1. **Background Information**

The child/person who is not registered at birth is in danger of being denied the right to an official identity, a recognised name and a nationality. Therefore, without a birth certificate, the child/person is likely to not be able to access social services (including health and education), and is more vulnerable to other violations including exploitative labour and even trafficking in persons. It should be noted that the importance of registration – or the lack of it – goes beyond the individual. Without strong civil registration systems, it is virtually impossible to plan or implement effective development strategies. Unregistered children who do not show up in the data are often overlooked in social development planning. They are completely invisible when important policy and budget decisions are made. Additionally, without proper birth registration, a country cannot even be certain of its own birth or death rate. Birth registration is also a fundamental step towards good governance and a vital element in the fostering of democratic processes. Not only does the process of registration allow effective administration and bring children to the notice of decision-makers, it is the official and positive recognition of a new member of society, who is entitled to all the rights and responsibilities of a valued citizen. (UNICEF). Towards this end, for Guyana and following the Concluding Observations of the Committee on the Convention on the Rights of the Child (2013), Guyana has been encouraged to raise awareness on the importance of birth registration and birth certificates. Furthermore, the Committee urges the State party to further improve measures for ensuring all children are able to have access to this, particularly in rural and hinterland areas.

2. **Purpose of the consultancy**

The Government of Guyana through the Ministry of Citizenship will be undertaking a number of measures to ensure that Guyana reaches and maintains universal (100%) birth registration. One key measure needed is to, among other things, increase awareness on the vital importance and necessity of birth registration (including early registration).

Therefore, this consultancy will use available evidence to develop a mass media campaign on birth registration. Importantly, the plan must take into consideration the varying needs of the target audiences (for example, coastal, rural and interior populations), and must target a range of media, including broadcast, print and electronic media. This plan, must be specific to Guyana’s context, and must include persons living...
with disabilities as part of the target audience. It must include specific actions to target populations living especially in the interior and key urban areas, and must incorporate global and local data on birth registration. To this end, the consultant will be required to develop the following:

a. A multi-year communication plan for 5 years
b. Tools/products based on the communication plan
c. A monitoring and evaluation framework for the communication plan.
d.

3. **Scope of Work/Major duties and responsibilities**

The consultant will provide the Ministry of Citizenship and UNICEF a detailed multi-year communication plan, monitoring and evaluation plan, materials for pretesting, report of the pretesting, revised tools and communication plan.

4. **Deliverables and Timeframe**

These are as follows:

a. Inception Report on the consultancy (this includes, preliminary desk review on birth registration, methodology and detailed workplan with outputs)
b. Communication plan- The plan must (at a minimum) identify the communication concepts, purpose, objectives, expected results, estimated costs, timeframes, target audience(s) and dissemination plan for each communication concept.
c. Monitoring and Evaluation Plan- A monitoring and evaluation plan must be an integral part of the communication plan.
d. Materials for pre-testing- The communication concepts and products must be tested with the target audience and the campaign strategies and objectives adjusted accordingly.
e. Report of the results of the Pre-testing
f. Revised Communication tools and revised communication plan
g. Revised Dissemination plan and monitoring and evaluation plan.

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Timeframe for completion</th>
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<tbody>
<tr>
<td>Inception Report</td>
<td>5 days</td>
</tr>
<tr>
<td>Communication Plan and M&amp;E Plan</td>
<td>40 days</td>
</tr>
<tr>
<td>Draft Materials for Pre-testing</td>
<td>40 days</td>
</tr>
<tr>
<td>Report of the Results of Pre-testing</td>
<td>10 days</td>
</tr>
<tr>
<td>Revised communication Tool</td>
<td>10 days</td>
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</table>
5. **Competencies and Qualifications**

The consultant must possess a good understanding of birth registration, excellent English writing, and editing skills, experience with a variety of media strategies and outreach; knowledge of current advances in the field of communication and advocacy; Demonstrated success in networking and working in a team; ability to handle multiple tasks. The consultant must possess an advanced degree in communications, journalism or related field or a first degree with at least 10 years of related experience.

6. **Conditions of Service**

Prior to commencing the contract, the following conditions must be met:

- A Corporate Entity will be required to submit samples of previous relevant work, a Certificate of Incorporation for the Company as well as a profile of the individual(s) who would be undertaking the assignment.
- An Individual Consultant will be required to submit samples of previous relevant work.

7. **Recourse**

The Ministry of Citizenship and UNICEF reserve 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.

8. **Property Rights**

Ministry of Citizenship and 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.

9. **How to apply:**

Proposals should be sent to UNICEF Guyana, 72 Brickdam and Louisa Row by 28 August 2015. The proposal package should include the following: a) A cover letter, b) A detailed curriculum vitae or background of the corporate entity/individual in English, c) A proposal outlining the approach to the assignment and related costs.

**ONLY SUITABLE PROPOSALS WILL BE ACKNOWLEDGED**