

TERMS OF REFERENCE

International Consultancy to support behavioural determinants analysis to inform the Parenting Framework

CONTRACT MODALITY Individual Consultancy

DUTY STATION Tashkent, Uzbekistan & Home based

DURATION OF CONTRACT 13,5 months

Purpose of Assignment

The purpose of this consultancy is to provide technical leadership for the analysis of behavioural, social and structural (institutional and system) determinants of positive parenting practices and caregiver engagement with parenting-support services and cross-sectoral systems to inform the development of an Integrated Parenting Framework. The analysis will examine factors influencing parenting practices and caregiver engagement with relevant services and platforms, with particular attention to strengthening the complementarity and integration of parenting support across existing service-delivery platforms, including the Universal Progressive Home Visiting (UPHV), social service, and pre-school education workforces, as well as parenting applications and digital platforms, like Bebo and Internet of Good Things (IoGT).

The consultant will develop analytical methodology and tools, provide technical guidance to local team responsible for data collection, analysis and synthesizing the findings, and translating the evidence into actionable recommendations for the Parenting Framework.

The consultancy will also contribute to the operationalization of Uzbekistan's Early Childhood Development (ECD) Strategy by identifying opportunities to institutionalize integrated parenting support across health, preschool education and social protection systems, strengthening continuity of services and promoting holistic child development from birth to age eight.

Duration of assignment: 15 November 2026 – 31 December 2027.

Scope of Work

The consultant will provide technical leadership for behavioural, social and structural (institution and system) determinants of positive parenting practices and caregiver engagement with parenting-support services, and cross-sectoral systems analysis to inform the development of an IPF. In particular, the consultant will:

- Conduct a desk review of available evidence, programme documents, existing studies, administrative information, parenting interventions, applications/platforms, and relevant national policies and service-delivery arrangements, including UNICEF relevant developed programs (like Revised Ilk Qadam, Teacher Professional Development programmes for pre-school teachers and mentors) across sectors and identification of entry points within national authorities . (D1)
- Develop a behavioural determinants and systems analysis framework in line with Global Parenting Support Framework, identifying priority behaviours of:
 - parents and caregivers with children between 0-8 years – for example, engaging in responsive caregiving, using positive discipline, seeking help when needed;
 - service-providers – for example, discussing parenting during routine home visits by patronage nurses,

assessing parenting support needs and relevant referral by social worker, providing caregivers with practical guidance and identification of needs for additional support by pre-school educator, and

- relevant institutional/system – like ensuring consistent parenting messages across sectors, connecting digital parenting support with physical services. (D2)
- Suggest the most appropriate theoretical model for data collection and analysis, develop the methodology and analytical tools for local data collection, including interview/focus group discussion guides, stakeholder mapping tools, behavioural inquiry tools, and data-analysis framework, as appropriate. (D2)
- Provide technical guidance to local team undertaking primary data collection and support quality assurance of the data-collection process. (D2)
- Review and analyze findings generated through local data collection. (D3)
- Map the caregiver journey and relevant touchpoints across UPHV, social work, and education. (D3)
- Examine system-level factors affecting integrated caregiver support, including referral pathways, institutional roles, workforce capacities, information flows, incentives, coordination mechanisms, and opportunities for cross-sectoral collaboration. (D3)
- Identify and prioritize behavioural determinants that should be addressed through the IPF. (D3)
- Identify behavioural opportunities and potential intervention points across different stages of the caregiver journey of parents and caregivers with children between 0-8 years. (D4)
- Assess opportunities for complementarity between face-to-face services, parenting applications, digital platforms and other communication/support channels. (D4)
- Develop evidence-based recommendations on how behavioural insights can be incorporated into the design, delivery and monitoring of the parenting framework. (D4)
- Work closely with the Parenting Expert to ensure that findings from the behavioural and systems analysis are translated into the proposed parenting framework and concept note. (D5)
- Participate in technical consultations and validation discussions with relevant stakeholders. (D5)

Work Assignments Overview	Deliverables/Outputs	Delivery deadline to complete the deliverable
Conduct a desk review of available evidence, programme documents, existing studies, administrative information, parenting interventions, applications/platforms, and relevant national policies and service-delivery arrangements. The review should also make emphasis on sector-specific entry points for parenting in health/UPHV, social service, and preschool education workforce.	Inception report and desk review with methodology, analytical framework, key research questions, workplan, stakeholder mapping approach, summary of available evidence and information gaps are provided.	15 January 2027

Develop a behavioural determinants and systems analysis framework in line with Global Parenting Support Framework, identifying priority parenting behaviours of caregivers with children between 0-8 years, service-provider behaviours, and relevant institutional/system behaviours. The framework should have the proposed theoretical model (e.g. COM-B, BMD, etc.) for data collection and analysis, data collection methodology and analytical tools, including interview/focus group discussion guides, stakeholder mapping tools, behavioural inquiry tools, and data-analysis framework, as appropriate.	Behavioural and systems analysis framework with clearly defined methodology and data-collection package is developed.	20 February 2027
Provide technical guidance to local team undertaking primary data collection and support quality assurance of the data-collection process.	Data collection tools are available in local language.	15 March 2027
Review and analyze findings generated through local data collection. This should include caregiver journey map and relevant touchpoints with health/UPHV, social service, and pre-school education. The analysis should examine system-level factors affecting integrated caregiver support, including referral pathways, institutional roles, workforce capacities, information flows, incentives, coordination mechanisms, and opportunities for cross-sectoral collaboration. The analytical report should have clearly identified behavioural determinants to be addressed through the parenting framework.	Behavioural determinants and cross-sectoral systems analysis report is available.	25 May 2027
Lead technical consultations and validation with relevant stakeholders of the behavioural determinants	Updated behavioural analysis report with validated behavioural determinants to be addressed	15 June 2027

analysis for positive parenting.	through parenting framework.	
Identify behavioural opportunities and potential intervention points for institutionalizing parenting support across service-provision platforms (health/UPHV, social service, and pre-school education) and applications across different stages of the caregiver journey. This should include opportunities for complementarity between face-to-face services, parenting applications, digital platforms and other communication/support channels.	Recommendations for the positive parenting framework along with suggested list of indicators to measure change in target behaviours as part of M&E framework of the IPF that will be developed by Parenting consultant prepared and presented to relevant stakeholders at the validation workshop.	30 July 2027
Work closely with the Parenting Expert to ensure that findings from the behavioural and systems analysis are translated into the proposed IPF and concept note.	Inputs from behavioural insights perspective are provided to the parenting framework concept note .	31 August 2027

Payment Schedule:

Payment will be made on submission and acceptance of deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant.

Important Notes

- Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations and UNICEF’s policies and procedures and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.
- Contracts are conditional upon the selected candidate's willingness to comply with any current or future vaccination requirements that may be established by UNICEF, where applicable. Failure to comply with applicable vaccination requirements, where required and without an approved medical exemption by UNICEF, may result in the withdrawal of the consultancy offer or termination of the contract in accordance with the General Terms and Conditions of Contract.
- UNICEF offers reasonable accommodation for consultants with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.

**QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES
(CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT**

Minimum requirements:

- **Education:** Master's degree in health communication, behavioral science, psychology, sociology
 - **Work Experience:**
 - Minimum of 10 years of relevant experience in application of behavioural research relevant to parenting, child protection/ECD, qualitative or mixed methods, and service improvement.
 - **Language Requirements:** Fluency in English
 - **Knowledge/Expertise/Skills:**
 - In-depth knowledge of behavioural science theories, frameworks and approaches, including their application to understanding and influencing individual, social and institutional behaviours.
 - Demonstrated expertise in identifying and analyzing behavioural, social and structural determinants, including knowledge, beliefs, attitudes, motivation, habits, social and gender norms, and contextual barriers and enablers.
 - Strong expertise in designing and applying qualitative research methodologies, including focus group discussions (FGDs), key informant interviews (KIIs), behavioural inquiry techniques, social norms inquiry and caregiver journey mapping.
 - Proven ability to develop research methodologies, data-collection tools and analytical frameworks; guide local research teams; and systematically analyze, synthesize and triangulate qualitative findings.
 - Strong understanding of social and behaviour change approaches, including the application of behavioural insights to intervention design and addressing harmful social norms.
 - Knowledge of systems approaches and demonstrated ability to examine how service-provider behaviours, institutional practices and service-delivery arrangements influence individual behaviours and access to services.
 - **Desirables:** Previous work with UN organisation will be desirable.
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