



Spotlight Initiative
To eliminate violence
against women and girls



Initiated by the European Union and the United Nations:

Consultancy to Develop and Cost a National Social and behaviour Change Communication Strategy and Support Implementation of Key Actions Targeting Individuals and Communities to Promote Change in Knowledge, Attitudes, Norms and Practices to bring an end to Violence Against Women, Girls and Boys	
Hiring Office:	UNFPA Sub-Regional Office for the Caribbean - Belize
Purpose of the Consultancy:	<p>The European Union (EU) and the United Nations (UN) have embarked on a new, global, multi-year initiative focused on eliminating all forms of violence against women and girls (VAWG) - the Spotlight Initiative. The Initiative is so named as it brings focused attention to this issue, moving it into the spotlight and placing it at the centre of efforts to achieve gender equality and women's empowerment, in line with the 2030 Agenda for Sustainable Development (SDGs), specifically SDG 5 on Gender Equality.</p> <p>The Spotlight Initiative in Belize will contribute to ending family violence by strengthening policy and legislations that will guarantee increased protection of women and girls, building capacity of state and non-state actors to respond to family violence, expanding the range of services available and addressing social norms and behaviours that promote violence against women and girls. Under Outcome 1, critical gaps in the legislative and policy framework will be addressed to ensure Belize's legal and policy frameworks are responsive and offer the greatest level of justice and protection to women and girls. Outcome 2 will facilitate strengthening the capacity of key coordinating and implementing agencies to better respond to family violence. Outcome 3 actions will seek to address critical social norms and other root causes of family violence. Outcome 4 will ensure the scale up and delivery of critical services to women and girls. Outcome 5 will strengthen Monitoring and Evaluation systems and support the development of a strong evidence base for the design and delivery of interventions. Under Outcome 6, actions will ensure a strengthened network of CSOs as well as capacities to advocate and design, implement, monitor and evaluate programmes on family violence. The Spotlight Initiative will be implemented through three UN agencies (UNICEF, UNFPA, and UNDP). The overall vision of the Spotlight Initiative in Belize is that women and girls enjoy their right to a life free of violence, within an inclusive and gender equitable Belize.</p> <p>Outcome 3 of Spotlight Initiative: Prevention of Violence</p> <p>Family Violence is a complex problem because its root causes are multiple and complex. Therefore, effectively addressing family violence requires bringing together multiple entities through effective partnerships, to implement interventions that address several root causes. Some of the major challenges faced by Belize in addressing prevention and social norms include a limited understanding of the root causes of family violence, limited capacity to plan and implement programmes targeting behaviour change and social norms change, absence of</p>



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	<p>a comprehensive strategy for prevention, insufficient capacity and resources to implement effective programmes at scale, lack of targeted programmes and approaches to reach the most vulnerable and marginalized groups and limited coordination of actors engaged in implementing prevention interventions.</p> <p>Guided by the UN interagency RESPECT Framework, which outlines 10 steps to effective programming to prevent family violence, and the Socio-Ecological Framework, a comprehensive social and behaviour change strategy for the prevention of Family Violence will be developed. This will be informed by the findings of a Knowledge Attitudes and Practice Study (KAP) which is being conducted as part of the Spotlight Initiative Baseline Assessment under Outcome 5 as well as other available data on family violence. The strategy will also be supported by evidence from a mapping exercise of state and non-state actors involved in prevention interventions, delivery of services and social norms change that was conducted in 2020.</p> <p>The social and behaviour change communication strategy will build on existing interventions identified through the mapping exercise, including interventions being implemented under Outcome 3 of Spotlight. It will be implemented through a system of integrated and coordinated delivery of interventions featuring partnerships between government and CSO actors at the national and community level.</p> <p>With that foregoing considered, this Consultancy under the Spotlight Initiative is seeking to develop and cost a national social and behaviour change communication strategy and support implementation of key actions targeting individuals and communities to promote change in knowledge, attitudes, norms and practices to bring an end to violence against women, girls and boys.</p>
<p>Scope of work:</p> <p><i>(Description of services, activities, or outputs)</i></p>	<p>A Consultant team is expected to undertake the following tasks:</p> <p>Component 1: Develop the SBCC strategy, Implementation Plan and M&E Framework</p> <p>In developing the SBCC strategy, the consultant team is required to include all of the steps outlined below:</p> <p>1.1 Conduct a desk review that includes the following:</p> <ul style="list-style-type: none">• A review of the global evidence about effective and transformative SBCC programmes for preventing VAWG, with a focus on family violence.• A review of existing research about VAWG, DV/IPV in Belize, as well as on the social and gender norms, attitudes and beliefs that sustain it. This should also include the review of local customs and folklore that support prevention of VAWG, DV/IPV and Family Violence.• A stocktaking and review of existing communication strategies and SBCC materials in Belize that have been produced by line Ministries, civil society and other



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	<p>development partners in the country to prevent VAWG, DV/IPV and family violence, including those developed through Spotlight Initiative</p> <ul style="list-style-type: none">• A stocktaking and review of SBCC materials and approaches developed for the Spotlight Initiative in other countries, as well as some global best-practices with a view to adapting, as appropriate, some of these for use in Belize.• A data analysis using Knowledge, Attitudes, Practice (KAP) survey done as part Spotlight Initiative Baseline Study to draw on prevalent knowledge, attitudes, practice and gaps, and behavioural norms to be addressed. Access to KAP dataset to be available for further analysis and cross-tabulations. <p>1.2 Conduct consultations with different stakeholders with the aim of assessing social and behaviour change communication needs relevant to VAWG with a focus on family violence. Assess SBCC communication needs by consulting with the three UN agencies and associated agencies implementing the Spotlight Initiative.</p> <ul style="list-style-type: none">• Consult with government counterparts, namely the Ministry of Human Development, Families and Indigenous People Affairs (MHDFIPA), the National Women's Commission (NWC), and the National Gender and Gender Based Violence Committee (NGBBVC), the Child Protection Technical Working Group, and other relevant ministries as well as with components of the public and private sector (employers and workers), to generate information on key changes in norms; knowledge that would result in positive behavior change; possible communication approaches to reach each group; and ongoing/planned actions by these entities that can be incorporated into the social and behaviour change communication strategy. Consult with the team engaged in the revision of the NGBV Action Plan to ensure that the social and behaviour change communication strategy will be applicable to the revised NGBV Action Plan.• Conduct consultations with the Spotlight Civil Society National Reference Group (CSNRG) and other CSO actors to gather qualitative information from a civil society perspective on VAWG and recommendations for key communication actions to address issues related to VAWG, DV/IPV and family violence that can be implemented through the Spotlight Initiative and other channels of communication.• Conduct consultations with a cross section of beneficiaries and service providers including; youth in and out of school, parents, teachers, service providers, social sector workers, survivors, perpetrators, women and girls with disabilities, LGBT+, etc. to understand the specific vulnerabilities, triggers to violence, preferred channels of communication and potential approaches for social and behavior change. These consultations should also aim to understand the local customs and folklore that support prevention of VAWG, DV/IPV and family violence• Based on these consultations, define the key target groups, and work with representatives from these groups to identify the key changes in norms, knowledge
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	<p>and behavior aimed for each group, and the communication approaches, channels and key messages to reach each of these groups.</p> <p>1.3 Support the establishment of a Coordination Network around social and behaviour change communication in close collaboration with the Spotlight Belize team, and work closely with this group to build their capacity through participatory engagement of members of the coordination network during all stages of the strategy development.</p> <p>1.4 Develop an evidence-based, socio-culturally relevant, age and gender sensitive, disability inclusive multimedia, multi-sectoral and multi-channel, 3-year SBCC strategy for social and behavioural change, and respective costed operational plan and M&E framework. The strategy should include interventions across the different levels of the socio-ecological model (targeting the individual, family, organizations and enterprises, community and society), including both a national mass communication campaign as well as local community approaches supporting changes in knowledge, attitudes and behaviours identified. It should also take into account socio-economic status/issues, audiences with disabilities, the varying levels of literacy, the language spectrum across Belize, as well as the most marginalized and hardest to reach communities in terms of geographic areas, and other disadvantaged populations. This should include the following:</p> <ul style="list-style-type: none">• Develop a costed operational plan, including a detailed list of all communication actions and products (posters, flyers, booklets, short videos, social media posts etc., to be developed).• Work closely with members of the Coordination Network on SBCC and the Spotlight team to prioritize communication actions and products for implementation within the first year of strategy roll out based on available Spotlight funding. Develop a monitoring and evaluation plan to accompany the social and behaviour change communication strategy• Present the SBCC strategy with a costed plan and M&E framework for initial feedback and later for validation at a workshop with the Spotlight Initiative team and key stakeholders. <p>Component 2: Support the Implementation of key components of the Social and Behaviour Change Communication Strategy over a 4-month period</p> <p>Based on available funds through SI, the consultant team will be required to support selected CSOs as part of the Coordination Network on SBCC, to develop and roll out communication actions identified as priority for year 1.</p> <p>This includes:</p>
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	<p>Working with the members of the coordination network on SBCC to prioritize communication activities for implementation in year one based on available funding.</p> <p>Provide technical support and oversight for the development and roll out of online/mobile innovative platform targeting young people;</p> <p>Provide technical support and oversight for the development and roll out of specific communication action and complementary communication products to implementing partners (CSOs). This includes support to develop and roll out campaigns, develop and disseminate communication products through mass media and interpersonal channels, support to CSOs to strengthen monitoring, evaluation and reporting of the impact and reach of communication actions and products.</p> <p>Document and share best practices in social and behaviour change communication interventions being implemented by CSOs.</p>															
Duration and Working Schedule:	<p>The contract of this consultancy will be conducted in two phases based on two components outlined below:</p> <p>Phase 1 (Component 1): 70 days over a period of 12 weeks from July 26th 2021 to October 1st 2021.</p> <p>Phase 2: (Component 2): 40 days over a period of 12 weeks from August 1st 2021 to November 30, 2021</p> <table><tr><th>Outputs</th><th>Estimated Number of Days</th><th>Completion Date</th></tr><tr><td colspan="3">Component 1:</td></tr><tr><td>1.1 Contract Signing</td><td></td><td>August 13th 2021</td></tr><tr><td>1.1.1 Inception report with the desk review findings and consultation plan with draft tools for consultation with relevant stakeholders as well as some preliminary assessment for Spotlight activities and agreements about target groups, key changes and preferred approaches and channels.</td><td>5 days</td><td>August 20th 2021</td></tr><tr><td>1.1.2 Establishment, management, and capacity development of the SBCC Strategy</td><td>20 days</td><td>August - November 2021</td></tr></table>	Outputs	Estimated Number of Days	Completion Date	Component 1:			1.1 Contract Signing		August 13 th 2021	1.1.1 Inception report with the desk review findings and consultation plan with draft tools for consultation with relevant stakeholders as well as some preliminary assessment for Spotlight activities and agreements about target groups, key changes and preferred approaches and channels.	5 days	August 20 th 2021	1.1.2 Establishment, management, and capacity development of the SBCC Strategy	20 days	August - November 2021
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	1.1.3 Workshop to present and validate key findings on the root causes of VAWG, key gaps in knowledge, attitudes and practices and prevailing social norms and proposed key target audiences and proposed communication actions identified from desk review, and consultations and to share some global and national SBCC best examples, ideas for strategy development	20 days	September 24 th 2021
	1.2.1 Draft SBCC strategy with accompanying costed implementation plan, and M&E framework	15 days	October 1 st 2021
	1.2.2 Validation workshop of the SBCC strategy, costed plan and M&E plan.	3 days	October 4 th 2021
	1.3.3 Final SBCC strategy, costed operational plan and M&E plan.	7 days	October 8 th 2021
	Component 2:		
	Work plan for implementation of priority communication actions for year 1 based on SI funding available	10 days	October 15, 2021
	Technical guidance and support for product development and dissemination by Implementing Partners (for the roll of BCC Strategy and online/mobile innovative platforms targeting young people)	25 days	August 30 th - October 30 th , 2021



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	Document lessons learnt, best practices and challenges.	5 days	December 15 th 2021																				
Place where services are to be delivered:	The Consultancy Team/Firm will be expected to interact both physically and virtually as needed with UNFPA staff and other key partners and resource persons such as, but not limited to, the Spotlight Initiative programme team, the National Women’s Commission Staff, the NGGBVC, National Committee for Families and Children, Child Protection TWG, and key stakeholders, members of the Coordination Network on SBCC, therefore must have good access to virtual communications services. Face to face interactions may be limited based on COVID 19 regulations. UNFPA will provide support to the consultant in the arrangement of meeting venues for validation sessions.																						
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.)	<p>Reports and other deliverables must be submitted in English to UNFPA, properly formatted and referenced. All documents produced as a result of the consultancy will be the property of the United Nations and the Government of Belize.</p> <p>The Consultancy Team/Firm is expected to submit the following deliverables in accordance with the time frame listed:</p> <table><tr><th>Deliverables</th><th>Due Date</th></tr><tr><td colspan="2">Component 1:</td></tr><tr><td>Contract Signing</td><td>August 13th 2021</td></tr><tr><td>Inception report submitted</td><td>August 20th 2021</td></tr><tr><td>Conduct Key Finding Presentation at Workshop with stakeholders</td><td>September 24th 2021</td></tr><tr><td>Draft SBCC strategy with accompanying costed implementation plan, and M&E framework</td><td>October 1st 2021</td></tr><tr><td>Facilitate validation workshop of the SBCC strategy, costed plan and M&E plan.</td><td>October 4th 2021</td></tr><tr><td>Final SBCC strategy, costed operational plan and M&E plan</td><td>October 8th 2021</td></tr><tr><td colspan="2">Component 2:</td></tr><tr><td>Submission of Work plan for implementation of priority communication actions for year 1 based on SI funding available</td><td>October 15th 2021</td></tr></table>			Deliverables	Due Date	Component 1:		Contract Signing	August 13 th 2021	Inception report submitted	August 20 th 2021	Conduct Key Finding Presentation at Workshop with stakeholders	September 24 th 2021	Draft SBCC strategy with accompanying costed implementation plan, and M&E framework	October 1 st 2021	Facilitate validation workshop of the SBCC strategy, costed plan and M&E plan.	October 4 th 2021	Final SBCC strategy, costed operational plan and M&E plan	October 8 th 2021	Component 2:		Submission of Work plan for implementation of priority communication actions for year 1 based on SI funding available	October 15 th 2021
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	<table border="1"> <tr> <td data-bbox="443 254 1183 510">Progress report on technical support for the development and roll out of online/mobile innovative platforms targeting young people and the development and roll out of specific communication action and complementary communication products to implementing partners (CSOs). (2 page max)</td><td data-bbox="1183 254 1450 510">August 30th, September 30th, October 31st</td></tr> <tr> <td data-bbox="443 510 1183 606">Submission of Final Project Report including lessons learnt, best practices and challenges.</td><td data-bbox="1183 510 1450 606">December 15th 2021</td></tr> </table>	Progress report on technical support for the development and roll out of online/mobile innovative platforms targeting young people and the development and roll out of specific communication action and complementary communication products to implementing partners (CSOs). (2 page max)	August 30 th , September 30 th , October 31 st	Submission of Final Project Report including lessons learnt, best practices and challenges.	December 15 th 2021
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Submission of Final Project Report including lessons learnt, best practices and challenges.	December 15 th 2021				
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	The activities and deliverables will be monitored by UNFPA's Spotlight Initiative Programme Officer, under the overall guidance of the UNFPA's Liaison Officer in Belize, in consultation with the NGGBVC of the National Women's Commission (NWC) in accordance with the schedule above.				
Supervisory arrangements:	The Consultancy Team/Firm will report directly to the Spotlight Initiative Programme Officer under the overall guidance of the UNFPA's Liaison Officer with technical inputs from the UNFPA technical advisors, Spotlight Initiative's technical and programme coordination team and the NWC Executive Director in consultation with the NGGBVC.				
Expected travel:	No international travel is expected. Consultancy Team/Firm will also be expected to factor in expected travel cost to complete agency interviews and validation, etc. UNFPA will cover the travel costs within Belize related to this activity.				
Required expertise, qualifications and competencies, including language requirements:	<p>The Consultancy Team/Firm/Firm recruitment will be conducted by engaging an established institution experienced in developing and implementing SBCC strategies and campaigns. The Consultancy Team/Firm should have experience and expertise in developing strategies, work plans and multimedia material related to prevention of gender-based violence; graphic design; videography and animation. The composition of the team is flexible, but the following structure is suggested:</p> <p>Team leader</p> <ul style="list-style-type: none"> • Masters level or higher degree communication, journalism, social sciences, gender or other relevant field of study • Extensive experience (5 years) in leading SBCC initiatives • Having in-depth knowledge of the UN's human rights, gender equality and equity agendas • Specific experience in developing and leading SBCC initiatives for gender-based violence prevention is desirable but is secondary to a strong background in SBCC • Excellent copywriting skills and ability to produce captivating messages and stories • Ability to manage projects and ensure the quality of deliverables 				



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	<ul style="list-style-type: none">● Fluency in English <p>Technical expert in gender and gender based violence prevention</p> <ul style="list-style-type: none">● Hands-on experience in programmes related to preventing and responding to VAWG● Good understanding of Belize institutions and of political, social and cultural issues● Understanding of equity, gender equality and human rights-based approaches● Ability to conduct community consultations <p>Technical experts in graphic design, videography, and animation</p> <ul style="list-style-type: none">● Expertise and experience in developing multimedia products● Proven expertise in conceptualizing and producing artistic, creative and high-quality printed, audio and video communications materials● Excellent computer skills in graphic design, animation, video production and video editing● Fluency in English <p>The consultant team/Firm should identify a gender-balanced and culturally diverse team, to the extent possible.</p>									
Inputs/services to be provided by UNFPA or implementing partner (e.g. support services, office space, equipment), if applicable:	Technical guidance and support will be provided and facilitated by the UNFPA. The Consultancy Team/Firm/Firm is expected to work in Belize, utilizing his/her own office space, computer, internet, telephone and other equipment, as needed, to undertake the assignment.									
Other relevant information or special conditions, if any:	<p>Payments will be made upon satisfactory acceptance of the following deliverables:</p> <table><tr><th>#</th><th>%</th><th>Deliverables</th></tr><tr><td>1</td><td>30%</td><td>Inception report submitted</td></tr><tr><td>2</td><td>40%</td><td>Conduct Key Finding Presentation at Workshop with stakeholders Draft SBCC strategy with accompanying costed implementation plan, and M&E framework</td></tr></table>	#	%	Deliverables	1	30%	Inception report submitted	2	40%	Conduct Key Finding Presentation at Workshop with stakeholders Draft SBCC strategy with accompanying costed implementation plan, and M&E framework
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	3	30%	Facilitate validation workshop of the SBCC strategy, costed plan and M&E plan. Final SBCC strategy, costed operational plan and M&E plan
	Component 2		
	1	50%	Submission of Work plan for implementation of priority communication actions for year 1 based on SI funding available
	2	50%	Submission of Final Project Report including lessons learnt, best practices and challenges.

Submission Details:

Interested Consultancy Team/Firm/Firms are invited to complete a one-time registration in UNFPA's [Consultant Roster](#). A copy of the registration confirmation, Curriculum Vitae and financial proposal should be submitted by 12:00 pm, Monday August 9, 2021 to belize.office@unfpa.org.