

Government of the People's Republic of Bangladesh
Ministry of Local Government, Rural Development and Cooperatives
Local Government Division

Improvement of Urban Public Health Preventive Services Project
(World Bank financed Urban Health, Nutrition and Population Project, IDA cr. 7402-BD)

Terms of Reference (ToR)
for
Behavior Change Communication Specialist (National)

1.0 Background

The Government of the People's Republic of Bangladesh ("GoB") has received a credit from the International Development Association ("IDA") for implementation of the "Urban Health, Nutrition and Population Project", to be implemented by the Ministry of Health and Family Welfare ("MoHFW") and the Ministry of Local Government, Rural Development & Cooperatives ("MOLGRD&C"). The Project has two components – the Second Component is being implemented by the Local Government Division ("LGD") under the Project Name – **"Improvement of Urban Public Health Preventive Services Project (UPHPSP)"**. The main goal of the Project (Component 2) is to develop systems and capacities of LGD, City Corporations and Municipalities (i.e., called "Pourashava") for delivering public health preventive services such as vector (mosquito) control, outhouse medical waste management, mitigating air and sound pollution and climate change effects on public health, behavior change communications to promote healthy lifestyles and creating awareness as well as community-driven interventions for addressing non-communicable diseases ("NCD"). The geographical areas of the project are Dhaka North City Corporation ("DNCC"), Dhaka South City Corporation ("DSCC"), Chattogram City Corporation ("CCC"), Savar Municipality ("SM") and Tarabo Municipality ("TM") areas.

UPHPSP (i.e., Component 2) will support delivery of environmental health and preventive services primarily in the above mentioned locations through: (a) development and implementation of a comprehensive strategy for integrated vector surveillance and management, including capacity building and institutional strengthening of local bodies; (b) support for behavior change communication and outreach interventions in the citizens of the urban areas, including for air and noise pollution effects among the stakeholders; (c) tree planting for climate change; (d) revision and/or development and implementation of strategy, arrangements, practices, guidelines, policies, and standards for outhouse medical waste management ("MWM"); and (e) support for day-to-day administration, management, monitoring, and coordination of the project, including financial management, procurement, monitoring and evaluation ("M&E"), citizen engagement, and environmental and social ("E&S") management.

LGD is the lead implementing agency of the Project (Component 2). The LGD is establishing a Project Management Unit ("PMU") headed by a Project Director. He will be assisted by one Deputy Project Director ("DPD"), other Project staff and outsourced staff including a team of twelve (12) individual consultants. The PMU will be responsible for core project management functions and the coordination of Project activities. The team of consultants will assist the PMU and report to the Project Director.

The LGD intends to apply a part of the proceeds of this credit to hire a Behavior Change Communication ("BCC") Specialist for the project as an individual national consultant.

2.0 Objective of the Assignment

The main objective of this consultancy assignment is to assist the PMU in creating awareness, changing community behaviors and attitudes (i.e., Health-related Behavior, Social Behavior, Environmental Behavior, Personal Behavior) generated from traditions and customs imposed and inherited by the community in order to improve public health.

3.0 Scope of Services

The BCC Specialist will closely work with the PMU staff, consultants, , and stakeholders to help implement the project successfully together. The Specialist will review the Development Project Proforma (“DPP”), the Financing Agreement, the Project Appraisal Document and other Project documents to better understand his/her duties, roles, responsibilities and scope of services under the Project. The overall scope of work of the Specialist include, but are not limited to, the following tasks.

Task 1: The BCC Specialist will undertake to perform the services with the highest standards of professional and ethical competence and integrity and try his/her best efforts to achieve the desired goal and objectives of the project.

Task 2: The BCC Specialist will assist the PMU in developing a BCC guideline which identifies the targeted population (individual, group, community and national level), develops the best alternative plan and strategy for communications, explains the best alternative levels of conduct change model to be practiced or utilized, guides to select the appropriate channels of communications with the targeted population for wider coverage, draws detailed activities and data collection process, and evaluates the structural assessment of the strategy in effect.

Task 3: The BCC Specialist will assist the PMU, in consultation with relevant experts and stakeholder, developing a series of BCC messages, articles, trails, and other tools, pretesting the tools with a group of targeted population to evaluate the effectiveness of its use with appropriate medium, selecting one or more tools for each targeted group or individual, implementing the tool(s) in various media and carrying out continuous monitoring to see the positive and negative effects of the BCC messages.

Task 4: The BCC Specialist will assist the PMU in applying BCC strategies in public health and preventive services from vector management, outhouse medical waste management, air and sound pollution management and climate change management through mobilization and participation of community, teachers and students of primary level, secondary level, college level, and madrasas, religious institutions, clubs, business groups, professional forums, and NGOs.

Task 5: The BCC Specialist will assist the PMU in developing psychosocial messages for creating awareness and promoting healthy lifestyles for mitigating the impact of climate change, and air and sound pollution on health as well as prevent and manage NCDs.

Task 6: The BCC Specialist will assist the PMU in arranging workshop/seminar/ social dialogue by inviting targeted group/people and stakeholders, promoting the behavior change outcome, disclosing research results on public health and preventive services under the project and publishing knowledge, attitude, behaviors, outcome and outputs in print, electronic and social media.

Task 7: The BCC Specialist will review and evaluate the existing BCC approaches/tools used by City Corporations and/or Municipalities, revise the existing tools, develop innovative approaches/tools for vigorous and impactful communication, media engagement, publicity, and knowledge and information management, provide technical guidance and use experimental learning to improve the effectiveness of BCC approaches.

Task 8: The BCC Specialist will assist the PMU in conducting knowledge attitudes and perception surveys or equivalent to better understand youth understanding of climate change and their sustainability related behavior patterns and thoughts and scale up communication outreach and advocacy activities on climate action using a broad range of channels including social media with a focus on youth.

Task 9: The BCC Specialist will support the PMU in the development and dissemination of relevant content including press releases, social media content, speeches, talking points, factsheets, website contents and knowledge products.

Task 10: The BCC Specialist will supervise and monitor the BCC related activities and prepare regular reports for the PMU.

Task 11: The BCC Specialist along with other specialists/experts will provide training on BCC including other related areas (i.e., Module 11, Module 12, Module 13 and Module 14 as suggested as part of the core training in the DPP) to various stakeholders including staff of City Corporations, Municipalities and project staff.

Task 12: The BCC Specialist will assist the PMU in preparing reports, documents, factsheets or similar instruments for discussion and decision in the Project Implementation Committee (PIC) and the Project Steering Committee (PSC) meetings and the World Bank Supervision Mission meetings.

Task 13: The BCC Specialist will contribute to the preparation of the project completion report (“PCR”) from his/her respective areas.

Task 14: The BCC Specialist will carry out any other task relating to BCC program of the Project, City Corporations and Municipalities (as cited in the Project) as and when required or assigned by the PMU.

4.0 Reporting and Deliverables

The BCC Specialist will prepare and submit the following reports/documents on a one-time and/or recurrent basis to the Project Director and the PMU for his/her duties and responsibilities.

- (a) Inception report within one (1) month of the effectiveness of his/her contract.
- (b) Reports and/or Documents as mentioned in Paragraph 3.0 as and when required.
- (c) Any other reports relating to BCC management, stakeholder consultations, workshops/seminars.

5.0 Duration of the Assignment

The duration of the assignment for the BCC Specialist will be [48] calendar months. The Project duration is estimated up to 30 June 2028. The duration of the assignment may be increased or decreased depending upon the performance of the BCC Specialist, the needs and budget allocated for the Project and the duration of the Project. The PMU and/or the PMU will carry out the performance assessment of the incumbent on an annual basis. The satisfactory performance of the BCC Specialist will ensure the continuation of the contract.

6.0 Academic Qualifications and Experiences

The BCC Specialist must have at least a Master's Degree in Sociology, Public Relations, Psychology, Anthropology or any other discipline. The BCC Specialist should have at least fifteen (15) years of general work experience of which ten (10) years in the role of BCC management/ BCC related research in national/international organizations. The incumbent should have practical experience in public health management in urban context. The incumbent should have high level of proficiency in written and spoken Bangla and English, report writing, analytical skills and computer literacy. The incumbent should have experience of working in a team environment.

7.0 Institutional Arrangement

The BCC Specialist will carry out his/her responsibilities and duties under the general supervision and guidance of the Project Director and work in close collaboration with other officials/consultants of the Project. He/she will report to the Project Director. He/she will work in a team environment and assist each other in their respective field in the PMU in achieving the project objectives. The duty station will be at the PMU established in Dhaka city.

8.0 Facilities and Services to be provided by the PMU

The PMU will provide the necessary office space, office equipment and furniture, stationery, data, information, documents in connection with the Project and other logistics. The PMU will provide transportation facilities for field trips, as needed.

9.0 Selection Method

The BCC Specialist will be selected following the Selection of Individual Consultants as set forth in accordance with the World Bank Procurement Regulations for IPF Borrowers, Fourth Edition, November 2020 (the "Procurement Regulations"), the Public Procurement Act, 2006 and the Public Procurement Rules, 2008 (together the "National Procurement Laws").