

ANNEX A

National Family Planning Board

Project to Build Capacity for Improved Adolescent Sexual and Reproductive Health

TERMS OF REFERENCE

CONSULTANT PROJECT MANAGER TO DEVELOP, PRODUCE AND IMPLEMENT SEXUAL REPRODUCTIVE HEALTH (SRH) CHATBOT FOR ADOLESCENTS

Introduction

Adolescence (age 10-19 years) is a critical period of rapid physical, psychological and social changes, including sexual and reproductive maturation. Research indicates that adolescents are healthy, but risk-taking behaviours pose challenges to their health and development (WHO, 2018). This period is pivotal for both boys and girls, especially those from underserved populations.

However, there are clear areas where girls bear disproportionate risks for adverse sexual SRH outcomes, such as early pregnancy (51 per 1000 live births). In addition, culturally, boys are socialized to reject access to health services which also means that they will carry this through to adulthood. Hence, boys are at highest risk of STI/HIV infection which also contributes to the low rates of testing among males in addition to the provision of limited access to HIV services.

The HIV prevalence among young adolescent girls and boys aged 10-14 is estimated to be 0.1%, the result of mother to-child transmission of HIV. However, there is a four-fold increase among the 15-19 years' age group showing a slightly higher prevalence among males – (0.4% F, 0.5% M) which illustrates the increased risk consistent with the onset of sexual behavior.

This higher rate of infection therefore continues through early adulthood as the prevalence among males 20-24 stood at 1.4% outpacing the rate among females in that age group which was 1%. This does show a need to focus HIV prevention and testing activities among the adolescent male population.

To improve the health and wellbeing of these individuals (boys and girls 10 – 19 years) the National Family Planning Board is proposing the use of a SRH Chatbot delivered via UNICEF's U-Report Jamaica social messaging platform (operated using RapidPro software) to provide optimal comprehensive SRH information and referral for services for adolescent across the island. This will assist in improving their knowledge, promotion of risk reduction measures and access to non-judgmental SRH and mental health services

and the encourage the uptake of relevant preventive services, including the existing NFPB helpline services.

Consultancy objective(s)

The objective of this consultancy is to develop, implement, monitor, and maintain a SRH Chatbot targeting adolescent (10-19 years old) population with SRH information inclusive of referral after receiving training on the use of RapidPro/Chatbot.

Target Audience: Adolescents (10 -19 years)

Sub-Target Audience: Youth (20-24 years)

Scope of Work

The Consultant will report directly to the Director of Health Promotion and Prevention at the National Family Planning Board in conducting the following tasks:

1. Develop and implement SRH Adolescent friendly Chatbot
2. Monitor and maintain the Chatbot
3. Provide analytics on FAQs and Chatbot activities

Reporting

The consultant shall submit the following deliverables:

- a. Create detailed work plan no later than six (6) weeks after the date of contract, detailing all steps to be taken towards project implementation and maintenance, including timelines for all activities.
- b. Create Chatbot within RapidPro
- c. Draft content to be provided via the Chatbot
- d. Host sensitization sessions with stakeholders
- e. Pre-testing of Chatbot with Target group
- f. Development of communication plan for Chatbot
- g. Monthly management of Chatbot, including activities, monitoring, updating, and reporting (including final report).

Contract Period

- Consultancy will begin March 2022 to March 2023 period not exceeding one (1) year

Remuneration

The Consultant will be paid solely on the satisfactory completion of activities/responsibilities as per below:

Work Assignment Overview	Deliverables/Outputs:	Deadline date	Percentage Payment
Sign contract		Week 1	
Receive training on use of RapidPro/Chatbot creation		Week 1-3	5%
Produce detailed Work Plan	Work plan submitted and approved	Week 4	5%
Create first draft of Chatbot messaging content	First Draft of Chatbot messaging content submitted and feedback provided	Week 5-8	5%
Review, update, and approval of Chatbot content	Updated Chatbot content submitted and approved	Week 9-12	5%
Create Chatbot within RapidPro	Chatbot created within RapidPro and approved	Week 13-17	10%
Host sensitization sessions with stakeholders	Report submitted and feedback provided	Week 18-24	10%
Pre-testing of Chatbot with Target group	Pre-testing Conducted Report submitted and feedback provided	Week 25-30	5%
Development of communication plan for Chatbot	Communication Plan submitted and feedback provided Communication Plan submitted and approved	Week 31-33	5%
Monthly management of Chatbot, including activities, monitoring, updating, and reporting	Monthly reports submitted and approved	Week 34-40	45% (paid monthly)
	Monthly reports submitted and approved	Week 41 -50	
Produce Final	Final Report submitted and approved	Week 51 - 52	5%

Qualifications

The consultant should have the following:

- a) Master's Degree in Health Promotion, Behaviour Change Communication, or any other related field

or

Bachelor's Degree in Health Promotion, Integrated Marketing Communications, or any other related field

- b) Project Management Profession Qualification

- c) At least 1- 3 years experience in developing public health or social marketing campaigns for the target population
- d) Knowledge of the legal and policy environment concerning adolescents sexual and reproductive health
- e) Knowledge of mobile messaging-based communication platforms
- f) Excellent writing and oral communication skills

Supervision/Coordination

The Consultant will report directly to the Director of Health Promotion and Prevention and liaise with the Youth Intervention Coordinator at the National Family Planning Board.

Interested consultants are requested to submit a brief expression of interest (no more than 5 pages) including an outline estimated budget. Proposals should be submitted to procurement@jnfpb.org by March 10, 2022

Eligibility criteria:

- Must possess a reliable motor vehicle
- Must be willing to travel island wide
- Must be a Jamaican Citizen

Characteristics of the Consultancy

- Consultancy category and modality: Products and External Services Contractual, Lump Sum
- Place of work: External consultancy - The consultancy is an external one however, temporary office space can be made available at NFPB to accommodate the consultant as the need arises
- Contract duration: 1 year
- Place of work: Jamaica

Evaluation criteria:

- Only shortlisted candidates will be contacted
- Candidates will be shortlisted on a quality and cost-based selection process