

TERMS OF REFERENCE

INFORMATION, EDUCATION AND COMMUNICATION (IEC) SHORT TERM TECHNICAL ASSISTANCE (STTA) TO RWASH PROGRAM, UNDER EHD OF MINISTRY OF HEALTH AND MEDICAL SERVICES IN SOLOMON ISLANDS

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1. BACKGROUND INFORMATION

- **Beneficiary Country**

Solomon Islands

- **Contracting Authority**

National Authorising Officer, Ministry of Development Planning and Aid Coordination (MDPAC)

- **Country Background**

The Solomon Islands consists of over 347 permanently inhabited islands. The rural population in 2019 is more than 700,000, with a high annual population growth (approx. 2.5%). Literacy rate is 80+%. 80% of the population live in rural areas and are largely engaged in subsistence agriculture. More than half of the formal employment is concentrated in the capital, Honiara.

The economy of the Solomon Islands is overly dependent on a few sectors and there is a need to diversify the bases for economic growth. GDP growth in the Solomon Islands for 2013 was 2.9%, declining from 8% in 2010, according to reports from the World Bank and the Asian Development Bank. Economic activities weakened during this period due to declining international prices and production of cash crops, lower foreign- and domestically-financed investment and a decrease in the production and income of key drivers, such as forestry and gold mining. As of 2014, the Human Development Index (HDI) ranks SI as 156th in the world, with index 0.506.

Since the conflicts of 2003, the Solomon Islands' socioeconomic development situation has continued to improve, enhanced by donor support and the determination of the Solomon Islands Government (SIG). However, some challenges remain, especially in terms of addressing the root causes of the ethnic conflict, governance, public and private sector capacity building, commitment to relevant reforms and the urgent need to improve living standards in rural areas. Parallel to the improving economic situation, there is also a growing population with varied and high expectations, defined within a diversified geographical context.

The economic development of the country has continued to improve, building the confidence of donors and investors, although more is still required. Partnership with the EU has continued positively through cooperation under the 9th and 10th EDF framework. During the 10th EDF, the focal sector was 'Sustainable Rural Development with Capacity Building'. Towards the end of the 10th EDF, 'Rural Water, Sanitation and Hygiene (RWASH)' was added as a second focal sector, financed with funds transferred from the remaining balances of STABEX and with uncommitted funds from on-going projects.

The Government has developed a comprehensive National Development Strategy (NDS) to guide development activities and programmes, aiming to Build Better Lives for All Solomon Islanders. This has subsequently led to the introduction of a Medium Term Development Plan. The NDS has served as the basis for EU programming under the 11th EDF support. This has positively contributed towards the creation of an environment where the Solomon Islands Government takes ownership of its development (supported by partners). The Ministry of Development Planning and Aid Coordination (MDPAC) will continue to play a major role in implementing the NDS objectives.

Importantly, to achieve the objectives of the NDS, these objectives are linked to detailed plans of the implementation actions of line ministries, provinces and communities. Key amongst these implementation plans are the rolling, multi-year '*Medium Term Development Plans*' (MTDP) and its

constituent multi-year implementation plan for each Ministry; these are complemented by the development of a 'Medium Term Expenditure Framework' (MTEF).

EU support to the provision of basic services will continue in the 'Water, Sanitation and Hygiene sector' for both rural and urban areas, while 'Inclusive Economic Growth through Rural Development' will work on private sector and institutional development, aiming at creating employment and increased income with a focus on the Agricultural sector.

- **Current Situation in the Sector**

The Solomon Islands Government's (SIG) vision is that "all Solomon Islanders will have easy access to sufficient quantity and quality of water, appropriate sanitation and will be living in a safe and hygienic environment within ten years (by 2024)". A Strategic Plan has been developed, which outlines how RWASH will be developed over the next five years. The aim of the Strategic Plan is to lay the foundations for the achievement of the vision by 2024. Under the Strategic Plan, the RWASH Sector will be transformed through a national effort, involving government, churches, communities, civil society, the media and private business.

The RWASH Strategic Plan 2016-2020 has 3 strategic objectives. These are:

1. **Improved WASH services in communities.** Improved access to clean water and sanitation facilities in rural communities, schools, clinics and public institutions.
2. **Improved sanitation and hygiene practices nationally.** Improved access to and use of sanitation facilities and hygiene practices in every rural household and community.
3. **Sector reform.** Changes to the way WASH sector stakeholders are organised and work together to improve the efficiency and sustainability of the rural WASH service delivery.

The Strategic Plan is aimed at ensuring a coordinated, efficient and equitable approach to water supply, sanitation and hygiene in all rural communities under government leadership via the Rural WASH Unit (RWASH) within the Environmental Health Division (EHD).

The Strategic Plan targets were updated in early 2019. To achieve these results, it will become increasingly necessary to significantly increase the number of RWASH schemes carried out in the Solomon Islands annually. This will only be achieved by the outsourcing of RWASH Projects for the next four years to SDPs, as the EHD has a limited implementation capacity. This will require the procurement and management of Service Delivery Contracts by the EHD and providing them with training and mentoring to ensure that they have the skills to implement according the dictates of the strategy.

New National RWASH Strategic Plan targets:

Indicator	Yearly Coverage Increase
People with access to basic or safely managed water supply	3%
People with access to basic or safely managed sanitation	4%
WASH in Schools and Health Facilities	5%

In late 2018, the Strategic Plan targets were reviewed and updated, as they were found to be overly ambitious. Based on sector performance and potential, the following strategic target were agreed upon:

Component	Annual target
Community Water Supply	3% coverage increase per year
Community Sanitation	4% coverage increase per year
WASH in Schools and Clinics	5% coverage increase per year

The RWASH Policy and the RWASH Strategic Plan envisage a change in the implementation modality of the sector. At present, the Environmental Health Division (EHD) undertakes implementation of a limited number of RWASH schemes. This has previously been supported by other projects and a small numbers of SDP contracts. However, this approach has been uncoordinated and will not reach the targets indicated in the Strategic Plan. To achieve these targets, the EHD needs to take on a role of regulation, supervision and monitoring for the sector, with implementation being carried out by Service Delivery Partners (SDP) and other projects, but under the guidelines established in the Policy and the Strategic Plan. For this to happen, the EHD needs to be retooled to take on the task of monitoring and evaluation of the activities taken by the EHD and all of SDP. This is required to ensure that the RWASH Programme is meeting the targets set in the Strategic Plan. There is also a need to supply evidence for the release of tranches of funding by the EU.

The objective of the EU support to the RWASH Programme is to:

'Improve the living conditions of the rural population through the implementation of the Rural WASH policy, including sustainable management of the systems and promoting systems resilient to climate change.'

- **Related programmes and other donor activities**

The programme is closely coordinated with DFAT, who currently provide AUD 11m to the subsector (2011-2016). The technical assistance provided by the EU and DFAT will be closely coordinated, with a view to creating synergies and avoiding duplication. Synergies will also be sought with the UNICEF project *"Building Human Development: Improving WASH in Solomon Islands"*, funded with EUR 1.9m from the Water Facility.

- **Specific background to the assignment**

In 2018-2019, RWASH conducted a Formative Research on hand washing with soap, and stopping open defecation practices in 7 out of 9 provinces across Solomon Islands. Based on the findings of this research, recommendations were made with a view to improving delivery of hygiene and sanitation behaviour change messages. These recommendations include:

1. Redesign handwashing and stopping open defecation messages with a **focus on behaviour change**;
2. **Strong messages on the effects of open defecation** should be developed, appealing to both the positive and embarrassing aspects of this behaviour;
3. Redesign messages for **specific target groups** (men, women, boys, girls, leaders);
4. Message design should allow for **adaptation to the use by various media and local language**;
5. Where pictures are used, these should be actual photos in Solomon Islands context;

6. Messages should **address/challenge the stereotypical gender roles** in hygiene and sanitation;
7. Hygiene messages should be **inclusive** and take into account the needs of the vulnerable, disabled, elderly, etc.

To date, existing messages have been field tested and a number of new (strong) messages developed in cooperation with UNICEF and tested in the field as well with interesting results. This process needs to be taken forward to completion.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

- Overall Objective

The overall objective of the assignment is for the IEC consultant to develop and pre-test a set of RWASH hygiene and sanitation messages for wide use in the communities across the country.

- Specific Objectives

Specifically, the IEC consultant is expected to do the following:

- i. Revise (i.e. design posters etc.) the set of hygiene and sanitation messages pretested in 2019 to accommodate comments from the pre-test;
- ii. Pre-tests of the revised hygiene messages to ascertain the usability;
- iii. Prepare a final set of hygiene messages and arrange for quality assurance by the Ministry of Health;
- iv. Propose a dissemination plan and channels for the hygiene messages;
- v. Arrange for mass production of the hygiene messages/materials.

The expected results over the duration of the assignment will include:

- A clear work plan is agreed with the EHD, RWASH TA Team, NAO Office for the assignment;
- Draft Mission report; and
- Submission of final report.

3. ASSUMPTIONS & RISKS

- Assumptions underlying the project include:
 - SIG sustains its support and commitment to RWASH;
 - SIG commits to ensuring an enabling environment for RWASH, especially in the context of a new structure to implement the Strategic Plan; and
 - EDF funds are made available in a timely manner.
- The risks considered include:
 - Major natural calamities (tsunami, earthquake) occurring, thereby delaying the programme;
 - Serious civil unrest develops;
 - COVID19 global developments affect TA input/travels.

4. SCOPE OF THE WORK

- General

The consultant is expected to complete a review of the previously pretested hygiene messages and also carry out consultations with key actors in the WASH sector including key officials of MHMS.

The consultant will also conduct a final pre-test with the revised hygiene messages and prepare a report including a plan for mass production and dissemination of these messages.

The period for this activity will not exceed 40 working days summarised as follows:

- Review of materials and initial consultations: 5 days
- Initial message development (posters/brochures etc.): 15 days
- Pretesting: 15 days
- Finalisation and approval of messages and report writing: 5 days

4.1.1. Project description

The expert will be required to work with EHD/MHMS, Office of the NAO, and sector partners to successfully deliver on these activities.

The Contracting Authority for the project shall be the relevant representative of the Solomon Islands National Authorizing Officer (NAO).

The project supervisor shall be the Permanent Secretary (PS) of the Ministry of Health and Medical Services, and the Ministry being the Supervising Ministry. The project Supervisor will be closely supported by the Undersecretary for Health Improvement.

4.1.2. Geographical area to be covered

The expert will be based at the EHD RWASH Office, Honiara, Solomon Islands. Travel will be required outside of Honiara.

4.1.3. Target groups

The key target for this assignment is the EHD, RWASH Team, MHMS, the relevant line Ministries CSOs, NGOs and private sector SDPs.

4.1.4. Specific Activities

Under the direction of the EHD Director and Team Leader and in close collaboration with RWASH Team, the expert is required to assist with the achievement/establishment of the following:

1. Prepare and agree on workplan for the assignment
2. Review existing messages, formative study reports, field testing reports and other to gain insight in what is available and required for the hygiene and sanitation behaviour change campaign for the Solomon Islands;
3. Consult with key stakeholders (including RWASH, HPU, Key NGOs and MHMS Executive);
4. Prepare brief report on findings from activities 1 & 2, including recommendation for the way forward;
5. Develop a list of key messages to be developed;
6. Draft/develop IEC materials (posters etc.) for field testing;
7. Field test the developed messages, and organise meeting with key stakeholders to present and discuss findings;
8. Finalise messages;
9. Write report, including basic dissemination plan.

4.1.5. Responsible body

The Solomon Islands EDF National Authorising Officer (i.e. the Contracting Authority).

4.1.6. Management structure

The European Commission (EC) is providing support to the sector through the **Program of Improving Governance and Access to Water, Sanitation and Hygiene Promotion (WASH) for Rural People**. This is delivered through a Sector Reform Contract and direct untargeted support to the national Treasury, and is being implemented by the Ministry of Health and Medical Services (MHMS) through the Environmental Health Department (EHD).

Accompanying the Sector Reform contract is a Technical Assistance component, managed by Ecorys UK. The TA team assist the sector with reporting, capacity development and institutional strengthening for improved service delivery in the RWASH sector and improved coordination with line ministries, provincial governments and stakeholders.

As part of the support, 4 long term experts are being funded. In addition, provision has been made to engage a number of short-term Non-Key Experts (NKE) to provide additional expert advice to the EHD to enable them to achieve the goals of the Strategic Plan.

The expert will report for functional guidance to the Under-Secretary Health Improvement (USHI), EHD Director, and the Team Leader, and to the Under Secretary (NAO Projects), MDPAC, for overall contractual obligations.

4.1.7. Facilities to be provided by the Contracting Authority and/or other parties

Office space, internet and printing facilities will be provided by MHMS. The expert will require his/her laptop.

5. LOGISTICS AND TIMING

- Location

The expert will be based at the EHD RWASH Office, Honiara, Solomon Islands. Travel will be required outside of Honiara.

- Start date & period of implementation

From April 2021 for a single 40-day input.

6. REQUIREMENTS

- Personnel

The consultant will work closely with identified staff in EHD/RWASH who have the required skills and expertise, and will be guided by the RWASH Hygiene and Sanitation Advisor and Team Leader.

6.1.1. Expert

The assignment will be undertaken by a single consultant. The Advisor must have the follow skills and qualification:

Qualifications and Skills

- Postgraduate Degree in Marketing, Behaviour Change Communication or related field;
- Sufficient graphic design skills to quickly develop poster, brochures etc. for field testing;
- Strong communication skills with an ability to convey complex and/or sensitive feedback to peers and staff at all levels and other key stakeholders including Solomon Islands officials, and provide clear advice on appropriate solutions;

- Strong ability to be empathetic and culturally sensitive to various learning abilities of staff, in particular working in a Melanesian context;
- Must be fluent in both spoken and written English with good written and oral communication skills.

General Professional Experience

The assignment requires a consultant with the following level of professional experience:

- Minimum of 10 years of working experience in behaviour change or mass communication programs;
- Prior experience in communication for development in WASH preferable;
- High level of ethical conduct, honesty and integrity;

Specific Professional experience

- Working experience with development programmes, preferably in support of Government offices;
- Demonstrable ability to design and develop communication materials using various media applications;
- Demonstrated ability to build staff capacity through sharing knowledge, mentoring and coaching, preferably in an international development context;

- Office accommodation

The expert will be located in the EHD RWASH Office at the Ministry of Health and Medical Services Headquarters, Honiara. Travel to rural areas may be required, using basic transport and other facilities.

7. REPORTS

- Reporting requirements

The Expert will submit the following documents:

- At the beginning of the assignment a work plan to be submitted within five (5) working days of commencement of the input.
- A debriefing session before the end of input.
- Draft final report within 1 week before the end date of the input. The EHD/MHMS, NAO Office and EU have 5 working days to comment on the draft report.
- A final report within 5 working days after receipt of comments.

- Submission & approval of reports

The final document will be submitted to the EU Team Leader (pmv700101@outlook.com) and the EU Project Manger (charis.reid@ecorys.com).

The Ecorys Project Manager will submit to the Deputy National Authorising Officer, MDPAC, P.O Box G30, Point Cruz, Honiara, Solomon Islands. This report must be submitted officially in both hard and e-copy. Three (3) hard copies must be submitted to the stated address.