

Terms of Reference (ToR)
Consultant for BCC Materials Development (1 Position)

1. Background

Non-communicable diseases (NCDs) are a major public health challenge globally and in Nepal, contributing significantly to morbidity and mortality. Among NCDs, hyperglycemia in pregnancy (HIP) which includes both pre-existing diabetes and gestational diabetes mellitus (GDM) is emerging as a significant public health concern. GDM is the most common medical complication during pregnancy and is a critical condition with serious implications for both maternal and child health.

Behavior Change Communication (BCC) is a proven and essential strategy for raising awareness, promoting healthy behaviors, and improving health outcomes, particularly in the context of Non-Communicable Diseases (NCDs). The development of high-quality, culturally appropriate BCC materials is critical to educating pregnant women, their families, and communities about NCDs, with a specific focus on hyperglycemia in pregnancy (HIP), including gestational and pre-existing diabetes. Such materials support early detection, promote healthy lifestyle practices, and improve adherence to medical guidance. Aligning with national and global priorities for maternal, child, and NCD health, these materials aim to empower women and communities with the knowledge and tools to prevent, detect, and manage HIP effectively, thereby contributing to improved health outcomes for mothers and their children.

Helen Keller International, in collaboration with FWD/DoHS, is implementing the Nurturing Health Project to strengthen screening, referral, and management of hyperglycemia in pregnancy (HIP), including gestational diabetes (GDM), within the health system. The project integrates NCD prevention, early detection, and management into maternal health services, promoting healthy lifestyles through a life-course approach via community interventions, health system strengthening, and health promotion.

2. Purpose

The Consultant will be responsible for developing evidence-based, culturally sensitive, and user-friendly BCC materials on NCDs, with a focus on the prevention, detection, and management of hyperglycemia in pregnancy (HIP). The materials will be aligned with national health guidelines and global best practices in maternal health and NCD management. The Consultant will also collaborate with Nepal Development Society (NeDS), a technical resource partner of the project, to jointly develop the BCC materials.

This work will be carried out in close coordination with the National Health Education Information and Communication Center (NHEICC), Epidemiology and Disease Control Division (EDCD), Nursing and Social Security Division (NSSD), Family Welfare Division (FWD) and the Province Health Directorate (PHD) of Lumbini Province to ensure that the behavior change communication materials align with national health priorities and guidelines.

3. Scope of work

- Conduct a desk review of existing BCC materials and best practices on NCDs and HIP at global and national levels.
- Engage government stakeholders during development to ensure materials are technically accurate, culturally appropriate, and aligned with national guidelines.
- Develop clear, accurate, and actionable key messages for pregnant women , families, communities and service providers
- Design BCC materials (print, digital, and/or audiovisual) tailored to the cultural context and literacy levels of the target population in coordination with Helen Keller Intl .
- Pre-test materials with target audiences and incorporate feedback to ensure effectiveness.
- Produce final BCC materials and provide guidance for their dissemination and use.

4. Required Qualifications and Experiences

- Bachelor's degree in public health, Nutrition, Health Promotion, Communication, or a related field.
- Minimum 5 years' experience in health communication, BCC, or maternal and child health programs.
- Proven experience developing BCC materials, preferably on NCDs or diabetes in pregnancy.
- Knowledge of behavior change communication principles, audience-centered design, and Nepal's maternal health/NCD context.
- Experience collaborating with government health stakeholders and engaging diverse audiences.
- Strong writing, design, presentation, and feedback incorporation skills.

5. Deliverables

- Develop BCC materials in agreed formats with government stakeholders and Helen Keller Intl (e.g., brochures, posters/flipcharts, videos, social media content).
- Provide final materials in print-ready and editable formats.
- Recommend dissemination channels (health facilities, community outreach, digital media) and monitoring strategies.

6. Timeline& Level of Effort :

The consultancy will cover approximately 45 days within a three-month period, commencing from the date of contract execution. The tentative deliverables are as follows:

<u>DELIVERABLE</u>	<u>DUE DATE</u>	<u>PAYMENT (amount or %)</u>	<u>Description</u>
1. Inception Report	1st week of the agreement	Full (100%) payment will	<ul style="list-style-type: none"> • Desk review of existing BCC materials mapping

2. Draft BCC materials	2nd, 3rd, and 4th weeks of the agreement	be made upon successful delivery and completion of the agreed scope of work	<ul style="list-style-type: none"> • Coordinate with relevant stakeholders, including NeDS. • Hold a consultative meeting with government stakeholders to discuss priorities for BCC material development • Provide technical support to NeDS. • Draft the materials jointly with NeDS and relevant stakeholders
3. Pretest and finalize materials	5th and 6th weeks of the agreement		<ul style="list-style-type: none"> • Pre-test materials with target audiences and incorporate feedback. • Finalize materials for endorsement and print

7. Reporting and Supervision:

The consultant will work closely with the Team Leader of the Nurturing Health project at Helen Keller Intl, as well as relevant government stakeholders.

8. Benefits and Remuneration

- Helen Keller Intl will provide remuneration as per the organization's Norms.
- No additional benefits will be provided beyond the agreed consultancy fee.
- Helen Keller Intl will reimburse approved travel and field-related expenses, if any, based on actual expenses incurred, per Helen Keller Intl's travel policy, and upon submission of valid supporting documents.