

Terms of Reference

Communication Consultant for the Network for Improving Quality of Care for Maternal, Newborn and Child Health

Deadline for application: 10 January 2018

1. Purpose of the Consultancy

WHO seeks a qualified expert consultant to support the efforts to improve quality of maternal, newborn and child health. The consultant will support the Learning Platform of the Quality of Care Network, develop and implement a communications strategy for the Network for Improving Quality of Care for Maternal, Newborn and Child Health (Quality of Care Network), contribute to the advocacy efforts around Quality, Equity, Dignity, as well as manage the integration of the Life-Saving Commodities and the Quality of Care Network websites.

The incumbent will be responsible for the objectives and deliverables detailed below, to be accomplished from 20 January to 31 December 2018

2. Background

The WHO Department of Maternal Newborn and Child Health (MCA), is pursuing a vision where by 2030, every woman, child and adolescent in every setting realizes their rights to physical and mental health and well-being, has social and economic opportunities and is able to participate fully in shaping sustainable and prosperous societies. The work of the MCA Department is aligned with the goals and targets related to maternal, newborn, child and adolescent health as set out in the SDG's and in Every Woman Every Child's (EWEC) Global Strategy for Women's, Children's and Adolescents' Health in the following areas: Survive: End preventable deaths; Thrive: Ensure health and well-being; Transform: Expand enabling environments.

To enable this vision, the Department is supporting the development and implementation of the Network for Improving Quality of Care for Maternal, Newborn and Child Health (Quality of Care Network). The Quality of Care Network, led by nine countries which are committed to improve quality of care for maternal, newborn and child health was launched in February 2017 by WHO, UNICEF and UNFPA. It has gained the support of a growing number of partners.

One of the implementation mechanisms of the Quality of Care Network is a Learning Platform, intended to provide a full package of information on how to achieve quality of care. It will assemble, for local adaptation, the considerable information and experience that already exist on how to improve quality of care, as well as new knowledge that each country generates while implementing and scaling up the quality of care interventions. For this, the Department is supporting the development of a website (www.qualityofcarenetwork.org) to serve as the global face of the Learning Platform, as well as provide supporting mechanisms for the Learning Platform to function at country level, including national communities of practice.

The Department is also developing and implementing a communication strategy to help position the Quality of Care Network as a key resource for countries crafting quality improvement strategies and making quality of care improvement a cornerstone of their national plans for maternal and newborn health. This communication strategy seeks to share the available knowledge resources with a broad range of stakeholders, encourage more health practitioners to join the Network and contribute their knowledge and know how, and clearly state how the Quality of Care Network contributes to the broader QED movement, supports the EWEC Global Strategy for Women's, Children's and Adolescents Health, and advances the efforts towards Universal Health Care. This communication strategy will also cover advocacy and is to be developed jointly with the QED advocacy group (see below).

In addition, the Department will take an active role in the advocacy work around Quality, Equity, Dignity led by the QED advocacy group, and will contribute to developing a joint QED/Quality of Care Network advocacy strategy, identifying advocacy opportunities at the global level, identifying groups and networks that are actively pursuing QED at national level, and help develop advocacy tools that could support their efforts.

Finally, the Department is planning to integrate the content of the Quality of Care Network and the Life-Saving Commodities website to ensure that quality commodities are an integral part of the broader quality of care agenda. This will also help avoid duplication by making the most of the library and community of practice functions that are already in place on the Life-Saving Commodities website.

Objectives

The Consultant, under the Department's guidance, will:

- Support the work of the Quality of Care Network Learning Platform to collect and share learning at country level, in the first countries that are first joining the Network by further building and managing the Quality of Care Network global website, enabling and supporting national quality of care communities of practice and developing or expanding other learning mechanisms;
- Develop a communication and advocacy strategy for the Quality of Care Network, in collaboration with the QED advocacy group;
- Contribute to developing advocacy messages, tools and mechanisms for use by QED advocates by working closely with the QED advocacy group;
- Integrate the content of the Quality of Care Network and the Life-Saving Commodities websites.

3. Work to be performed

Output 1: Support the work of the Quality of Care Learning Platform

The Quality of Care Network global website is intended to become a dynamic database-driven website, in English, that is to be the virtual face of the Learning Platform. The website will serve three functions: Build a resource center based on the inventory of tools, tested ideas and normative content to help communities engaged in similar activities; Offer a collaboration platform for the communities of practice; Document/showcase examples and stories of quality improvement initiatives at the national level (facility level and above). The website as it was launched in February 2017 requires a number of developments to be able to serve these three functions. The consultant will:

- Further develop, populate and manage the content of the Quality of Care Network public website; this includes develop content, post 'news' on a weekly basis, and liaise with the nine first wave countries to ensure their pages are accurate and up to date;
- Expand and fine tune the resource library;
- Develop country pages, in close collaboration with the country communication focal points;
- Run a series of webinars on QI targeting an audience of health practitioners and managers in the Network countries and share the content/outcomes widely;
- Kickstart the global community of practice: this entails engaging with potential members, start and manage discussions, post content relevant to all members.
- Enable the creation and development of national Communities of Practice, which are to be led by colleagues in-country.

Deliverables for Output 1

- An up-to-date website in English with a resource library, country pages and news posts;
- A global, password protected community of practice with at least 70 members;
- At least three national communities of practice;
- At least 10 webinars.

Output 2: Develop a communication and advocacy strategy

The consultant will:

- Develop and implement an effective communication strategy for the Quality of Care Network listing audiences, messages and channels, and including a work plan and a budget;
- Supervise the production of communication materials for both internal and external use;
- Convert the activities and results of the Quality of Care Network into human stories that depict the development impact of their work;
- Develop a brand for the Quality of Care Network (TBC).

Deliverables for Output 2

- A two-year communication strategy, with a work plan and a budget;
- Branding guidelines for the Quality of Care Network (TBC);
- A suite of collaterals to promote the Quality of Care Network and encourage use of its services (e.g. presentations to be used during country trips, tutorials, one pager).

Output 3: Contribute to developing advocacy messages, tools and mechanisms for use by QED advocates)

In close collaboration with the QED advocacy group, the consultant will:

- Ensure that the messages of the Quality of Care Network are part of the global QED advocacy agenda and are aligned across partners;
- Identify advocacy opportunities at the global level;
- Help identifying groups and networks that are actively pursuing QED at national level in the three countries the QED advocacy group will be focusing on;
- Help develop advocacy tools that could support QED advocates' efforts.

Deliverables for Output 3

- An advocacy strategy designed jointly with the QED advocacy group;
- A suite of advocacy tools – messages/social media plans/advocacy toolkit;
- Active and sustained participation in the QED advocacy group.

Output 4: Integrate the Quality of Care Network website and the Life-Saving Commodities website

The consultant will lead and oversee the incorporation of the current content of the Quality of Care Network website into the structure of the [Life-Saving Commodities Practitioners' Network website](#). The reasons for this merging are that a. the websites have overlapping audiences; b. both sites have very similar functionalities – knowledge library, visualization tool for data, news, and a private collaboration platform; c. both are run and managed by WHO's Maternal, Child and Adolescents Health (MCA) department.

Deliverables for Output 4

- Website in English with fully operational functionalities and features as per ToRs;
- Collaboration tool that allows intuitive discussions and documents sharing;
- Functional underlying database;
- Functional country profile pages.

4. Technical Supervision

The selected Consultant will work under the supervision of Dr Bernadette Daelmans and Blerta Maliqi in the department of Maternal Newborn Child and Adolescent Health

5. Specific requirements

- Qualifications required:

Master degree in communication, social sciences, political science or a related field

- Experience required:

At least 10 years of experience, at the senior level, in developing and implementing strategies for programme communication **and** either knowledge sharing or collaboration at a senior level.

- Skills/Technical skills and knowledge:

- Demonstrated experience in developing the architecture for online platforms and in enabling COPs
- Excellent written and verbal communication

- Language requirements: English and French

6. Deadline for application: 10 January 2018

7. Contact:

Please send your application letter, CV, and any additional relevant information in support of your candidacy to: mncah@who.int

8. Note: only successful candidates will be contacted for interview and follow up.