

Terms of Reference

Developing and Implementation of a Communication Strategy for the project “Review of the National Birth Registration System of Belize 2019 – 2022”

I. Background

In 2016 the Government of Belize commissioned the development of a Bottleneck Analysis of Birth Registration. The analysis was commissioned in order to provide an opportunity to take stock of the current performance practices and levels and serve as a foundation to devise comprehensive and holistic strategies to effectively ensure the attainment of an effective and efficient Birth Registration (BR) system. Also, in 2015 UNICEF and the Statistics Institute of Belize (SIB) conducted the Multiple Indicator Cluster Survey which revealed that approximately four percent of children remain outside of the system and are not registered at all. The children from poor families and those in rural areas are least likely to have a birth certificate. Children in the Toledo district are somewhat less likely to have their births registered than other children, as are children in the poorest households. It is good that the country has achieved a birth registration coverage rate of 96% ¹ and very few countries have this record. But in terms of child's rights and other human rights, four percent of the population between the ages of 0 - 5 is still not recognized and therefore not counted.

During the assessment of the birth registration system and the bottleneck analysis, a coordination or steering committee was set up after a thorough analysis of all the stakeholders. The committee is composed of governmental institutions and UN agencies closely associated with the BR system.

These key institutions are those that are important and influential in the system and are important to the outcome of the reform process. The same Steering Committee oversaw the entire reform planning exercise and have developed a drafted plan with a multitude of activities to be carried out between 2019-2022 with the goal of carrying out a holistic review of the National Birth Registration system and address the gaps identified in the bottleneck analysis

¹ Belize Multiple Indicator Cluster Survey 2015 – 2016, Final report page 158

by proposing the change of some existing government processes, while reinforcing good practices.

The Steering Committee will ensure that the birth registration strategic plan receive adequate support, including funding. This multi-sectoral committee will also provide the necessary policy guidance.

In partnership with different relevant government stakeholders, including the Ministry of Attorney General (represented by the Office of Vital Statistics), Ministry of Health, Belize Social Security, Statistical Institute of Belize, Central Information Technology Office (CITO), UNICEF, UNHCR, the Mexican Embassy in Belize and the British High Commission; one of the strategic activities for the plan is to ensure that a comprehensive National Communication Strategy is developed to ensure that the correct and clear information regarding birth registration is disseminated nationwide. For Birth Registration to be taken as a responsibility by every citizen on the Belizean territory, and for it to take root and have sustainable effect, a strong and robust Public Communication Strategy needs to be put in place at the start. Platforms (all communication tools) that reach out to as many citizens as possible and in every corner of the country must be employed.

It is in this regard that a capable consultancy firm that meets the required profile needs to be hired to prepare the above-mentioned Communication Strategy.

II. Objectives of the assignment

The main objectives of the Communication Strategy are to:

1. Formulate a framework that will streamline Birth Registration into related services such as social protection, education, health and other relevant services;
2. The strategy will place Birth Registration at center of public discourse through the development of a media campaign and community mobilization strategy;
3. Create a framework that will guide and implement programs, events, products, public and media engagements and dissemination of information that will actualize and enrich existing information to increase public understanding and awareness.

III. Contract deliverables

This consultancy is expected to deliver the following:

- 1. Communications Strategy and Work Plan:** The selected consultant will develop a detailed Communication Strategy and work plan for a campaign aiming to address gaps in education and awareness of the laws, policies and practices regulating Birth Registration in Belize. The strategy and work plan are to be delivered to UNHCR within the 1st two weeks of contracting.
- 2. Implementation of Strategy:** The consultant will turn the strategy into an implementation plan and concrete road map for the campaign, including a detailed awareness methodology, timeline, clear objectives and a monitoring and evaluation plan. The timeline for implementation of the plan will be from 1 October 2019 – 31 December 2019.
- 3. Design Media Campaign:**

For example, but not limited to:

- *Creative Style:* design the campaign theme and creative style; including colour schemes, digital photography design, infographics, slogans and creative concepts that will promote Birth Registration as an integrated approach linked to related services;
- *Mass Media and public outreach activities:* Organize media campaign and for Birth Registration awareness to increase access to birth registration services.
 - ✦ Development and production of TV spots;
 - ✦ Communication strategy and operational plan;
 - ✦ Theatre/play for development (community theatre);
- *Visibility products:*
 - ✦ Development of Radio jingle or Radio spots and animated cartoons (drama based);
 - ✦ Production of birth registration branding materials whenever possible (T-Shirts, pens, hats, umbrellas, etc);
 - ✦ Production of Birth registration branding posters;
 - ✦ To provide strategic guidance to Mass Media activities;

- 4. Community mobilization coordination:** Conduct community mobilization with the focus on remote areas to educate the parents and the general public on importance of registration of births, deaths and other vital events and their role. Activities may include, but not limited to the following (For example, but not limited to):
- ✦ Organization of target community birth registration campaigns;
 - ✦ Organization of events that awards/recognizes district, local leaders and caregivers for contribution to the Birth Registration;
 - ✦ Social mobilization through faith-based organizations national network;

IV. Profile and Experience

- The company must have at least 5 experience working in all aspects of media production, public campaigns and communication strategy development
- It must demonstrate clear understanding of social-political context of the country;
- Demonstrable strategizing abilities and product development capabilities in English and Spanish; availability of Maya and Garifuna language would be considered as an advantage.
- Track record in producing high quality deliverables including print, TV and social mobilization;
- Have a provable and appealing online presence;
- Excellent organization and project management skills;
- Energetic, innovative, creative self-starter;
- Problem solver and results oriented;
- Able to work well under pressure of event deadlines;
- Ability to prioritize tasks in a fast-paced environment;
- Proven experience in handling large-scale communication campaigns implementable in all geographical areas of the country;
- Ability in fielding a qualified team to organize an array of communication activities;
- Strong technical proposal in terms of completeness of response, proposed strategy and approach;

N.B: - This consultancy will be managed by UNHCR;

V. Duration, location, and implementation modality of the Assignment

The contract for this assignment will be assessed against deliverables as specified in the above deliverables. Developed content will be considered and remain properties of UNHCR. All productions are expected to be produced and disseminated within the period of 1 October 2019 – 31 December 2019. UNHCR retains the right to select some or all activities of the proposed strategy for implementation based on available funding. The contracted company will regularly consult with UNHCR Protection and Public Information team on the design and development of all activities. Staff of the consulting company should be able to commute to all districts of Belize for civil registration related information. The contract will be renewed based on the client need and availability of funds. The assignment will be undertaken in Belize.

VI. Reporting

The Consultancy company hired shall report to the UNHCR assigned focal point for the project and shall have a close working relationship with the Public Information Officer assigned by UNHCR. The report should highlight planned activities for the month, activities undertaken during the month, reasons for failing to attain any planned activities not undertaken, constraints encountered, and recommendations for improvement and planned activities for the coming month. The monthly report must be submitted by the 5th day of the following month.

The company shall work closely with but not limited to the following technical staff:

- UNHCR staff, representing the Steering Committee of the “Review of the National Birth Registration System of Belize 2019 – 2022”
- Technical staff from Steering Committee, including staff from the Ministry of Attorney General (represented by the Office of Vital Statistics), Ministry of Health, Belize Social Security, Statistical Institute of Belize (SIB), Central Information Technology Office (CITO), and UNICEF.
- Local leaders,
- Any other identified stakeholder in the process.

VII. Requirements and Application Process

- The Company bid document must present the following:

- Technical proposal which should outline the strategy, approach and project execution including a clear time-line for executing each of the expected outputs under the expected deliverables;
 - Samples of professional materials for communication (design, pretesting, proofing and production and placement of printed and other communication materials);
 - List of staff that will be fielded for the campaigns and their qualifications;
 - Financial proposal shall account for 30%, and 70% for technical proposal. The financial proposal must have an itemized budget with separate costing for the following items
 - ✦ Communication Strategy and Implementation plan.
 - ✦ Media campaign activities and products (please budget every activity or product separately).
 - ✦ Community mobilization coordination activities (please budget every activity separately).
- Consulting Company should present at least 2 attestations of previous satisfactory work completion;

Deadline for submitting the proposals will be on 20 September 2019, Closure of Business. All proposals to be submitted to BZEBE@unhcr.org with the following in the email subject line: BIRTH REGISTRATION COMMUNICATION STRATEGY RFQ 2019