

CALL FOR APPLICATIONS

Summary

Purpose	Seeking consultant to assist the implementation of: Communication for Behavioural Impact (COMBI) Plan for Reducing the Incidence of Teacher/Caregiver-on-Student/Child Violence as Discipline in Albania
Duration	18 months (1 st phase of implementation)
Reporting to	Ministry of Education and Sciences, Ministry of Labor, Social Affairs and Equal Opportunities and UNICEF Albania
Deadline for application	22 November 2010
Application requirements	CV of the applicants, letter of motivation.

CONTEXT

Physical or psychological violence against children in Albania is very widespread at home, in school, residential care, and other state institutions. Thus, *Violence threatens the survival, emotional, social well-being, and future prospects of children*. The physical, emotional, and psychological scars of violence can have severe implications for a child's development, health, and ability to learn. Results of a Study on Violence against Children in Albania (VAC) published in 2006 and supported by UNICEF indicated that the overwhelming majority of interviewed Albanian adults think that physical and psychological violence has positive effects on child's education. Also 50% of children have absorbed the idea that violence is needed, both at home and in schools. Therefore, UNICEF in partnership with the Ministry of Education and Science (MoES) and the Ministry of Labor, Social Affairs and Equal Opportunities have prepared a very detailed four-year strategy on Communication for Behavioral Impact (COMBI) which targets schools, kindergartens, and residential care institutions.

The COMBI strategy focuses on the behavior of teachers and caregivers by reducing the incidence of teacher/caregiver-on-student/child violence as discipline in Albania through increasing practice of New Way Discipline (NWD). Focusing on teachers provides a fixed "target", limited in numbers and location, which provides in turn a basis for putting on the national agenda the whole issue of violence against children and it helps to establish a core of local influencers, change agents, who may be then used at a later time when we tackle the VAC issues in families.

PURPOSE

The agreed COMBI strategy focuses on ultimate result of having teachers and care givers choose NWD rather than physical or psychological violence. The Plan focuses on the desired primary behavioral responses and consists of an integrated judicious mix of a variety of communication interventions. The mix allows for considerable face-to-face interaction with teachers, and this is essential for engaging teachers in considering new behaviors. The mass-media, use of school children, and community mobilization are used to generate a climate of reinforcing public support of NWD which in turn has subtle impact on teachers' behaviors.

SCOPE AND OBJECTIVES of COMBI Plan

The overall goal of COMBI is to ensure the protection of children from any form of violence as it is mentioned in the United Nations Convention on the Rights of the Child (CRC), which has been ratified by the Republic of Albania, and as derived from the fundamental principles of the Constitution of the Republic of Albania. Specifically it aims, within a period of four years from the start of the COMBI strategy, to reach:

1. Approximately 32,421 teachers (100%) of the public school system (grade 1-9 of compulsory school and grade 1-3 of high school),
2. Approximately 3625 (100%) teachers/educators of daycare and kindergartens, and,
3. Approximately 54 (100%) caregivers of public residential institutions (children home including for disabled children).

These target groups in Albania will choose alternative methods of discipline instead of using physical and psychological violence against their students, leading to a 50% reduction (within the first 18 months of the COMBI and by another 30% by the end of four years) of instances of physical and psychological violence against children by teachers or caregivers.

Impact of COMBI - by the end of the fourth year of implementation these are the following achievements that will be made:

1. Instances of teacher/caregiver violence on children as way of disciplining will be reduced by 80% for all children aged 3-18 years enrolled in the public daycare, kindergartens, schools, and residential care institutions;
2. The right to be protected from violence of all children enrolled in kindergartens, compulsory education schools, and in residential care institutions will be better respected; and
3. Children, teachers of public education system, educators of residential care, and Albanian society at large will increasingly become aware and use non-violent ways of disciplining and ultimately of peaceful ways of conflict resolution.

METHODOLOGY of COMBI Plan

The interventions will be carried out in two phases:

Phase 1 - 18 months

The following activities will be undertaken to achieve the aforementioned behavioral objective:

- Activity 1. Branding of Behavioral Theme
- Activity 2. Administrative Mobilization
- Activity 3. Advocacy/Media Promotion/Public Relations
- Activity 4. Personal Selling/School Promotion
- Activity 5. Community Mobilization
- Activity 6. Advertising
- Activity 7. Impact Evaluation
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Phase 2 - remaining 30 months

A review of progress will be made and decisions will be taken about what activities should be maintained or revised for the rest of the COMBI Plan. It is envisaged that this will prepare the ground

for addressing other forms of violence at school such as child-to-child violence and increase actions to further involve community and families.

GUIDANCE

The work will be under DIRECT supervision of UNICEF with regular consultations with the MoES, MoLSAEO, members of parliament, kindergarten and social care institutions, Institute of Pedagogical Studies, and a variety of NGO's partners with UNICEF working on children and violence.

DUTIES of Consultancy

The COMBI on VAC Coordinator will be responsible:

1. To translate the COMBI plan in to detailed action plans for each of the activities foreseen in the Phase 1
2. To lease with key players ensuring that all activities are specifically well-implemented
3. To maintain a daily diary of implementation progress and prepare a final report providing a narrative description of the implementation process over the first year and half;
4. To monitor and facilitate the implementation of all activities as described above (ranging from administrative mobilization, advocacy and public relations to community mobilization, advertising, personal selling, in-school student discussions, and point-of-service promotion) and to submit succinct implementation reports to the weekly meetings of the Implementation Group, pointing out delays, and indicating what corrective actions are being undertaken;
5. To facilitate the process for the finalization of the detailed Implementation Schedule in collaboration with all implementing partners and individuals, securing firm commitments for completion of each specific activity in the detailed implementation schedule;
6. To work closely with the NWD COMBI Co-Directors to ensure on-time implementation of all the scheduled activities of the COMBI Plan as laid out in a detailed Implementation Schedule;
7. To facilitate the process for the selection (including preparation of ToRs) of an advertising/communication agency to carry out the advertising component of the COMBI Plan and a NGO to carry out the administration of funds for the respective activities.
8. To work closely with the advertising agency and local NGO, to ensure completion of all activities contracted to the agency;
9. To make arrangements for the production and distribution of all communication materials as detailed in COMBI Plan;
10. To work closely with the mass-media organizations in the country, to facilitate extensive coverage and animated discussion of behavioural theme of the COMBI Programme, and to be able to organize for rapid response to emerging controversial issues in the media, in collaboration with MoES and UNCEf;
11. To facilitate the conduct of tracking surveys and impact evaluation surveys, ensuring that the impact evaluation report is completed and distributed to all involved parties.

EXPECTED BACKGROUND and EXPERIENCE

The successful candidate should meet the following criteria:

1. A post-graduate degree in marketing communication, public relations, mass media, journalism, or health promotion/health education will be advantageous;
2. At least three years practical experience in implementing complex communication programmes, particularly in Albania;
3. National experience in private sector marketing communication or social marketing will be most advantageous;
4. Superior writing skills in English and excellent interpersonal communication skills;
5. High comfort level with public discussion of violence against children, teachers' behaviours, and behaviours of families;
6. Abilities to work inter sectorally and within the guidelines and managerial processes of the public sector; and
7. Willingness to travel extensively throughout Albania.

TIMEFRAME and EXPECTED DELIVERABLES

The assignment of the consultancy is for a total period of 18 months

Activity	Implementation period	Responsible
Familiarize with the COMBI Plan and organize meeting with the Implementation Group	2 weeks	COMBI on VAC Coordinator with the IG ¹
Develop micro-plans for each of the activities	3 weeks	COMBI on VAC Coordinator with the IG
Facilitate the process for the finalization of the detailed Implementation Schedule or micro-plans	1 week	COMBI on VAC Coordinator with the IG
Monitor and facilitate the implementation of all activities as specified in the COMBI Plan	During all implementation	COMBI on VAC Coordinator with the IG
Maintain a daily diary of implementation progress and prepare a quarterly and final reports providing a narrative description of the implementation process over the first phase	During all implementation	COMBI on VAC Coordinator with the IG
Organize and facilitate meetings with different actors	During all implementation	COMBI on VAC Coordinator with the IG
Facilitate the contracting of an advertising company and local NGO	During all implementation	COMBI on VAC Coordinator with the IG

¹ Implementation Group: MoES, MoLSAEO, SSS, UNICEF, Institute of Curricula and Coordinator

Deliverables (to be submitted in Albanian and English):

- Micro plans
- Minutes of the meetings/events
- Periodical reports

Deadline

The interested individuals are requested to send their applications to UNICEF Tirana office by 22 November 2010, at 12.00 in a closed envelope indicating the title of this consultancy.

The application should be addressed to Blerina Doko, UNICEF and should contain:

- A letter of intent, specifying why you should be considered qualified to perform the tasks,
- Detailed curriculum vitae,
- Samples of previous work if any