

Institutional/Corporate Contract

Terms of Reference (TOR)

Summary:

Title	Development of an open source mental health and psychosocial (MHPSS) mobile application
Purpose	To improve access to mental health and psychosocial support to children and their caregivers through mobile technology
Location	Remote
Duration	3 months
Start Date	Immediate
Reporting to	Child Protection Officer

Background:

With the onset of the COVID-19 pandemic several governments have introduced severe mitigating measures to flatten the curve and reduce the number of cases within the country. These measures included restrictions and lockdown which heightened the need to adopt flexible approaches through remote technologies. Since March 2020, the government of the Republic of Trinidad and Tobago introduced measures to curb the spread of COVID-19 resulting in national closures of educational institutions. This interruption continues to be one of the most significant stressors on children and families. When this is combined with the distress of worrying about getting sick or having loved ones become ill or die, noticing their parents' concerns over potentially losing jobs, and increased tensions within households, it can lead to feelings of helplessness and increased vulnerability to poor mental health for children. Adolescents also have unique needs during COVID-19 due to missing out on education and extra-curricular activities, social events, loss of autonomy and missing direct interaction with their peer groups. This has resulted in increased feelings of anxiety, frustration, anger, difficulty concentrating on home schooling, depression, isolation, and self-harm.

Physical restrictions also mean limited access to psychosocial services normally provided through in-person support in schools, communities, and government agencies, especially for migrant children who already have limited access. While online school has resumed for many, more focus has been placed on attaining educational milestones and very little has been placed on children's and families' mental health and psychosocial wellbeing.

Leveraging the increased reliance and use of technology, in 2020, UNICEF partnered with ChildLine Trinidad and Tobago to develop the 'My ChildLine App' - a mobile application which provides direct access to mental health and psychosocial support. It provides children with an array of child-friendly resources conveniently available in the palm of their hands. Available in En/Es/Fr, the app connects its users to child protection support services, including direct access to national toll-free hotlines, developmentally appropriate resources and interactive activities. With the online chat feature, children have quick and easy access to direct psychosocial support, tele-counselling, and information to re-establish a sense of safety. While the full impact and long-term fallout of COVID-19 is still unclear, the mental health and psychosocial impact on the lives of children and adolescents and their families will be significant. Ensuring support for families during the pandemic has heightened the need to adopt approaches through the use of remote technologies for psychosocial support. The app was developed as an innovation in the

provision of remote mental health and psychosocial support to children and their families in Trinidad and Tobago, launched in October 2020, and is currently accessible to children and caregivers including migrant children.

UNICEF Office for the Eastern Caribbean Area (ECA) wishes to replicate the MyChildLine app to cover, in the 1st phase, 4 countries out of the 12 countries covered under the office's Multi-Country Programme. These are St. Vincent and the Grenadines, Antigua and Barbuda, Barbados and Grenada. By expanding across countries, the app will address gaps identified in lower resourced countries while maximizing those systems already in place in countries with more capacities.

As such, UNICEF ECA is seeking to engage a consultant to build an open source mobile application using the prototype of the My ChildLine App that can be used in 4 countries with scalability to 6 additional countries in the future. The longer term goal is that all children and caregivers across 12 countries in the Eastern Caribbean will have access to mental health and psychosocial support through the app. However, the immediate goal for 2021 and scope of work for this consultancy is that by December 2021, 10,000 children and caregivers across 4 countries in the Eastern Caribbean will have access to mental health and psychosocial support through the App.

Specific Tasks:

- Develop an expandable prototype of the My ChildLine mobile app with the following features:
 1. Open source mobile App: Hybrid mobile apps for Android and iOS platforms are required.
 2. Simplicity for the user: Convenient user interface/user friendly interface. Must adhere to platform specific UI standards provided by Apple and Google respectively.
 3. Administration Panel: A web admin panel with options to manage the Mobile Apps data must be developed using latest combination of technologies.
 4. Front end website – A small web portal where users can get information on the app and find links to download from the various app stores.
 5. Good performance/Loading Speed: Speed of loading mustn't keep users waiting.
 6. Offline Access: when internet is lost, the present page should remain until the internet is connected.
 7. Feedback: It must be open to everyone and engage users into mutual communication. Users should be able to leave suggestions, rates, and reviews.
 8. Search: Users must be able to find content using simple filters and search dialogues.
 9. Link to external content: It should be able to provide links to webpages
 10. Remote Scheduling: Users should be able to schedule appointments with service providers from within the app.
 11. Geolocation (Location and Available Service providers; statistics on user neighbourhoods/location)
 12. Alert (Notification): The app should provide both user and service providers with notification whenever a request is needed for their response.
 13. FAQ: The FAQ will house frequently asked questions about the app

14. Private Note corner/diary for young people: The app should provide user with a private note space to be able to save important notes – data to be stored on user's phone only.
 15. Replicate key functions of the My ChildLine App* namely,
 - Contact national toll-free helpline numbers in their specific country
 - Access live chat features and tele-counselling services (if applicable to country)
 - Create child-friendly avatars for selection by users
 - Use location aware search for child related services in country
 - Mood tracker and password protected diary (data to be saved on user's phone)
 - Access information in English Spanish, Dutch and French
 - View information of children's rights
 - Play basic interactive games
 - Access UNICEF and relevant stakeholder websites
- *please download and review the functions/features of the My ChildLine App
- Document system architecture including:
 - All interrelated components
 - System lifecycle
 - Budget for recurring costs
 - Responsibilities matrix for system operation and maintenance
 - Testing, improvement, and review of app features
 - Training and sensitizing key service providers on its use
 - Finalization and certification of app and online platform to UNICEF standards
 - Monthly & ad-hoc platform maintenance on an annual basis for 3 years (heaviest maintenance is expected for the first year to keep improving functionality and strengthen features)

Methodology:

The App Developer would work closely with UNICEF Child Protection Officer and UNICEF contracted Project Coordinator who would ensure data mapping and all relevant information/content is available throughout the project. Through a phased approach, the App Developer will replicate and expand the My ChildLine app features to ensure country specific user interface in accordance with user country selection and future scalability. By leveraging partnerships with child protection and education focal points across the 4 countries in phase 1, the app will provide a cross country network of online MHPSS support and resources easily accessible to children and families the Eastern Caribbean. As part of the team, a Communications Consultant, who will be contracted by UNICEF to support this project, will develop and implement a marketing strategy for up-take at country level.

Expected Deliverables:

The App functionalities will be developed in a progressive and modular manner through the main functionalities and progressive adding of features. The core application and the content will be developed in English with the platforms enabling translation to Spanish, French and Dutch.

Specific deliverables:

Task	Delivery	Timeline
Review design and concept of the App and suggested structure / functionality for the app including utilization in the offline modalities	Mobile application architecture and design	1 month after signing contract
Development of app (Android & IOS) with adaptable and scalable features for multi-country use	Demo of mobile application	2 months after signing contract
Development of guidance both written and via video / speaking on how to utilize the app and training sessions	Instructional video and written instructions 4 training sessions	2 months after signing contract
Testing and delivery of final functional app	Functional mobile application launch and handover	3 months after signing contract

Reporting:

The App Developer will report directly to the Child Protection Officer and will continually interact with the UNICEF project team and national government focal points throughout the development cycle of the app. The App Developer will share progress reports on a fortnightly basis via team meetings. The development and testing should not be more than 12 weeks.

Expected background and Experience:

- The company should be a technology company with a proven record of innovation in the mobile platform and application field.
- The company should have a proven record of applications on the market in both Android and Apple OS.
- The company should have a team of experts that include technology experts, coders, and mobile platform innovation experts.
- The team leader should have at least 7 years of relevant technology and innovations experience and hold a master's degree in a relevant field.
- A working knowledge of international development issues and agendas is an asset.

Application:

The proposal should be in the following format:

- Technical Proposal-A Concept proposal for the App, which should include description of mobile platform
- Financial Proposal that indicates the all-inclusive fixed total contract price for the project

Kindly state clearly the items below with detailed breakdown where/if applicable

	ITEMS	FREQUENCY
1	Android App Development	One off
2	iOS App Development	One Off
3	Web Application (Admin)	One Off

The quotation should also state clearly in a separate table the cost for the third-party items where/if applicable

THIRD PARTY PAYMENTS

	ITEM	FREQUENCY
1	Domain/Host	Annually
2	Android Host	Annually
3	iOS Host	Annually
4	Email Services	Annually
5	SMS Services	Annually
6	Live Chat for enquiry	Annually

Criteria for Selecting the Best Offer:

The selection of the best proposal will be done by using Combined Scoring method – where the qualifications and methodology will be weighted a maximum of 70%, and combined with the price offer which will be weighted a maximum of 30%. The technical part of the application will be assessed based on the strength of the mobile ideation that best fits UNICEF’s needs, as well as previous experiences of the provider in developing such tools.

	TECHNICAL EVALUATION CRITERIA	SCORES
1	Overall Response	
	*Understanding of, and responsiveness to, UNICEF’s requirements; *Understanding of scope, objectives and completeness of response; *Overall concord between UNICEF’s requirements and the proposal.	20
2	Methodology	20
	*Quality of the proposed approach and methodology; *Quality of proposed implementation plan, i.e how the bidder will undertake each task, and time-schedules; Estimated timeline, for the completion of each step of the App as well as a break-down of the costs; *Risk assessment - recognition of the risks/peripheral problems and methods to prevent and manage risks/peripheral problems.	
3	Proposed Team/Organizational capacity	30
	Team leader: Relevant experience, qualifications, and position with firm; * Team members - Relevant experience, skills & competencies; * Organization of the team and roles & responsibilities; * Professional expertise, knowledge and experience with similar projects, contracts, clients and consulting assignments; *Proof of mobile apps developed	
	Total	70

*Please note that the minimum qualifying marks for the bidder’s proposals to technically qualify is 49 points. Any proposals receiving points lesser than the minimum qualified criteria will not be considered further.

Resource:

UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs is incomplete, not delivered or for failure to meet deadlines. Performance indicators against which the satisfactory conclusion of this contract will be assessed include timeliness/quality of submission and responsiveness to UNICEF and counterpart feedback.

Property Rights:

UNICEF shall hold all property rights, such as copyright, patents and registered trademarks, on matter directly related to, or derived from, the work carried out through this contract with UNICEF. The bidder must submit all documentation and source code where necessary to the UNICEF upon successful launch.

How To Apply:

Prospective companies should apply to ecaprocurments@unicef.org with the subject line "**MHPSS Mobile App**" by close of business **Monday May 31, 2021 Eastern Standard Time.**