

TERMS OF REFERENCE FOR SERVICE CONTRACTING

Assignment	Development of digital learning content to raise awareness of mental health issues among adolescents and youth and help break the stigma associated with it.
Duration	8 months
Location	Online
Reporting to	Youth and Adolescents Development Officer

1. JUSTIFICATION/BACKGROUND

Even before COVID-19, children and young people suffered the weight of mental health disorders without considerable investment in addressing them, according to The State of the World's Children 2021; On My Mind¹: promoting, protecting, and caring for children's mental health. Globally, more than one in every seven teenagers aged 10 to 19 is expected to have a documented mental condition, according to the most recent available estimates. Every year, about 46,000 adolescents commit suicide, making it one of the top five causes of mortality for their age group. Meanwhile, there are still significant financing gaps between mental health requirements and available resources as , according to the research, globally, about 2% of government health funds are committed to mental health spending

The COVID-19 pandemic has revealed the scope and severity of the mental health crisis affecting Jordan's most marginalized children and adolescents, highlighting the need to integrate mental health and psychological support services interventions across all sectors to address the country's diverse and complex mental health needs. As COVID-19 enters its third year, the impact on the mental health and well-being of children and young people continues to be significant. According to UNICEF's most recent data, at least one in every seven children has been directly affected by lockdowns, and more than 1.6 billion children have lost some form of education. Routines, schooling, and recreation have all been disrupted, and many people are worried about their family's finances and health.

ADHD, anxiety, autism, bipolar disorder, conduct disorder, depression, eating disorders, intellectual handicap, and schizophrenia are all mental disorders that can have a substantial impact on a child's or young person's health, education, life outcomes, and earning capability. While the impact on children's lives is incalculable, a new analysis in the research by the London School of Economics estimates that lost economic contribution owing to mental disorders that lead to impairment or death among young people is worth about \$390 billion per year.

While protective factors like loving caregivers, safe school environments, and positive peer relationships can help reduce the risk of mental disorders, the report warns that significant barriers, such as stigma and a lack of funding, are preventing too many children from experiencing positive mental health or receiving the help they require. The State of the World's Children 2021 urges governments and public and private sector partners to pledge, communicate, and act to improve mental health for all children, adolescents, and caregivers, safeguard those in need, and care for the most vulnerable, including urgent investment across sectors, not just in health, in child and adolescent mental health to support a whole-of-society approach to prevention, promotion, and care. Integrating and scaling up evidence-based interventions across the health, education, and social protection sectors, such as parenting programs that promote responsive, nurturing caregiving and support parent and caregiver mental health, as well as ensuring that schools support mental health through quality services and positive relationships. It is therefore crucial to work on breaking the stigma surrounding mental illness

¹ <https://www.unicef.org/media/108036/file/SOWC-2021-executive-summary.pdf>

by tackling stigma, encouraging better knowledge of mental health, and treating children's and young people's experiences seriously.

2. Objectives, Purposes and expected results

A. Objectives

UNICEF Jordan aims to develop digital mental health and wellbeing support curricula and content², applying behavioural science approaches, for the following main purposes:

- Increase the knowledge and awareness of young people and community members including parents and caregivers on mental health issues and the importance of addressing them.
- Address the negative misconceptions and stigma around mental disorders and promote a positive outlook among young people, their families and community members.
- Provide some easy and simple psycho-social support measures (identify, prevent, respond) young people can apply themselves for their own and their peer's wellbeing.

Through the process of developing this digital content, we further aim at obtaining a better understanding of mental health needs and perceptions young people in Jordan and the MENA region, and to inform and encourage application of this within the UNICEF programming.

B. Purpose

The purpose of this assignment is to develop and pilot digital content for UNICEF Jordan Country Office on mental health to raise awareness of adolescents, youth, teachers, parents, and different members of the community and address the online Arabic mental health and wellbeing content gap. The content will be developed to fit the Jordanian context and with a particular focus on children on the move and delivered through the Learning Passport and other relevant distribution channels including the UPSHIFT network.

As this work is intended to inform similar products in the rest of MENA and in particular the PROSPECT countries, the assignment will include a strong knowledge sharing and learning component with selected countries throughout the process of adaptation and in coordination with the MENARO. When developing the digital content for Jordan, the relevance and applicability for the use in other MENA countries should be a strong focus to ensure later adaptability.

C. Expected Results

The contractor is expected to deliver the following:

- Conduct desk review³ of existing literature, reports, assessments, and evaluations on Jordan's mental health situation to identify the most prevalent mental health issues affecting young people (with a focus on youth on the move and marginalized populations), and the wider context in the MENA region. The contractor is also expected to acquire knowledge on the context in Jordan and across the region. This can be done through discussions with the community or social media analysis to understand the needs of young people and what attracts their attention. The contractor will then develop a plan with a clearly outlined approach note, presenting the findings from the review and the strategy which will be used for this assignment. Noting that the developed content

² All digital content developed should be compatible to be delivered through the Learning Passport and other relevant UNICEF distribution channels including the UPSHIFT network.

³ Contractor is expected to review available MHPSS methodology, content, and guidelines from UNICEF, WHO and others, with specific focus on children on the move, forcibly displaced, violence, etc in order to inform the content being developed.

should target adolescents and youth, teachers and facilitators, parents and caregivers and different members of the community.

- A contextualized and adapted version of UNICEF GAO’s “Mental Health and Psychosocial Support Online Toolkit for Adolescents”⁴ which consists of videos, illustrations and content of different themes including coping with COVID-19, violence, bullying, depression, anxiety, dealing with loss, finding support, etc. The toolkit will be adapted to fit the Jordanian context targeting youth as well. The content is expected to be developed in both English and Arabic (upon approval of GAO regional area office).
- Development of 3 mental health and wellbeing interactive guides for different audiences (adolescents and youth, parents and caregivers, teachers, facilitators, and counsellors) providing the necessary knowledge and skills required to identify, prevent, and respond to psychosocial and mental health needs of adolescents and youth (to ensure age-appropriate, maybe distinguish two age groups age 10-15, and age 15-24). The guides are expected to be developed in both English and Arabic;
 - Interactive Mental Health & Wellbeing Guide 1: targeting adolescent and youth themselves
 - Interactive Mental Health & Wellbeing Guide 2: targeting parents and caregivers
 - Interactive Mental Health & Wellbeing Guide 3: targeting teacher, facilitators, and counsellors
- Write 5 short blogs in English/Arabic promoting positive mental health and breaking stigma written in accessible and simple language based on best practice SEO to help youth and parents/caregivers who are searching for help online. Each blog should contain factual and credible information plus expert tips on how to improve one’s mental health and how to provide support to children, peers and family members who are experiencing mental health problems.
- Based on the blog series providing practical tip-based advice, prepare scripts for a YouTube series based on promoting positive mental health among our key audiences in Arabic and consult on the production notes for filming with UNICEF’s Digital Communication Officer.
- Prepare a social media package of key messages and infographics to break the stigma on mental health, bring the voices of youth/parents/caregivers/children to the fore and promote the blog series on mental health.

The content will be shared with adolescents, youth, and community members on social media and through our telehealth application which provides free online consultations to adolescents and youth. These designs should be provided in the multiple formats required by UNICEF in consultation with the Digital communication Officer to be adapted for social media plus website, etc.

The contractor can suggest some alternative deliverables to what is included based on the results of the desk review and discussions conducted.

The contractor is also expected to leverage UNICEF’s Youth Learning Passport⁵ and other relevant distribution channels including the UPSHIFT network in the development of the career guidance curricula as part of the blended-learning approach.

⁴ Subject to change based on internal discussions with UNICEF GAO and the availability of the material.

⁵ a global digital learning platform powered by Microsoft, which offers young people the opportunity to continue their learning and skills development at home amidst the global COVID-19 pandemic.

3. Deliverables

<u>DELIVERABLES</u>	<u>DURATION</u> <u>(ESTIMATED # OF</u> <u>DAYS)</u>	<u>TENTATIVE</u> <u>DEADLINE</u>
Development of workplan with a clearly outlined approach note, presenting the findings from the review and the strategy which will be used for this assignment.	50	10 July 2022
A contextualized and adapted version of UNICEF GAO's "Mental Health and Psychosocial Support Online Toolkit for Adolescents" which consists of videos, illustrations and content of different themes including coping with COVID-19, violence, bullying, depression, anxiety, dealing with loss, finding support, etc. The toolkit will be adapted to fit the Jordanian context targeting youth as well. The content is expected to be developed in both English and Arabic (upon approval of GAO regional area office.	75	24 August 2022
Development of 3 mental health and wellbeing guides for different audiences (adolescents and youth, parents and caregivers, teachers, facilitators, and counsellors) providing the necessary knowledge and skills required to identify, prevent, and respond to psychosocial and mental health needs of adolescents and youth (to ensure age-appropriate, maybe distinguish two age groups age 10-15, and age 15-24). The guides are expected to be developed in both English and Arabic;	80	12 November 2022
Development of mental health related blogs, social media package, YouTube scripts, infographics and posts based on the needs identified in the desk review and community discussions, and in consultation with UNICEF Digital Communication Officer. The content will be shared with adolescents, youth, and community members on social media and through our telehealth application which provides free online consultations to adolescents and youth.	30	11 December 2022

Deliverables	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2022
Development of the workplan with a clearly outlined approach note, presenting the findings from the review and the strategy which will be used for this assignment.								
Contextualized and adapted version UNICEF GAO's "Mental Health and Psychosocial Support Online Toolkit for Adolescents"								
Development of 3 mental wellbeing guides for different audiences (parents and caregivers, facilitators, teachers and counsellors and youth and adolescents)								
Development of mental health related infographics and posts based on the needs identified in the desk review and community discussions.								

4. PAYMENT PLAN AND TERMS

Payment Plan

Payment is contingent on approval by the contract manager and will be made as per the below structure:

First Payment: 10% upon completion and acceptance of the following:

- Development of the workplan and clearly outlined approach note and presentation of findings to UNICEF.

Second Payment: 20% upon completion and acceptance of the following:

- Adaptation of 50% of the "Mental Health and Psychosocial Support Online Toolkit for Adolescents".
- Development of 1 out of the 2 mental health and wellbeing guides.

Third Payment: 30% upon completion and acceptance of the following:

- Adaptation of 50% of the "Mental Health and Psychosocial Support Online Toolkit for Adolescents".
- Development of 2 mental health and wellbeing guides
- Development of communication assets including blog, YouTube scripts and social media package, plus infographic design.

Fourth and Final Payment: 40% upon completion and acceptance of the following:

- Development of the mental health related infographics and posts.

Payment terms

Payment is contingent on approval by the contract manager and will be made as indicated in the above table. No Advance payment to be made. Payments will be made against each milestone/deliverable and only upon UNICEF's acceptance of the work performed. The terms of payment are net 30 days, after receipt of invoice and acceptance of work. Payment will be affected by bank transfer in the currency of billing.

5. OFFICIAL TRAVEL INVOLVED

International and Local travel and airport transfers (where applicable) will be under responsibility of the contractor. All travel costs (international and local) should be planned properly in the technical proposal and included in the financial proposal. All logistics and costs of travel should be factored into the bid budget and be covered by the firm.

6. DESIRED QUALIFICATIONS, SPECIALIZED KNOWLEDGE OR EXPERIENCE

The assignment is planned to be conducted by an institution, academic institution, research organization or by a registered consultancy group/firm.

a. Mandatory Requirements: Company profile

A well-established highly qualified, experienced institution, which has experience over 5 years of experience in offering high quality educational curricula and training material in the areas of social behaviour and mental health and psychology support,

The entity should demonstrate expertise in projects focussed on mental health awareness and mental health and psychosocial support, in addition to experience in educational humanitarian/development programme design. The entity should also demonstrate great analytical skills and experience in writing. If the assignment is carried out by an international firm, the team leader will ensure local presence and that national experts (Fluent Arabic speaker) are included in the team.

In addition, the profile of the company, the individual or team to deliver the service should have the following profile and qualification:

b. Mandatory Requirements: team composition

The bidding team should be an organization or a consultancy group with a minimum of 5 years of experience in offering high quality educational curricula and training material in the areas of social behaviour and mental health support, as well as established credibility in the following areas:

- Team lead with an advanced university degree in psychology, education, humanitarian studies, social and behavioural sciences field, or other related fields.
- Proficiency in English (spoken and written) and Arabic (spoken and written) is required.
- At least 3 years of work experience in Jordan or the MENA region.
- Experience in or understanding of MHPSS.
- Demonstrated capacity and experience in conducting curriculum development for the UN and NGO sectors is an asset.
- Experience in contextualizing educational content and curricula to the needs of different countries and cultures.
- Ability to adapt content for a broad public audience and in an accessible language for online audiences.
- Experience with SEO, design, writing for social media and blogs, script development will be a bonus.

The team will be comprised of a team leader and team member(s), ensuring gender balance with qualifications, skills and experience stated below.

A team leader, with over 5 years of experience in education and curricula development, as well as mental health psychosocial support, with proven experience conducting similar work with evidence.

The team or the individual consultant will need to also possess:

- At least 5 years of competency strengthening programming and curriculum development expertise
- Knowledge and or experience on youth and adolescent mental health support is also considered an asset

7. CONTRACT MANAGEMENT

The contractor (service provider) will regularly report to the Youth and Adolescents Specialist. The Youth and Adolescent Section at UNICEF Jordan Country office and the Inclusive Growth and Sustainable Livelihoods pillar at UNDP will be jointly responsible for managing the contract.

8. PERFORMANCE INDICATORS FOR EVALUATION OF RESULTS

The contract will be based on the delivery of satisfactory deliverable acceptable to UNICEF and UNDP as requested, based on agreed timeline, as specified by the deadlines for deliverables. The consultant is expected to move forward with the deliverables during the pending feedback to be received from jointly from. UNICEF jointly with UNDP Jordan will provide feedback on deliverables within two weeks of each submission as specified by the deliverable deadlines, and the consultant must finalize the deliverables until approval within one week of feedback receipt.

The indicators below will serve as holistic expectations for the deliverables produced by the consultant. UNICEF jointly with UNDP Jordan will provide feedback to initial submissions of deliverables based on the indicators below, and all indicators should be fulfilled in order for the deliverable to be finalized. UNICEF jointly with UNDP Jordan will provide narrative feedback as necessary to guide deliverable finalization.

- Full completion of deliverable, as it relates to length, quantity and quality of information, and any other logistical expectations, such as, but not limited to, incorporation of field information collected to complete the deliverable [out of 100%]
- Technical and professional competence, as it relates to depth and breadth of written analysis [out of 100%]
- Quality of written language, as it relates to coherence, comprehensibility, grammatic correctness, and flow of the written deliverables [out of 100%]
- Compliance with the established deadlines for submission of deliverable [out of 100%]
- Demonstration of high standards in cooperation and communication with UNICEF Jordan and any and all relevant counterparts as necessitated by the consultancy [out of 100%]

All tasks have been delivered in a timely manner as indicated in the TOR/Contract. High quality of work and results achieved correspond to the specification of the TORs. Quality should be acceptable by UNICEF and UNDP. Good communication with the Youth program officer, and other stakeholders whom the consultant will interact with.

9. FREQUENCY OF PERFORMANCE REVIEWS

The progress of work will be measured by adherence to deliverable deadlines. The contractor is expected to communicate with UNICEF and UNDP Jordan on a weekly basis in regard to the progress of work via email communication, in order to ensure that all bottlenecks and challenges to obtaining

the necessary information is addressed in a timely manner. The contractor's performance will be evaluated based on the indicators set forth above.

9.1 Reporting Requirements

The reports and documents listed in the deliverables shall be delivered electronically in word and pdf format through e-mail to the Youth and Adolescent Development Officer prior to their finalization for quality assurance and evaluation. The reports and documents shall be drafted in the local language accompanied by the English translation and sent to UNICEF team for review. Once UNICEF approves the draft Final Report, the finalized version can be shared officially. Other details can be found in the deliverable's description.

10. UNICEF RECOURSE IN CASE OF UNSATISFACTORY PERFORMANCE

UNICEF and UNDP reserve the right to withhold payment and consolidated output until the contractor provide satisfactory quality output as reviewed by the project manager / supervisor. In case of unsatisfactory performance, the payment will be withheld until quality deliverables are submitted and subsequently, the contract will be terminated in accordance with the General terms and conditions stated in the tender document if the contractor fails to deliver.

11. CALL FOR PROPOSALS

In making the final decision, UNICEF and UNDP will consider both technical and financial aspects. The Evaluation Team first reviews the technical aspect of the offer followed by the review of the financial offer of the technically compliant vendors. The proposals will be evaluated against the previous two elements, if another stage of proposals needed it shall be conducted.

Technical proposal

Applicants shall prepare a proposal as an overall response to ToR ensuring that the purpose, objectives, and deliverables of the assignments are addressed. All proposals to include (but not limited to):

- A technical proposal that includes a brief cover letter and understanding of the assignment is required.
- Based on the proposed timetable laid down in the TOR, a proposal of the detailed methodology, tentative work plan and time schedule is required.
- Updated profiles/ CVs of the individual or team members listing similar experiences/assignments and highlighting those focused-on adolescents/youth budgeting, youth engagement and participation.
- Quality assurance mechanism
- Specific Examples of similar projects done by the institute.
- At least two references from the previous similar engagements
- Evidence of company registration for the provision of such services.

Financial Offer

- A financial proposal with a breakdown of all costs that are to be charged to UNICEF and UNDP. This includes estimated number of working days, consultancy fees, all office administrative costs, international and local travel costs, as well as any additional requirements needed to complete project or that might have an impact on cost or delivery of products.

12. REQUEST FOR PROPOSAL EVALUATION AND WEIGHTING CRITERIA

70 Points technical + 30 points financial= 100 total

Submitted proposals will be assessed using Cumulative Analysis Method. All request for proposal will be weighed according to the technical (70 points) and financial considerations (30 points).

Financial proposals will be opened only for those application that attained 49 points (**70%**) or above on the technical part. The proposal obtaining the highest overall score after adding the scores for the technical and financial proposals together, that offers the best value for money will be recommended for award of the contract.

Below are the criteria and points for technical and financial proposals.

A. Technical Proposal

The Technical section of the proposal should be submitted in English. All other sections should be annexed. All sections (components) of the proposal will be evaluated and weighted. The proposal should be found technically sound. The following points shall be considered:

- 1) Overall Response and proposal (**15 points**)
 - General adherence to Terms of Reference and tender requirements. (5 points)
 - Elaborated and articulated understanding of scope, objectives, and overall assignment requirements. (10)
- 2) Proposed methodology and approach as well as Implementation Plan (20 points)
 - A comprehensive work plan provided to deliver the overall requirement (ToR) including the main activities of the assignment, their content and duration, phasing and interrelations, milestones, key performance indicators (10 points)
 - Deliverables are addressed as per TOR (5 points)
 - Proposed quality assurance mechanism and risk mitigation measures (5 points)
- 3) Technical Capacity (**35 points**):
 - Company meets minimum 5 years of experience (5 points)
 - Company is properly registered and has required certifications, memberships, etc. (5 points)
 - Key team members especially the team leader meets the defined qualifications such as minimum years of proven and relevant experience. The team has previously conducted similar work with evidence and has justified capacity and skill sets (10 points)
 - Company has previously conducted similar work (5 points)
 - Two samples of previous relevant work undertaken successfully by the contractor are presented in the proposal. (5 points)
 - Names and CVs of team members entailing their specific academic, professional backgrounds and roles in the assignment for UNICEF and UNDP's review and approval. The Contractor should make a commitment to this effect, in order to avoid possible changes in the team members' composition after the start of the assignment. (5 points)

Technical score: 70 % of 70 points = 49 points

B. Financial Offer

A separate Financial Offer detailing all activity expenses and logistics should be submitted under this section. The financial offer (this section) should be submitted on a separate from the Technical Capability and Schedule information. Only those financial proposals will be opened which have been technically accepted according to the above criteria.

Total Financial

30 points

The Financial Proposal shall be submitted in a separate file, clearly named Financial Proposal. No financial information should be contained in the Technical Proposal.

The Contract shall be awarded to a bidder obtaining the highest combined technical and financial scores. Proposals not complying with the terms and conditions contained in this ToR, including the provision of all required information, may result in the Proposal being deemed non-responsive and therefore not considered further.

13. GENERAL CONDITIONS (PROCEDURES AND LOGISTICS)

1. The selection process for the consultancy firm will strictly follow UNICEF's internal procurement rules
 2. UNICEF will provide assistance where possible for necessary access and permits required for the work
 3. The firm will provide draft report for review and amend as requested before submitting the final report
 4. UNICEF may request that the Consultancy firm submit original copies of all evaluation tools, discussion and interview guides, sampling procedures, field notes, completed questionnaires and any other material related to the implementation of the evaluation.
5. UNICEF will not provide office space to the team. All requirements including venues for workshops, transportation, visa, health insurance, secretariat services, interpreter, translator, etc., will not be covered by UNICEF. UNICEF office may provide (if required) any documentation, letters to government, etc., to make sure that the assignment is completed successfully. However, this will not relieve the contractor from its responsibility.