FOR MALARIA IEC/BCC Strategy Consultancy” and addressed to:

**The Executive Director**

Christian Health Association of Liberia (CHAL)

21 Street, Fiama, Monrovia

**Deadline for the submission of Applications is Monday, October 28, 2013 at 5 p.m. local time**