



Scope of Work and Deliverables

USAID Advancing Nutrition Technical Team

Date of Request:	<i>April 14, 2022</i>
Purpose:	<i>The consultant will develop an advocacy strategy for the Child Survival Action Plan and provide strategic communications and resource mobilization support.</i>
Place of Performance:	<i>Remote/Washington, D.C.</i>
Technical Team:	<i>Child Health Task Force Secretariat</i>
Period of Performance:	<i>May 12, 2022 – September 30, 2022</i>
Activity Manager:	<i>Dyness Kasungami</i>
Activity Code:	<i>1.2.1a</i>
Activity Internal Project #:	<i>37462.3030.0001</i>

SERVICES/SCOPE OF WORK¹: *The Contractor shall use all reasonable efforts to perform the following services in accordance with the terms and conditions set forth in this agreement:*

A. Background

Fifty-four countries are off-track to meeting the under-five mortality target of the Sustainable Development Goals (SDGs): SDG 3.2 – at least as low as 25 deaths per 1,000 live births by 2030. In many of these countries, deaths in children aged one to 59 months account for more than half of the overall burden of under-five mortality. Pneumonia, diarrhea, and malaria remain the leading causes of death, with malnutrition as the leading risk factor. Deaths are concentrated among children in families and communities that are facing multiple vulnerabilities including food insecurity, lack of access to clean water and sanitation, low to no immunization coverage, inadequate health services and pervasive poverty.

To address this situation, a working group constituting representatives from WHO, UNICEF, USAID, GFF, Save the Children and the Child Health Task Force is developing a Child Survival Action Plan (CSAP). The CSAP is a renewed call to action to support these 54 countries to identify the

¹ USAID approval is required prior to any travel and payments associated with travel, travel-related tasks/responsibilities/deliverables or payments are contingent upon receiving USAID approval. The consultant will also need to provide documentation of medical clearance.

communities and families where children are at greatest risk, understand the vulnerabilities and barriers to accessing quality healthcare, prioritize interventions to address the major causes of death and risk factors, and develop the partnerships to support governments to finance and implement accelerated solutions.

The CSAP is a partnership—national governments, civic and traditional leaders, communities, and regional and global stakeholders—to end preventable deaths in children. With national governments in the lead, the plan urges partners to join hands to address the programmatic and health system challenges that hamper progress in child survival. Addressing these barriers will require energizing national and subnational leadership, expanding strategic investments in primary health care (PHC) and multi-sectoral actions, and mobilizing partnerships. It will also necessitate aligning funding with evidence-based, high-impact initiatives aligned with local leading causes of child deaths.

The Child Survival Action Plan:

- Focuses on the 54 countries, over 80% in Africa, that urgently need accelerated efforts to achieve the SDG3 2030 target on child mortality of 25 deaths or fewer per 1000 live births - reaching this target in all countries will avert at least 10 million under-five deaths by 2030.
- Reaches the children being left behind and at risk from leading killers – pneumonia, diarrhea, and malaria – due to malnutrition, lack of access to quality health services including immunization, unsafe water and sanitation, air pollution, conflict and humanitarian disasters, and other key risks to children’s health and survival.
- Strengthens primary health care in facilities and communities to more effectively prevent, diagnose, and treat these causes of child death, and to promote good health and nutrition for all children.
- Builds effective partnerships between governments, local partners, civil society, private sector, regional and global organizations, as part of renewed commitment to child survival.
- Mobilizes required resources from domestic and international sources and sectors to deliver on this renewed vision for children’s health, nutrition, and survival.

A major thrust to achieve the aims of the CSAP is advocating for global, regional, and national leaders to recognize the continued high levels of preventable deaths and commit adequate resources to the 54 countries to implement the interventions to accelerate reductions in child deaths.

B. Objectives

1. Raise awareness about the continued high levels of preventable child mortality and call stakeholders to action to reverse this trend.
2. Translate the CSAP key messages to key audiences to communicate the objectives, implementation strategies and expected results.
3. Build effective partnerships among all stakeholders by aligning agendas: global, regional and country, funders and implementers.
4. Mobilize domestic and global resources required to implement the CSAP.
5. Define approach to accountability for commitments and action

C. Activities

JSI Research & Training Institute, Inc. (JSI R&T) serves as the Secretariat of the Child Health Task Force. JSI is seeking a consultant to lead the following activities for the Task Force Secretariat and the CSAP Working Group.

- Develop the CSAP Advocacy Plan that includes needed actions at all levels: sub-national, national, regional and global, including by identifying needed resources and expertise;
- Support the CSAP working group to identify the key target advocacy audiences to operationalize the plan;
- Guide the development and adaptation of key messages for each audience; propose channels and tactics for communication;
- Develop advocacy materials (e.g., briefs, brochures, etc.) for use by various stakeholders in the call to action and a plan for dissemination; and
- Share the advocacy plan alongside the Child Survival Action Plan.

Implementation of the developed advocacy plan will happen during a second phase, subject to continued funding.

D. Deliverables and Schedule

The Contractor is responsible for the timely submission of the following deliverables, as part of the SOW:

Del. No.	Deliverable Name	Deliverable Description	Due Date
1	Plan of Work	Plan for developing the advocacy plan discussed and agreed upon by the Secretariat and the CSAP working group	May 31, 2022
2	Draft CSAP Advocacy Plan	Document that includes needed actions at all levels, sub-national, national, regional and global, to achieve the Child Survival Action Plan. The plan should include a dissemination strategy for advocacy materials for target audiences.	June 30, 2022
3	Final CSAP Advocacy Plan	See above. All comments from working group members and other key advocacy stakeholders addressed and plan revised.	July 31, 2022
4	Draft advocacy materials	Develop advocacy materials (e.g., briefs, brochures, etc. as agreed upon in the advocacy plan) for use by various stakeholders in the call to action	August 31, 2022
5	Final advocacy materials	See above. All comments from working group members and other key advocacy stakeholders addressed.	September 30, 2022

The total LOE is approximately equivalent to **30** days.

All required deliverables and reports shall be submitted to the JSI Activity Manager listed on Page 1.

E. Consultant Qualifications

- Masters degree in communications and/or a development field e.g. public health or international development with a communications focus
- Minimum 10 years of experience in advocacy and global development
- Strong interpersonal communication skills
- Strong writing skills
- Experience in high level collaboration with partners from a diverse range of multi-sectoral and multi-cultural backgrounds
- Experience working with donors, multilaterals, INGOs, local NGOs, and governments
- Experience developing advocacy strategies with global health networks and coalitions
- Experience in advocacy for health in Africa
- Fluency in both English and French preferred