



## **TERMS OF REFERENCE**

**POSITION TITLE:** Consultancy to Develop and Design Information, Education and Communication (IEC) materials to promote HIV/TB and Covid 19 services for migrants and migration affected communities

**TYPE OF CONTRACT:** Local Consultant

**DURATION OF ASSIGNMENT:** 30 working days (November – December 2022)

### **1.0 BACKGROUND**

International Organization for Migration (IOM), the United Nations Migration Agency, is a dynamic and growing inter-governmental organization, with a membership of 166 states. IOM is committed to the principle that safe, humane, and orderly migration benefits for all. Established in 1951 and now active in over 173 field locations worldwide, IOM works with partners, government, and civil society to promote international cooperation to address operational challenges of migration and mobility, assist in the search for practical solutions to migration problems, and to provide humanitarian assistance to migrants in need, including refugees and internally displaced people. IOM addresses the migratory phenomenon from an integral and holistic perspective, including links to development, to maximize its benefits and minimize its negative effects.

Within its Migration Health Division (MHD), IOM delivers and promotes comprehensive, preventive, and curative health programmes which are beneficial, accessible, and equitable for migrants and mobile populations. Bridging the needs of both migrants and IOM's Member States, MHD contributes towards the physical, mental, and social well-being of migrants, enabling them and host communities to achieve social and economic development.

In regard to the field of migration health one of the strategic programme areas is:

**Health Promotion and Assistance for Migrants:** Providing health services that meet the specific needs of migrants and their host communities, across a wide range of priority areas such as sexual and reproductive health and rights (SRHR); mental health; immunizations; environmental health and hygiene; outbreak preparedness; and communicable disease prevention, surveillance, and control. Furthermore, this programme area involves health promotion and education on migration health, while developing government and community capacity in identifying and responding to the health-related challenges of migration and population mobility.

Through the Project Management Unit of the Ministry of Finance Lesotho, under the support of the Global Fund, IOM Lesotho will implement a project titled: “**Preventing Lost to follow up and Sustaining HIV and TB treatment Among Migrant population in Lesotho.**” The

Project seeks to contribute to the health outcomes of Basotho migrants and migration affected communities through enhancing access to HIV, TB and COVID-19 related services in Lesotho.

It is through this project that IOM Lesotho will contribute to integrating migration and population mobility into current national plans for HIV, TB, and COVID-19 especially the promotion of continuity of care for HIV and TB amongst migrants and migration affected communities and building the capacity of MoH and NAC to implement and lead migration sensitive strategies in Lesotho. In the existing HIV strategy, migration (human mobility) is not currently included, and migrants are not considered a key populations despite migrants experiencing several HIV related vulnerabilities that include limited access to services and lost to follow-up for continuity of care due to their nature as migrants and their high level of mobility, risky behaviours associated with being away from home and or workplace conditions.

**It is against this background that IOM Lesotho is requesting applications from a qualified Local consultant to develop key messages and IEC materials for this Project. The Consultant will develop brochures, pamphlets, key messages for billboard and radio and other communication materials for promotion of HIV/TB, Covid 19 information and available migrants-friendly health services. These materials will be developed in both English and Sesotho. The successful candidate/firm will undertake the consultancy service for 30 working days over the period of 2 months (August to October 2022).**

## **2. OBJECTIVE**

The main objective of this assignment is to develop and design Education and communication materials to raise awareness and adoption of health-related initiatives that are aimed at provision and promotion of information and promotion of needs of migrants and available migrants-friendly health services. The IEC materials developed in English and translated to Sesotho and will be distributed to the target population and border communities.

## **3. SCOPE**

Under the overall supervision of the Head of Office IOM Lesotho, the selected consultant will work closely with IOM Programs Team, NGOs, Ministry of Health, NAC, District Health Management Teams to achieve the following objectives:

- Conduct a desk review of migration health documents and reports by IOM and review IOM's Communication for Development (C4D) approach, learn the key steps to be taken in order to ensure effective and sustainable behaviour change (Step 1) Analysis, (Step 2) Strategic Design, (Step 3) Develop and Testing, (Step 4) Implementation; and (Step 5) Monitoring and Evaluation, and review documents and reports by IOM
- Conduct in-depth interviews with Ministry of Health District Health Management Teams, IOM, NGOs and other stakeholders actively involved in implementing HIV/TB and Covid

19 intervention in migration affected communities and develop key messages for the IEC materials focusing on the HIV/TB and Covid 19 health services needs of migrants and available migrants' friendly services and referral pathways

- Test the key messages, modify / revise based on the feedback from the target community, NGOs, IOM, MOH and finalize the key messages, design IEC materials (brochures, pamphlets, key messages for billboards and radio and other communication materials).

#### **4. METHODOLOGY:**

- A. Review IOM's C4D approach, which is a people-centred process which support and help create social and behaviour change in a meaningful and sustainable way. C4D is used to understand different contexts and people's knowledge, attitudes and practices around a certain issue to be able to then work with them to develop empowering and positive messages and tools.
- B. Review the available documents (reports and other documents from IOM, NGOs related to Migration Health (HIV/TB and Covid 19)
- C. Develop and Design targeted IEC materials for migrants / migration affected communities and Key Messages
  - Develop key messages (doable, effective, positive) to be communicated to the target group in English and Sesotho
  - Develop and design IEC materials focused on raising awareness and adoption that are aimed at provision and promotion of information needs of migrants and available migrants-friendly health services. The IEC materials developed in English, Sesotho are to be distributed to the target population and border communities.
  - Test the key messages and modify / revise and finalize the key messages and design the IEC materials
  - In close collaboration with IOM, facilitate presentation of the materials to the Ministry of Health (Health Education Department) and incorporate inputs before finalisation

#### **5. DELIVERABLES**

The Consultant will produce a report based on the consultations with the key stakeholders and which includes the key messages targeting migrants and other target group populations, as well as IEC materials. The key IEC materials to be designed include brochures, pamphlets, billboards, radio and TV programs. These materials need to be approved by MoH and submitted to IOM in both English and Sesotho language.

The following does not have to be included in the report but shall be shared with IOM Lesotho:

- All notes from meetings with stakeholders, including a list of all respondents in consultations, interviews, and other meetings.
- All references and sources consulted.

- Any other materials relevant to the assignment.

	<b>Deliverables</b>	<b>Duration</b>
1	Submit the inception Report in detail how the consultant intends to undertake the assignment and the methodologies	Within 5 days of signing the Contract (10 October 2022)
2	Develop and submit the proposed draft questionnaires to IOM Lesotho as well as the schedule for stakeholder consultations and finalise following Meeting with IOM and PMU	(21 November 2022)
4	Submit a draft report of the stakeholder consultations and field visits as well as tested key messages.	(31 November)
5	Facilitate Presentation of IEC to Ministry of Health, incorporate inputs and submit the finalised endorsed key messages and IEC materials package to IOM	(11 December 2022)

## 6. Qualifications and Experience

The successful consultant should have the following qualifications and experience:

- Advanced university degree in communication / journalism, social science or a related field.
- Extensive knowledge and proven track record of producing high quality information, Education and Communication Materials for Key Populations in Health Promotion
- Minimum of 10 years of relevant professional experience working for Government or International Organization, NGOs or Civil society in a related area of communication, journalism, advocacy or multi-media
- Excellent written and spoken Sesotho and English.

## 7. Payment Schedule

Total fee, inclusive of all travel and related costs, not subject to any deductions, will be paid to the consultant as follows;

- 30 % upon submission of the Deliverable 1 and 2
- 50 % upon the satisfactory completion of Deliverable 3 and 4
- 20 % upon satisfactory completion of the Deliverable 5 and 6

## 8. How to apply

Applications must be sent to [iomlesothoadmin@iom.int](mailto:iomlesothoadmin@iom.int) by 29 September 2022.

Applications should contain:

- Letter of Motivation
- Technical Proposal
- Financial Proposal
- Detailed Curriculum Vitae



- Proof of previous related work