

राज्य स्वास्थ्य एवं परिवार कल्याण संस्थान, राजस्थान
State Institute of Health & Family Welfare, Rajasthan
Jhalana Institutional Area, South of Doordarshan Kandra,
Jhalana Dungri, Jaipur

Advt No : 799

Date 30 /04/14

Director, State Institute of Health & Family Welfare- Rajasthan in Collaboration with UNICEF, invites application from suitable consultants for **Consultancy for SBCC Strategy Development and for the position of SBCC Systems Strengthening & Capacity Development Consultant** on purely temporary and contractual basis on fixed packages. The details of package and essential qualifications are as under:

Description of consultancy for SBCC Strategy Development

Title	Consultancies for development of SBCC Strategy for RI and development of RMNCH+A integrated SBCC strategy
Location	SIHFW, Jaipur
Tenure of consultancy	One month for each consultancy
Essential prerequisite	Background in communication/ social sciences/ public health
Minimum Experience	<ol style="list-style-type: none">1. A robust understanding of SBCC approaches, theories and methods.2. Extensive national/state field experience in Health Sector SBCC strategy design, planning, implementation as well as M&E, with particular emphasis on Routine Immunization3. Thorough Experience in Maternal and Child Health programmes implementation with particular emphasis on Routine Immunization
Fee	Negotiable
Language and computer Proficiency	The consultancy requires good use of communication and written skills in English and use of web based applications
Brief Intro of Project	The RMNCH + A strategy highlights the need for an integrated, evidence-based behaviour change strategy, using the life stages and continuum of care approach to address the socio-cultural barriers and to help in acceptance and adoption of preventive practices and appropriate care seeking. It likewise emphasizes that an appropriate BCC strategy would also address issues that underlie the low uptake of health care services, for example entitlement to health services, women's autonomy and availability of health care services in the vicinity.

	<p>The GOR through SIHFW and development partners will be jointly working towards achieving the objective of improving demand for routine immunization (RI) through innovations in behaviour change communication (BCC) Strategies, which includes development of state specific multi-pronged BCC strategy, an operational plan.</p> <p>With the above background in mind, It has been planned to outsource the development and design of state RMNCH+A SBCC strategy.</p> <p>Deployment of Consultants is needed to review the existing SBCC/IEC strategy/plan and suggest need based strategy based on evidences and research /study findings and support the SIHFW and development partners team at various stages in the development of the SBCC strategy for Routine Immunization (RI) and RMNCH+A.</p>	
<p>Major tasks to be accomplished:</p>	<ul style="list-style-type: none"> • Provide strategic SBCC related technical inputs in strategy development • Coordinating the design of a state level and district levels SBCC strategy development for RI and other behaviors related to RMNCH+A with reference to PA&BCC strategic framework. • Coordinate website based platform with available life-stage specific BCC package for RMNCH+A with particular emphasis on RI. • Need based travelling to State /District /Blocks in HPDs is inbuilt in this consultancy 	
<p>Major Deliverables</p>	<p style="text-align: center;">Deliverable</p>	<p style="text-align: center;">Means of Verification</p>
	<p>1 State level SBCC strategy development document for RI</p>	<ul style="list-style-type: none"> • One RI SBCC Strategy document (Hard and soft copy)
	<p>1 State level SBCC strategy document for key behaviours in RMNCH+A in the Continuum of Care</p>	<ul style="list-style-type: none"> • One RMNCH+A integrated SBCC strategy document (Hard and soft copy)
	<p>Participation and represent, as required in advocacy, review and convergence meetings during strategy development phase</p>	<ul style="list-style-type: none"> • Meeting minutes
<p>Performance Indicators</p>	<ul style="list-style-type: none"> • Robust SBCC strategy on RI and RMNCH+A developed using state specific evidence 	
<p>Email ID:</p>	<p>directorsihfw-rj@nic.in / sihfwraj@ymail.com</p>	
<p>Last date for applying for this Consultancy</p>	<p>May 07,2014</p>	

Job Description for SBCC Systems Strengthening & Capacity Development Consultancy

Title	Consultancy for SBCC Systems Strengthening & Capacity Development
Location	SIHFW Jaipur
Tenure of Consultancy	Maximum for 12 months (initially for 6 months, would be extended based on individual performance)
Essential prerequisite	Background in communication/social sciences/ public health
Minimum Experience	<ol style="list-style-type: none"> 1. At least 5-10 years demonstrated experience in training government functionaries and CSOs at National and State level, preferably in communication of health sector 2. Extensive national/international field experience in Health Sector' Capacity development strategy design, planning, implementation as well as supportive supervision, with particular emphasis on Routine Immunization 3. Demonstrate experience in administration of Public Health programs. 4. Thorough understanding of the NHM, RI, ICDS and WASH programmes. 5. Thorough understanding of RMNCH+A interventions, Call to Action for Child Survival agenda 6. Knowledge of national training guidelines on Maternal New Born Care, Routine Immunization is essential. 7. Knowledge & Experience of developing training /Communication Modules/Material
Fee	Negotiable
communication and computer Proficiency	<p>Consultancy required</p> <ol style="list-style-type: none"> 1. Excellent verbal communication and facilitation, excellent written communication, inter personal communication and advocacy skills. 2. skills to be able to draw input from a wide range of stakeholders, including government partners, academic centres, NGOs and technical expertise
Brief Intro of Project	State Institute of Health & Family Welfare in collaboration with RCH, Department of Health and Family Welfare (DHFV), Government of Rajasthan (GOR) and development partners is mandated to accelerate efforts to reduce U5MR in the state. The state has developed a strategic framework for RMNCH+A Public Advocacy and Behaviour Change Communication (PA&BCC) to provide a guiding structure to

help state governments and development partners in drawing up and rolling out state/district specific BCC strategies. These locally relevant/ contextualized BCC strategies would seek to stimulate demand for services and promote relevant messages and practices regarding child survival growth and development especially among the most deprived populations.

PA&BCC strategic framework takes a convergent approach by integrating critical elements of nutrition, water and sanitation and education along with the health sector to achieve goals of child survival and development. The RMNCH+A PA&BCC focuses on reaching stakeholders and audiences at all levels in order to:

- Sensitize policy-makers and influencers;
- Mobilize people and civil society groups, professional bodies, young parliamentarians and private sector to (help) create awareness and seek accountability;
- Strengthen institutional BCC capacity to generate demand for health services, and promote healthy self-care and care-seeking behaviours among women, families and other community influencers.

UNICEF is one of the lead partners responsible for providing high-end technical assistance and for coordinating activities under PA&BCC strategy implementation in selected states. With the funding from Global Alliance for Vaccines and Immunisation (GAVI), UNICEF is also a technical support agency for supporting MoHFW under Health Systems Strengthening Support (HSS) programme having an overarching goal of increasing immunization coverage in India. The C4D section of UNICEF is mandated to support the GAVI HSS programme to achieve the objective of improving demand for routine immunization (RI) through innovations in behaviour change communication (BCC) Strategies, which includes support to states for having state specific multi-pronged BCC strategy, an operational plan and to facilitate effective implementation.

With the above background in mind ,we have provisioned for consultancy to provide technical support in

- developing/adapting training curriculum and plan of action to train supervisory and middle level government functionaries as well as Frontline Worker Master Trainers on SBCC for RI/ and other behaviors relevant to RMNCH + A..
- roll out of SBCC capacity development strategy and plans in select districts in consultation with all

	<p>stakeholders</p> <ul style="list-style-type: none"> - Support in evidence gathering, concurrent monitoring and evaluation of IPC and community mobilization efforts in districts under RI and new born survival among families and communities. <p>To work actively to provide technical support to build and strengthen government capacity to implement effective social and behavior change communication for RI and RMNCH+A initiatives.</p>		
<p>Major tasks to be accomplished:</p>	<ul style="list-style-type: none"> • In line with BCC strategy, develop a capacity development strategy which can be adapted for the states and identifying capacity gaps, coordinate development of training plans for SBCC components and facilitate capacity building activities as envisaged in the RMNCH+A PA&BCC strategy. • Provide technical support in developing/adapting training curriculum and plan of action to train supervisory and middle level government functionaries as well as Frontline Worker Master Trainers on SBCC for RI and other behaviours relevant to RMNCH + A. • At state level, facilitate creation of pool of master trainers to train supervisory and middle level government functionaries on SBCC as well as frontline workers around inter personal communication and community mobilization. • Support the capacity strengthening of selected CBOs/SHGs for effective IPC and community mobilization especially from underserved areas • Provide support in the state in strengthening/institutionalizing the M&E framework and tools, including supportive supervision for SBCC activities to promote immunization and other related behaviors of maternal and child health • Co-ordinate supportive supervision and concurrent monitoring initiatives, and undertake field monitoring to HPDs, as and when required, in close coordination with development partners and SIFHW. • To document the good practices and develop cross learning visits, especially around capacity development and systems strengthening. • Any other tasks under RMNCH+A if needed in consultation with DHFW <ul style="list-style-type: none"> • Need based travelling to State /District /Blocks in HPDs is inbuilt in this consultancy 		
<p>Major Deliverables</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center;">Deliverable</td> <td style="width: 50%; text-align: center;">Means of Verification</td> </tr> </table>	Deliverable	Means of Verification
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	Capacity building plans developed and support implementation in districts.	<ul style="list-style-type: none"> • State Specific SBCC capacity gap report • Training plan and implementation report
	Capacity gaps identified across all levels of functionaries for proper execution of SBCC/IPC interventions along the continuum of care	<ul style="list-style-type: none"> • State Specific and stakeholder specific capacity gap report • Training plan and implementation report
	Coordinate with State Training Institutions and other professional bodies/organizations including medical college, on the rollout of capacity development interventions	<ul style="list-style-type: none"> • Training curriculum and state specific plan of action
	Strengthen existing/develop curriculum for BCC, (IPC, community mobilization and M&E)	<ul style="list-style-type: none"> • Issue-wise curriculum • Rollout as per the action plan
	Co-train apool of Master trainers created at the state level to be accredited.	<ul style="list-style-type: none"> • Workshop report
	Pool of Trainers identified and trained	<ul style="list-style-type: none"> • ToR of the trainers and training implementation reports
	Technical support visit to operationalize and facilitate capacity building and to strengthen systems related to SBCC	<ul style="list-style-type: none"> • Technical support visit report • State level progress report
	Coordinate concurrent monitoring and review initiatives and facilitate knowledge management	<ul style="list-style-type: none"> • Periodic monitoring and assessment reports
	Quarterly State capacity development strategy implementation progress report consolidation and finalization.	<ul style="list-style-type: none"> • State Specific as well as consolidated progress report (narrative and financial) • Implementation plan of action updated and reviewed

	Participation and represent, as required in advocacy, review and convergence meetings	<ul style="list-style-type: none"> Meeting minutes
Performance Indicators	<ul style="list-style-type: none"> Capacity building workshops designed and facilitated Robust Capacity development strategy and plans developed SBCC Work plan completed as per schedule 	
Email ID:	directorsihfw-rj@nic.in / sihfwraj@ymail.com	
Last date for applying for this position	May 07,2014	

Note: The job description is indicative and competent authority reserves the right to change or amend or modify them in the interest of the program.

- Knowledge of working with computers is essential for all the position.
- Only short listed candidates will receive information of further proceedings
- Fee is negotiable, will be based on merits, experience of candidate and recommendations of the Selection Committee.
- Selected candidates will have to join within a week time period

Apply to: Director, State Institute of Health and Family Welfare , Jhalana Institutional Area, South of Doordarshan Kandra, Jhalana Dungari, Jaipur- 302004. Phone : (O) 0141-2701938 . Telefax (Dir) : 0141-2706534 , Email : sihfwraj@ymail.com, directorsihfw-rj@nic.in