



TERMS OF REFERENCE

Enhancing Strategic Partnership with the Media on SRH Issues via Working with Media and Communication Advocacy Network (MCAN)

Background:

Over the span of the last two country programmes, communication has become a major priority for UNFPA Ghana. The country office has built an appreciable partnership with a respectable network of media practitioners in the country; and efforts are being made to enhance their capacity for a stronger, dynamic and innovative approach to communication. This media network, known as MCAN – Media, Communication and Advocacy Network; has kept the complex issues related to the ICPD agenda at the forefront of the media discourse in Ghana.

Even so, the recently adopted global development agenda, the Sustainable Development Goals (SDGs), has underscored the need for a more robust communication agenda that includes a more strategic, long term engagement with media partners and practitioners. It is evident that in today's development landscape the issues that are core to UNFPA mandate are being forced to compete for attention in a very congested public discourse and media space. Therefore, a contemporary country office communication arrangement that relies solely on working through the media when and if they are needed would be inefficient and unsustainable.

Advances in digital and communications technology; coupled with the collective strength that MCAN possesses today - with many of its members leading some of the most noteworthy media and communication houses in the country - provide an opportunity for adopting an effective, bold and 'real time' communication agenda and engagement in the country office. The new communication environment calls for innovative approaches.

It is against this backdrop that the country office is commissioning the services of an expert in health communication to enhance the capacity of MCAN members in sexual and reproductive health communication and advocacy relevant to UNFPA's mandate so as to create a pool of knowledgeable, effective and efficient media experts within MCAN

that can competently produce, publish and broadcast media products aligned with UNFPA's work in sexual and reproductive health.

Objective of the assignment:

The overall objective of the assignment is to enhance the knowledge and skills of MCAN members on sexual and reproductive health issues and communicating/advocating for health, for them to undertake cutting-edge reporting on these issues in 2016 and beyond.

Management modality and task of the consultant

The consultant will work under the overall guidance of the Representative and supervision of the Deputy Representative. The Communication Programme Analyst will act as the focal point and will be responsible for coordinating and organizing the two day workshop and providing support to the consultant. The focal point will work closely with members of MCAN to ensure maximum participation.

The consultant will prepare presentations on sexual and reproductive health and communication for discussion, inputs and clearance by UNFPA. The final presentations will be delivered during the workshop to a group of MCAN members to generate questions, comments and discussions for improvement and greater understanding of participants on sexual and reproductive health issues. The consultant will guide the participants to produce personal advocacy action plans to cover the sub-outputs as presented under *Expected Outputs* (iii) below.

Expected Outputs:

The Consultant will complete the following outputs within the timeframe specified below:

- i. Prepared presentations on sexual and reproductive health and communication.
- ii. Facilitate a two-day workshop where issues of sexual and reproductive health and communication were discussed.
- iii. Draft advocacy action plans to advance SRH issues in Ghana by MCAN members for implementation in 2016 with support from UNFPA.
- iv. A report incorporating the facilitation methodology, materials and completed action plans.

Timeframe:

The consultancy period is for 6 days. Two days of preparations, two days for the conduct of the workshop and 2 days for report writing. The consultancy will take place during the last week in August.

Task	Indicative Date
Preparation of presentations, workshop materials, etc.	29-30 August 2016
Conduct of the workshop	31 August-1 September 2016
Finalisation/submission of report	5-6 September 2016

Work setting:

The consultant will perform the tasks assigned from her/his home office, and will not require office space.

Qualifications and Experience Required

The consultant must have extensive practical experience in health and communication, particularly in sexual and reproductive health and development. The consultant should have the following basic qualifications and related experience:

- Preferably a minimum of a Master’s Degree in a field related to health, public relations and communication.
- Experience working in the area of health, specifically health communication and or sexual and reproductive health.
- Excellent facilitation and presentation skills.
- Excellent written and communication skills, reporting skills.
- Demonstrated interpersonal skills in working with a variety of people
- Capacity to write and synthesize materials and communicate information in a manner easily understood
- Knowledge of UN System/UNFPA procedures would be an asset