



DIGITAL HEALTH PROMOTION IN HUMANITARIAN SETTINGS CONSULTANCY

MEDECINS SANS FRONTIERES

Médecins Sans Frontières/Doctors Without Borders (MSF) provides life-saving emergency relief and longer-term medical care to some of the most vulnerable and excluded communities around the world. As an independent medical humanitarian organisation, we deliver care based only on need, regardless of ethnic origin, gender, religion or political affiliation.

MSF relies on donations from private individuals and organisations for the majority of its income. This private funding gives MSF the freedom to respond where needs are greatest and to speak out publicly, free from any political interference.

MSF has around 40,000 local and international staff working in over 70 countries, in some of the most challenging places in the world. Our medical humanitarian projects are supported by teams in 32 countries, including the UK, spread across Europe, North and South America, Asia, Africa and Australasia.

At MSF UK, we support MSF's operations by building relationships with our supporters, increasing awareness of our work, raising funds, providing specialist medical expertise, catalysing change on medical humanitarian issues, and recruiting field staff. MSF UK personnel are dynamic, hard-working, enthusiastic and committed to MSF's values and aims.

BACKGROUND

MSF is assessing how communities are accessing health information online and digitally, by addressing questions around the main digital tools used, how information is shared, what information is trusted and used, and what type of information is needed by the communities we care for. Ultimately, the objective is to be able to design tailored communication strategies that fulfil the needs of health information by the communities.

Bangladesh: MSF's Cox's Bazar project conducted a needs evaluation and information ecosystem mapping to understand the digital information access among community members which translated into a digital communication strategy for host communities. Currently the preparations for a digital Sexual and Gender Based Violence (SGBV) service awareness digital campaign is undergoing.

Myanmar: In Shan and Kachin projects an information ecosystem mapping has started and key informant interviews to define the needs and form the digital communication strategy are being prepared.

Malaysia: an initial needs assessment regarding access to SGBV services and information is planned.

AIM

We are looking to explore how the communities we serve access health information online, and to develop Digital Health Promotion (DHP) communication strategies. Our country teams in Bangladesh, Myanmar and Malaysia require support to best understand the DHP community needs and to develop successful campaigns.

OBJECTIVE

We are seeking expertise to provide direct hands-on technical and logistical guidance to the country teams based in Bangladesh, Myanmar, and Malaysia, where digital health promotion activities to improve access to SGBV services have commenced.

DELIVERABLES

By the end of the assignment, we require for each country:

- completed needs assessment (including blockers, enablers, and opportunities)
- mapping of our information ecosystem
- completed standard operating procedures (SOPs) and guidelines
- digital communication strategy.

As well as the individual country deliverables detailed below:

ACTIVITIES

Using the MSF OCA Patient Multimedia Engagement (PME) toolkit, you will be supporting the following activities:

Bangladesh

Phase I: exploration

Explore extending digital communication activities to channels other than Facebook.

- Identify key focal points within the community and establish a communication network to provide input and feedback.
- Develop SOPs to facilitate digital health promotion activities.
- Develop an evaluation framework to support the activities' impact assessment.
- Facilitate online trainings and create training materials for field staff on digital engagement methodologies.

Phase II: Implementation

Provide technical guidance to project staff during the deployment of the pilot DHP campaign.

Myanmar and Malaysia

Phase I: exploration

Work with staff to create a network within the community to provide feedback and input.

- Deliver a series of key informant interviews and workshops to on digital information habits including but not limited to social media and needs regarding access to health services.
- Define the scope of the problem and potential digital communication solutions.

- Produce a needs assessment including an information ecosystem map for communities around key health facility locations.
- Draft a digital communication strategy and adapt the Bangladesh SOPs develop to this context.

CONSULTANT PROFILE

- Demonstrable practical experience working with participatory health promotion methods.
- Experience developing, implementing, and assessing digital communication strategies for health promotion.
- Experience of working with culturally diverse teams in humanitarian settings.
- Excellent interpersonal skills to support multidisciplinary teams with minimal experience on assessing digital communication trends
- Skilled at spotting opportunities and barriers, implementation, problem solving and removing bottlenecks.
- Demonstrable communication, research, engagement, and facilitation skills.
- Proven design thinking skills with the ability to turn insights into viable communication strategies.
- Experience developing guidelines and support materials for staff implementing interventions.
- Ability to work independently and collaboratively.
- Proficient working knowledge and experience with Microsoft 365 Office suite.
- Experience as working with remote teams, ideally as independent consultant.
- Proven experience working on fast-paced, highly demanding environments with changing contexts and priorities.
- You understand the value and benefits of health promotion in the humanitarian sector and can articulate this to team members and stakeholders.
- Fluent in written and spoken English
- Motivated by the humanitarian principles and belief in the values of MSF.

HOW TO APPLY

If you are interested in this opportunity, please submit the following (as one document):

1. Your proposal
2. Proposed methodology
3. A high level plan
4. What you see as being in/ out of scope
5. Assumptions made, questions or areas of uncertainty
6. Examples of previous work- give a summary of similar work that you have developed and delivered before- what worked well? what lessons you learnt?
8. Total fees including expenses

Timetable:

Closing date: 30 October 2021, 11.59pm

Place of work: Consultant works from their independent place of work.

Equipment: The consultant will need to use their own computer and software for this work.

For any question, clarifications and queries please write an email to admin.mu@london.msf.org