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# TERMS OF REFERENCE

## SBC U-Report Consultant – Peer to Peer HPV Vaccine Demand Generation

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| **CONTRACT MODALITY** | Individual Consultancy |
| **DUTY STATION** | Uganda, Kampala (remote) |
| **DURATION OF CONTRACT** | 5 months |

### Purpose of Assignment

To provide technical and operational leadership for the design and implementation of an adolescent-led, peer-to-peer HPV vaccine demand generation model in Uganda using digital and community-based engagement platforms, including U-Report, FunDoo, and Communities of Action.

The consultant will support crowdsourcing, refinement, dissemination, monitoring, and documentation of adolescent-generated HPV vaccination messages, aligned with the Ministry of Health and Behavioural and Social Drivers (BeSD) framework.

The assignment aims to increase HPV vaccine knowledge, confidence, intention, and social acceptance among adolescent girls, especially those in underserved, peri-urban, and hard-to-reach communities.

### Scope of Work

The consultant will lead and coordinate five interconnected workstreams:
1. Dissemination Rollout, U-Report Engagement and Participation
•Develop and support implementation of the HPV peer-dissemination rollout plan, aligned with vaccination schedules.
•Support HPV dissemination and vaccination uptake through U-Report chatbots, WhatsApp/SMS messaging, school dialogues, youth club sessions and community activations.
•Support the ongoing engagement and meaningful participation of U-Reporters in U-Report activities, including online platforms, polls and offline consultations, dialogues, campaigns, community activations and other youth engagement opportunities across programme priorities.
•Support mobilization, coordination and communication with U-Reporters to strengthen their participation and ensure opportunities for young people to contribute their views, experiences and feedback.

Deliverables
•HPV dissemination rollout implemented; chatbot and digital dissemination supported
•U-Reporter engagement and participation activities coordinated and documented.

2. BeSD-Based Monitoring & Evaluation
•Support baseline and endline surveys via U-Report and offline tools.
•Track:
HPV knowledge
Trust/confidence
Intention to vaccinate
Social norms
•Analyse engagement analytics and sentiment.

Deliverables
•U-Report Monitoring Support and Digital Learning Insights
•U-Report monitoring plan using U-Report polls, chatbot interactions, and digital feedback to monitor adolescent engagement.
•U-Report poll and chatbot content
•Digital engagement tracking
•Periodic digital learning briefs summarizing key insights from U-Report polls and digital engagement to inform adaptive programming.

3. Learning, Sustainability & Scale-Up
•Develop adolescent message repository for future immunization campaigns.
•Document cost-effectiveness and implementation lessons.
•Produce replication toolkit and sustainability strategy.
•Support knowledge dissemination through briefs and presentations.

Deliverables
•U-Report Insights and Digital Knowledge Products
•Endline U-Report poll and analysis assessing changes in awareness, confidence, and intention regarding HPV vaccination.
•Digital behavioural insights summary
•Contribution to final evaluation and learning report.
•Compile and organize peer-generated HPV messages for future dissemination
•Digital learning brief for scale

4. Final consolidated learning and documentation report

| **Work Assignments Overview** | **Deliverables/Outputs** | **Delivery deadline to complete the deliverable** |
|---|---|---|
| Phase 1 – Inception & Design | Inception report, detailed workplan | 15 January 2027 |
| Phase 2 - Dissemination Rollout, U-Report Engagement and Participation | HPV dissemination rollout implementation report; U-Reporter engagement and participation report and documentation products | 15 February 2027 |
| Phase 3 – Monitoring & Adaptive Learning | Baseline & midline analysis, dashboard updates, adjustment report | 15 April 2027 |
| Phase 4 – Evaluation & Scale Products | Endline evaluation, U-Report Insights and Digital Knowledge Products | 31 May 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.
The selected candidate is solely responsible for ensuring that the health insurance (and visa if applicable) required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of fully-vaccinated status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.
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**

**Education:**

- MA Social Sciences, Statistics, Mass Communication or Digital Communication/Engagement or any other relevant field

**Work Experience:**

- Minimum of three (3) years of professional experience working with U-Report and RapidPro

**Language Requirements:**

- Fluency in English is required. Knowledge of relevant local language(s) is an added advantage.

**Knowledge/Expertise/Skills:**

- Strong experience using RapidPro is required, including managing flows, messaging, and user engagement.
- Demonstrated experience designing and managing U-Report polls, chatbot flows, or digital engagement campaigns.
- Experience analysing data from digital platforms and translating insights into actionable recommendations.
- Experience supporting adolescent and youth engagement initiatives, including peer-led or

participatory approaches, is an asset.

- Experience working with or managing youth engagement programs with government stakeholders at district, regional, or national level is relevant.