

TERMS OF REFERENCE

Develop a social behaviour change communication strategy (SBCC) with multi-sectoral participation 2022-2025

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Hiring Office:	UNFPA Sri Lanka
Purpose of consultancy:	<p>Background</p> <p>It is estimated by the World Health Organization (WHO) that one third of cancers can be prevented through healthy lifestyle choices. Yet cervical and breast cancer are a global public health issue that is currently claiming millions of innocent lives, with more than two-thirds of these cases occurring in the developing countries where the health sector lacks the capacity and infrastructure to combat the threat effectively. Breast cancer and cervical cancer are the most common types of cancer among women in Sri Lanka.</p> <p>As the UN's lead sexual and reproductive health agency, the United Nations Population Fund (UNFPA) in Sri Lanka recognizes the strong links between preventing and controlling non-communicable diseases and protect and promote the advancement of healthy lifestyles amongst women and girls. Despite the gap of data since 2014 on the status and causes of cancer within Sri Lanka, the Ministry of Health has been making innovative efforts such as the pilot project in rolling out the HPV DNA testing in Kalutara and strengthening social media awareness around cancer prevention using creativity. Efforts such as this are being pursued as technological advances reveal that primary prevention of cervical cancer is possible through HPV vaccinations and secondary prevention is possible through HPV testing.</p> <p>The National Cancer Control programme under the Ministry of Health, is the focal point for prevention and control of cancers in Sri Lanka. The National strategic plan developed for year 2020- 2025 gives priority to prevention, early detection, treatment and palliative care of cancers. It includes strengthening of primordial and primary prevention which encompass a social behavioural change communication (SBCC) strategy to improve health literacy of people, behaviour change of population and individuals to adopt healthy lifestyles to reduce the occurrence of cancer. The SBCC strategy further addresses early detection, prompt treatment, palliative care and strengthening information system.</p> <p>Purpose</p> <p>UNFPA Sri Lanka is seeking a consultant to work closely with the focal point at NCCP (Consultant Community Physician and the team) in order to support to design, produce and implement a cancer related Social Behaviour Change Communication (SBCC) strategy which includes cancer specific tailor made messages to provide correct knowledge on healthy lifestyles, positive behaviour change strategies, regulations and legislations on tobacco, areca-nut, alcohol, unhealthy foods for different target groups through the lifecycle approach.</p>

	<p>The National SBCC will be developed to address strategic objectives (SO) which was identified in the national Strategic Plan on cancer prevention and control. Those are:</p> <ol style="list-style-type: none"> 1. High level political leadership, advocacy and governance to accelerate the national response for prevention and control of cancer with a robust integrated, coordinated, multi-sectoral, multi-disciplinary national program with community engagement. 2. Primordial and primary prevention of cancers by addressing risk factors and determinants throughout the life-cycle. 3. Ensure screening and early diagnosis through improved health literacy, availability of services for rapid diagnosis of cancers and linking to ensure early treatment and care. 4. Ensure sustained and equitable access to diagnosis and treatment and care facilities for cancers. 5. Ensure access & availability of survivorship, rehabilitation and palliative care facilities at all health service levels and at community level for cancer patients and support to their families and caregivers. 6. Strengthen cancer information systems and surveillance to provide accurate and timely data to monitor the progress and evaluate the outcomes of cancer control actions. 7. Promote research and utilization of its findings for prevention and control of cancers. <p>The SBCC will help to increase health literacy of citizens to educate and empower communities to change community and individual behaviors in an innovative manner that captures the attention of the target audience. It will address the social and health dimensions related to risk factors, the need to reduce tobacco and alcohol use to prevent a variety of cancers, recognize that an unhealthy diet and physical inactivity are risk factors linked to overweight and obesity and cancer, high salt diet is linked to high blood pressure and cancers and on accessibility and availability of services in order to increase population coverage so that citizens are able to reach health services without delay and avail of services and also to achieve universal coverage of some of the interventions and educate people on legislations and regulations enforced by the Government of Sri Lanka (GOSL) to reduce cancer related risk factors with a specific focus on breast and cervical cancers. Further it will increase knowledge of the general public on common signs and symptoms of cancers, myths and misconceptions, accessibility and availability of early detection services to improve early utilization of services. The SBCC will improve the survivorship and educate the general public on pain relief, palliation and available services. In addition to that, cancer incident data visualization system of Sri Lanka Cancer Registry will be improved through SBCC.</p>
<p>Scope of work: (Description of services, activities, or outputs)</p>	<p>Objective of the consultancy:</p> <p>To develop a SBCC strategy on Cancer Prevention and Control in relation to the primary and primordial prevention, early detection, promoting for correct and timely diagnosis and treatment and palliative care in Sri Lanka</p>

	<p>Specific outputs:</p> <ul style="list-style-type: none"> - A compiled SBCC strategy that re-orient communication of primary and primordial prevention, early detection, promoting for correct and timely diagnosis and treatment, palliative care and data visualization of information system of cancers in Sri Lanka for 2022 - 2025 - A brief Implementation plan for the SBCC strategy for year 2022 - 2 capacity building sessions for selected NCCP staff and key stakeholders to implement the plan <p>Key Tasks:</p> <ul style="list-style-type: none"> ● Review and assess the methods and materials currently in use by NCCP for behaviour change communication ● Conduct FGD with stakeholders in NCCP and other relevant institutions to assess the need of SBCC. ● Facilitating the consultation meetings with the key experts, MoH officials and other stakeholders in formulating the SBCC strategy ● Working closely with the relevant Consultant Community Physicians and Medical Officers of the NCCP, Communications and Advocacy Analyst of UNFPA, engage UNFPA regional and global expertise for review and input of the national strategy ● Being the main link/focal point for the SBCC strategy development work between the Ministry and UNFPA working closely with both agencies ● Assess and present good practices from other countries which could be used in the local context. ● Develop a SBCC strategy for 3 years and a draft implementation plan for 2022 ● The strategy should include a solid M&E framework to measure the results of the implementation of the strategy ● Present the final SBCC strategy and the implementation plan to NCCP
Duration and working schedule:	Between 15 July 2021 and 5 December 2021 (5 Months) (Total of 30 days)
Place where services are to be delivered:	<p>The consultant will be based at the office of NCCP in Narahenpita with regular visits to the UNFPA office in Colombo.</p> <p>All documents to be shared with UNFPA and NCCP in soft and hard copy modes as necessary</p>

Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	<p>All work will be submitted electronically as it is produced, with revisions made based on feedback prior to final acceptance.</p> <p>A final strategy of SBCC is expected within 2 weeks after completion of tasks. Work plan/delivery schedules will be determined by UNFPA and NCCP. But would be tentatively along the lines of:</p> <ol style="list-style-type: none"> 1. Signing of contract by the 15th of July 2021 2. Present an outline of how the strategy will be drafted by the 20th of August 2021 3. Initial consultations to be held within before the 10th of September 4. FGDs to be conducted before the 30th of September 5. Draft strategy and a two-page basic implementation plan for 2022 to be submitted by the 15th of November 6. Final strategy, M and E frame work and the implementation plan with comments addressed to be submitted by the 05th of December <p>All documents to be submitted electronically.</p>
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	A work plan/delivery monitoring schedules will be determined by UNFPA in consultation with NCCP and the Consultant at the very outset of the consultancy
Supervisory arrangements:	Reports to UNFPA National programme analyst SRHR in close coordination with the UNFPA Communication and Advocacy Analyst
Expected travel:	Travel to NCCP and UNFPA office
Required expertise, qualifications and competencies, including language requirements:	<p>The consultancy should have :</p> <ul style="list-style-type: none"> ● A Post-graduate degree in health, communications, international affairs, journalism, or other related field, with at least 5 years of professional experience, relevant to this consultancy ● Experience in coordinating and collaborating with Sri Lankan Government entities, officials and diverse stakeholders ● Expertise in communications, social marketing, advocacy and multi-stakeholder outreach ● Past experience in similar projects at national level ● Familiarity with UNFPA's mandate and humanitarian work

	<ul style="list-style-type: none"> ● Ability to work under demanding deadlines within a fast-paced environment and adjust priorities to meet evolving deadlines. ● Full competency in conversing in local languages ● Excellent professional English language writing skills ● Exceptional interpersonal, communication and listening skills with the ability to work collaboratively ● Independent and self-motivated ● Respect for diversity ● Familiarity in working with the Ministry of Health and the systems within, is an asset
Inputs / services to be provided by UNFPA	UNFPA brand guidelines will be provided by UNFPA.
<p>Signature of Requesting Officer in Hiring Office:</p> <p>Date: 15th May 2021</p>	