

**TERMS OF REFERENCE**

**Project Title: Development of the Communication and Campaign strategy and Action plan for the Ministry of Health of RA**

**Duty Station:** Armenia

**Start Date: 08 June 2022**

**Duration: 31 October 2022**

**Funding Source**: **ARM03COM**

1. **Background**

UNFPA is the United Nations sexual and reproductive health agency with the mission to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. Sexual and reproductive health (SRH) is a state of complete physical, mental and social well-being in all matters relating to the reproductive system.

Access to SRH services and information is a fundamental human right. To exercise this right, populations in general and those vulnerable in particular must have access to comprehensive RH information and services to make free and informed choices. Quality SRH services must be based on the needs of the population.  They must respect the religious beliefs, ethical values and cultural backgrounds of the community and individuals, while conforming to universally recognised international human rights standards.

Access to an accurate information and two- side communication smooth flow are the key preconditions to meet the goal. The Ministry of Health of RA is the main State agency that develops and implements State polices on the above mentioned fields as well as initiates awareness raising and campaign activities. UNFPA in Armenia closely works with the MoH and provides technical assistant to strengthen health systems, supports high-quality, equitable sexual and reproductive health information and services in Armenia, to ensure access to family planning, safe births, antenatal and post-natal care for pregnant women and women in the reproductive age.

1. **Purpose**

The purpose of the assignment is to provide support to the Ministry of the Health of RA on improving the communication, awareness raising and campaign activities through the development of the Strategy and Action Plan.

1. **Scope of Work**

The Service Provider under the supervision of the UNFPA Communications Analyst and guidance of the Ministry of Health will be responsible for ensuring timely and proper implementation of the following activities:

* Development of the Communication and Campaign strategy 2022-2025 for the Ministry of Health of RA
* Development of the annual detailed Action plans for proper implementation of the Communication and Campaign strategy. The document, alongside with the ongoing activities, should contain awareness raising and campaign initiatives with innovative and strong communication approaches.
* Development of an easy guide/handbook for communications team of the MoH that should include not only the key highlights of the Strategy, but also provide practical recommendations and solutions based on the real cases and examples taken from the MoH work.
* Provision of the series of consultation meetings, coaching session for the Communication Department and other relevant actors of the MoH based on the Strategy and guide-book. The consultations should comprise the following topics:
  + Work with the target audience
  + Development and dissemination of special targeted multi-media news/stories in order to meet the campaign main goal
  + Communication chain: roles and responsibilities
  + Two-way communication smooth flow between with the Ministry and the key stakeholders, including the general public.
  + Monitoring and evaluation toolkit, how to measure the impact of the communication and campaign work.

1. **Expected Deliverables and Timing**

* Provision the outline of the Communication and Campaign strategy 2022-2025 for the Ministry of Health of RA – by June 20, 2022
* Provision of the final draft of the Strategy – by August 1st 2022
* Provision of the annual detailed Action plans for 2022-2025 – by August 30, 2022
* Provision of an easy guide/handbook outline – by August 1st 2022
* Final draft of the guidebook – by September 1st, 2022
* Consultation, coaching sessions for the MoH relevant staff and experts September 1 – October 15, 2022
* Final report on implemented activities – by October 31, 2022

(In case of any technical obstacles, a non-cost extension of the Contract is possible for 10 working days).

1. **Payment**

The payment will be made in AMD upon timely submission and approval of the final report.

UNFPA’s policy is to pay for the performance of contractual services rendered or to effect payment upon the achievement of specific milestones described in the contract. UNFPA’s policy is not to grant advance payments except in unusual situations where the potential contractor specifies in the financial proposal that there are special circumstances warranting an advance payment. UNFPA will normally require a bank guarantee or other suitable security arrangement.

Any request for an advance payment is to be justified and documented, and must be submitted with the financial proposal. The justification shall explain the need for the advance payment, itemize the amount requested and provide a time schedule for utilization of said amount Further information may be requested by UNFPA at the time of finalizing contract negotiations with the awarded organization.

1. **Qualifications and Experience Requirements**

* Organization registered and operating in the Republic of Armenia with mission and goals relevant to the project;
* At least five years’ experience in developing communication and advocacy strategies;
* Good understanding and experience of the different communications channels in Armenia;
* Relevant experience in working with government and/or international organizations on consultancy assignments, especially in strategic communications planning;
* Experience and knowledge of the health sector in Armenia, in particular, in the area of reproductive and maternal health is an asset;
* Work experience with international organizations and UNFPA or other UN Agencies is an asset.