**Social and Behavior Change Consultant**

**COVID-19 Vaccine Introduction in the Democratic Republic of Congo (DRC)**

**Terms of Reference**

For more than 50 years, The Manoff Group, Inc. (TMG), a small, woman-owned business, has been a global leader in designing and supporting the implementation of social and behavior change programs that effectively promote healthy behaviors and allow populations to benefit from an improved quality of life. Our innovative behavior-centered programming approach offers a practical methodology for achieving measurable and sustainable behavior change at the individual, community and organizational levels. Our methodology is based on human-centered design principles and uses techniques from disciplines such as anthropology, behavioral economics, psychology, marketing and communications to strategically develop programs that empower people to practice behaviors that improve life. All the work of the project is carried out in a spirit of collaborative learning and co-creation.

**Context**

M - RITE is a consortium of organizations providing technical support in various fields of health through various approaches, favoring the human-centered design method. Under the lead of JSI Research & Training Institute, Inc. (JSI), with PATH, Results for Development (R4D), Accenture Development Partnerships (ADP), Gobee Group, CORE Group and The Manoff Group, the consortium brings experience to both to shape global strategies and collaborate with local partners to improve immunization outcomes while building on past gains. M-RITE's mandate is to strengthen the capacity of USAID-supported countries to overcome barriers to ensure equitable immunization coverage. M-RITE is better equipped to provide high quality technical support. The members of the consortium have proven experience in introducing new vaccines in the DRC and in several other countries around the world. They supported countries in making introduction decisions, in choosing vaccines and in implementing the introduction process. M-RITE is also an active member in regional and global working groups on COVID-19 and is willing to support the process of introducing the vaccine against Covid-19 as USAID's contribution to the pandemic response.

As part of the discussion of overall M-RITE support to DRC, EPI highlighted COVID-19 vaccine introduction, specifying the challenges of rumors, vaccine acceptance, and targeting.

A massive and coordinated effort under the COVAX mechanism is underway to deliver 2 billion doses of one or more new COVID-19 vaccines to all countries by the end of 2021, and DRC is part of this effort. In fact, COVAX is the vaccine component of the global effort to speed up access to tools to fight Covid-19 (ACT Accelerator). The GAVI alliance, the World Health Organization, UNICEF and other partners presented strategic approaches for the introduction of the COVID-19 vaccine, including a “roadmap” to identify priority target groups in the face of limited vaccine supply. Given the limits of the vaccine supply, in the DRC the vaccination of priority groups includes, among others, front-line health workers.

A priority challenge will be to understand the information needs regarding COVID-19 vaccines, to disseminate this information in a suitable way, to monitor and fight against the disinformation and false beliefs that are already circulating in the DRC about the COVID-19 vaccine, in order to maintain confidence in the health system as a whole, and to encourage uptake of the vaccine in particular. Despite the indefinite nature of a date for the effective introduction of the COVID-19 vaccine in the DRC, its success will depend on careful advance planning, based on a thorough understanding of the challenges and confidence in the vaccine and the health system that introduces it.

In order to fulfill the terms of reference, the Consultant will be involved in the Demand Generation, Risk Communication and Community Engagement subgroup for the introduction of the COVI-19 vaccine in DRC.

**Responsibilities**

1. Help the EPI identify SBCC needs by exploring factors affecting acceptance / readiness for COVID-19 vaccine introduction
* Discussions / interviews at the decision-makers level to understand the motivations and concerns of the COVID-19 vaccine (e.g. Ministry of Health, EPI)
* Review of recent and published gray literature on immunization in DRC (including, but not limited to, the introduction of the COVID vaccine, and including recent demand-related studies)
* (Possibly) Support for the targeted implementation of the readiness survey for health workers and design of community level assessments, as appropriate, as appropriate given DRC’s timeline
1. Participate in the national sub-working group on demand generation, risk communication and community engagement in the context of the introduction of the COVID-19 vaccine
2. Contribute to M-RITE’s COVID-19 vaccine introduction strategy
3. Support the development of the social and behavior change strategy for COVID-19 vaccine introduction
4. Support the development of a COVID-19 vaccine introduction communication plan (including key messages), as appropriate given DRC’s timeline
5. Support the development of the crisis communication strategy, as appropriate given DRC’s timeline
6. Support the development and active dissemination of targeted information to increase demand and confidence in routine immunization and COVID-19 in collaboration with EPI, Breakthrough Action, IFRC, PROSANI, UNICEF and others, as appropriate given DRC’s timeline

**Expected Deliverables**

1. Desk review
2. Interview report
3. COVID-19 vaccine introduction social and behavior change strategy

**Period of Performance**

Approximately 20 days, January - April 2021

**Candidates must reside in the DRC. To apply, please send CV and cover letter to manoffgroup@manoffgroup.com with "SBC Consultant, COVID-19 Vaccine Introduction in DRC" in the subject line by January 15, 2021.**

*No inquires please. Due to an anticipated large number of applicants, you will be contacted only if selected for next steps.*

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