



LEADER IN REPRODUCTIVE HEALTH AND POPULATION AND DEVELOPMENT

Vacancy Announcement

1. General Information

Vacancy No:	VA/FPA/SOM/04-2/2013
Title of Consultancy:	Communications Consultant
Type of Contract:	Individual Contract
Duration of the assignment:	Two Months
Duty station:	Somalia Country Office- Nairobi
Expected places of travel:	Somaliland, Puntland and South Central
Date of issue:	22nd April 2013
Closing Date	29th April 2013

2. Background

The United Nations Population Fund (UNFPA) along with other development agencies have not only challenged the nature of family planning, the social behaviors and cultural taboos associated with it, but they have demonstrated concern over the condition of maternal health in Africa.

African Ministers of Health working in collaboration with UNFPA Country Representatives and other senior management officials approved the Plan of Action on Sexual and Reproductive Health and Rights in Mozambique in September 2006 and made efforts to accelerate social development by endorsing policies, strategies and actions in health, particularly the Continental Policy Framework on Sexual Reproductive Health and Rights by launching of the Campaign on Accelerated Reduction of Maternal Mortality in Africa (CARMMA) in various countries.

The UNFPA, the Global Leadership Group on Maternal Mortality, Global Health Workforce Alliance and White Ribbon Alliance, have made contributions in tackling social and health

problems in Africa. However, the continent still loses more than 8 million lives per year due to poor family planning and destructive lifestyles, according to published reports by the UNFPA. Reliable estimates show that between 3 and 4 million women in Africa are carriers of urinary or rectal fistulae caused by obstetrics problems. These groups are prey to health-related problems that include female genital mutilations that affect women's sexual and reproductive lives. The situation is particularly dramatic in Somalia and sub-Saharan African countries, where the Maternal Mortality Rate (MMR) is approximately 1,000 per 100,000 live births. This is 200 times the rate in European countries such as Sweden, Austria, Denmark and Spain, according to a report published by the World Association of Perinatal Medicine.

Technically speaking, unmet needs for family planning stand at thirty-four percent (34%), while delaying the first age at marriage and first age of pregnancy, spacing children, and reducing the exposure of young people to STDs and HIV/AIDs are among major challenges across the continent.

- There could be limited knowledge and understanding among the population about proper family planning and health survival techniques ;

- Despite the efforts made by the governments, senior UNFPA administrators, program managers, healthcare workers, staff, development advocates, and news and information sources to help the local population to properly address cultural practices that hinder better family planning, the UNFPA has not obtained desired results on the ground. This may be due to the following reasons:

- i. Lack of commitment by the local population to change its 'negative' customs

- ii. Gaps between the healthcare provider (government, NGO or UNFPA)

- iii. Lack of understanding or apprehension of the projects , programs and activities being implemented by the UNFPA in the field

- iv. Absence of dialogue among all players—targeted population, UNFPA workers, government officials, etc.

- v. Absence of a forum to address concerns and challenges faced by all stakeholders

- vi. Lack of political will for healthcare programs by senior government officials

Somalia Context:

Somalia has not had a functional central government since 1991. A civil war has resulted in the deaths of up to one million people in three zones: Somaliland, Puntland and South-Central. This has had a severe impact on the political situation and has led to a breakdown in the delivery of basic social and health services and to a humanitarian crisis. However, after the Presidential Elections held on 10th September 2012, the situation in Somalia has remained calm, according to UN OCHA Somalia – Humanitarian Access Update 01 – 30 September 2012.

The end of Somalia's political transition presents an opportunity for the country to establish a new partnership with the international community. It offers a timely opportunity to streamline coordination structures and improve the health and related systems for policy dialogue in Somalia.

Nevertheless, a number of social, political and economic problems prevail, hindering the ability for the UNFPA and other development partners from delivering top-notch services in Somalia. To an estimated 3.2 million people (42 per cent of the total population) have been affected by the civil war, requiring emergency humanitarian assistance, with approximately 1.4 million persons still displaced. Some five hundred and seventy thousand (570,000) of the displaced persons are living in the South-Central zone alone. Continued clashes have hindered the Federal Government from delivering basic social and health services.

The protracted security crisis and political division among political entities in Somaliland, Puntland and South/Central, have hindered the ability of the United Nations and partner organizations to dialogue with the Government and support programme interventions.

The maternal mortality ratio of 1,044 deaths per 100,000 live births is one of the highest in the world. There is no access to basic and emergency obstetric care, resulting in high levels of maternal mortality and morbidity. Low percentage of deliveries in health facilities is also a major contributing factor to high materiality rate.

Early marriage and early childbearing, coupled with female genital mutilation make girls and women vulnerable (to infectious diseases) and contributes to high maternal mortality.

Other cultural practices could be slowing development efforts in Somalia. For instance, the majority of Muslims in Somalia believe that a fervent religious practice is the only effective approach to communicating on family planning. Other crises include: Massive unemployment among young Somalis and a majority of uneducated and marginalized youth.

Escalating violence increasing sexual attacks against women and girls.

Traditions, cultural practices and resistance to legislation affecting women's reproductive health

A comprehensive communication and advocacy strategy is needed to help make the UNFPA an innovative leader in social change in Somalia and a catalyst for actions in support of the Country Program Action Plan (2010-15).

The strategy will aim to support UNFPA Somalia's efforts in bringing sustainable behavioral change in major areas key areas of work that include Population and Development, Reproductive Health, Gender, Gender Based Violence, Youth and HIV/AIDS.

3. Objectives of the assignment

1. Internal and External Organizational Communications through media and Promote and increase visibility of UNFPA Somalia County Office in a concerted manner by speaking with one voice

Ensure that widespread attention and discussion on UNFPA key interests takes place at international, regional, national and sub-national levels, with the goal of realizing the Country Office's programmatic goals

Consolidate UNFPA's position as knowledge leader on UNFPA key interests. Ensure that

women and youth views are generated through participation in media activities and special events

- To create awareness among the media about UNFPA, its mandate and the activities in Somalia
- Increase visibility of our key work areas and their issues through activities at the national, regional and global levels.
- To build consensus and alliance on issues of our program areas among key stakeholders
- generate increased interest and advocate priorities resulting in clear legislations and effective enforcement of UNFPA Somalia issues:
- Increasing investment in SRH/FP (Sexual and Reproductive Health/Family Planning), Gender Empowerment.
- Ensure effective monitoring and implementation of the laws & policies

2. Program Communications:

- Acceleration and convergence of programme activities to improve the quality and delivery of services for pregnant women and communities.
- Intensive social mobilization network creation at the community level (As part of the Health Communication, it is necessary to create network associations and mobilize them to reach the community)
- Explore, all potential communication routes to members of communities to promote desired behavior.
- Increase social acceptance of Birth-Spacing (Family Planning) as part of the routine health service package;
- Empower Women and Youth,
- Eradicate HIV/AIDS
- Create awareness of the Humanitarian Response Kit usage. Create a standard awareness or briefing about the usage of sanitary pads, before distribution of Dignity-Kit to beneficiaries takes place.
- Gain political and public support during the Population Estimation Survey of Somalia (PESS)

5. Timeline

Two Months (initially)

6. Deliverables

Under the general supervision of the UNFPA Representative for Somalia, and Program Manager, and in close collaboration with the Chief Technical Adviser for Reproductive Health, and the communication team of the UNFPA, the consultant is expected to carry out the following activities:

- Analyze the current situation through desk reviews and the facilitation of a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis with Country Staff
- *Conduct Participatory assessment of Knowledge, Attitudes and Practices Survey to get both situation and audience analysis and baseline data in Somalia*
- Develop small and doable messages for each UNFPA component, i.e. Reproductive Health, Gender, Youth, HIV/AIDS, Population & Development and get buy-in (governmental responsibility and endorsement) including the Ministry of Health, Information, Planning, Youth and Sport Ministries' and other partners.
- *Prepare a strong Comprehensive communication and advocacy strategy on UNFPA Somalia Visibility and Program Communications, including Population and Development, Reproductive Health, Gender, Gender Based Violence, Youth and HIV/AIDS, maternal care, family planning embedding the UNFPA Mission and issues;*
- *Organize a dialogue-based workshop that would advise the development of a strong, full-fledged communication strategy*
 - *Organize a workshop for stakeholders including senior UNFPA administrators, ministers, NGOs, representatives of focus groups and healthcare workers in Somalia and Somaliland. This workshop would help in the preparation of an Action Plan approved by all stakeholders. Prepare a Concept paper elucidating the issues, concerns and challenges from the workshop*
 - Liaise with counterparts, including government organizations, national partners and the UN system in Somalia through (Technical Working Group) establishment and facilitate regular workshop, to identify key areas, targets, messages, partners and get their buy-in)
- *Prepare a Communication and Advocacy Action Plan with clear objectives and expected results, one that should include raising awareness among target populations*
- *Gather, organize and store information and data emanating from or related to country reviews*

- *Carry out any other activities in accordance with the orientation of the UNFPA Representative in Somalia*

7. Payment terms

Total payment after submission of all deliverables

8. Qualifications

Education:	Advanced University Degree in communication, journalism or media studies
Experience:	<ul style="list-style-type: none"> • Proven leadership and experience in interacting with country and international-level officials; • Demonstrates the ability to interact with people with various levels of expertise and consolidate their inputs; • At least 10 years' experience in dealing with African development issues • Working knowledge of computer systems including internet navigation and various Microsoft office applications such as MS-Word, MS-Excel, MS-Access and MS-PowerPoint.
Language Requirements:	Fluency in written and spoken English or French is required.
Functional Competencies	<ul style="list-style-type: none"> • Proven ability in the preparation of communication strategies and action plans for international organizations • Excellent communication and interpersonal skills, team oriented work style, interest and experience of working in multi-cultural environment; • Good knowledge of role of media, communication and advocacy and development initiatives in the region; • Excellent command in conduction of training using varieties of tools/methods; • Excellent ability to quickly grasp and synthesize inputs from a range of disciplines related to natural disaster management; • Results-oriented, creative, confident and self-motivated person who is able to work independently; follow through initiatives and meet deadlines; and is a good team player.
Corporate	<ul style="list-style-type: none"> • Must be a team player and show leadership skills

Competencies	<ul style="list-style-type: none"> • Demonstrates commitment to UNFPA's mission, vision and values; • Treats people fairly • Displays adaptability to cultural, gender, religion, race, nationality and age differences; • Demonstrates a positive, constructive attitude; • Remains calm, in control and good humored even under pressure; • Focuses on results and responds positively to feedback. • Presents information in a concise and accurate manner; • Defends difficult issues and positions to senior officials; • Interacts well with high-level government officials.
<p>Applications with current CV – Marked <u>VA/FPA/SOM/04-2/2013</u>, “<i>Communications Consultant</i>”, Should be forwarded to E-mail address: recruit.unfpasom@unfpa.org</p> <p style="text-align: center;">or send to:</p> <p style="text-align: center;">UNFPA Somalia Country office United Nations Complex. Block P level 2, UN Avenue, Gigiri P.O BOX28832-00200 Nairobi, Kenya</p>	