

Technical Support for SBCC Activation at District Level to Augment COVID-19 Response for 2nd Wave of the Pandemic

I. Background

The technical assistance is envisaged to be extended through **District SBCC Coordinators** or **COVID-19 Communication Coordinator** who will work in close collaboration with the district administration and support in need-based planning, implementation, monitoring and reporting of communication interventions. These Coordinators are proposed to be engaged through partnerships with large CSOs having experience of implementing state-wise / multi-district projects; understanding of government system, good relationship with the government; ability to mobilize and engage the proposed Coordinators within two weeks' time and guide and supervise them. The Coordinators may be attached with the Joint Collector or the DMHOs to be able to leverage a multi-sectoral communication response. It is proposed to engage one Coordinator for an initial period of 7 months.

II. SBCC Technical Assistance at District Level

The district level activities for CAB and vaccine promotion which will require support of the Coordinator include the following:

1. Development of multi-sectoral communication plan
2. Identification of high priority areas within the district and planning of intensified communication and campaigns
3. Participation in District Task Force meetings and support in presentation of communication plan, status of implementation, challenges and support required
4. Identification of relevant line departments and other actors (CSOs/NGOs, corporates, corporations, cooperatives, FBOs, media, community networks etc) for participation in communication activities and drafting of letters to be issued to them from the district authority
5. Coordination and follow-up with the line departments and other actors for their participation in communication interventions
6. Coordinate with block/Mandal level authorities from the priority areas for intensified communication and campaigns
7. Planning of outdoor media and mid media interventions and support the district administration in their execution
8. Coordination for and conduction of training of various stakeholders
9. Translation and adaptation of communication materials, guidelines and training tools
10. Tracking of media reports form the district level media (print, electronic, social media) to address negative discourse
11. Documentation of case studies
12. Support in compilation of communication reports for the district