



Term of Reference for Individual Consultant to provide technical assistance to apply a Human-Centered Design (HCD) approach in the design of improving PHC service delivery and community-based MNH interventions

Duration: 62 days (with a possibility of extension)

Background

As part of its commitment to ensuring universal health coverage, Ethiopia aspires to provide the full spectrum of essential and equitable high-quality health services by strengthening the primary health care system (PHC). Providing evidence-based quality care equitably to women during pregnancy, and to women and their newborns during delivery and the postnatal period, is critical to averting maternal and newborn morbidities and mortalities. Both supply side and demand factors affect access to and utilization of evidence-based life-saving maternal and newborn health (MNH) interventions. Hence, developing impactful life-saving community-based packages of interventions with strong referral linkages with the local health systems has a greater potential for improving maternal and newborn outcomes.

This investment, which is being implemented through a partnership between Amref and JSI with local implementing partners, referred to community-based life-saving packages of interventions and delivery models in settings with chronic underutilization of facility-based MNH care are designed and delivered. This outcome intends to use implementation research (IR) to co-design, develop, test, and generate evidence to inform national strategies.

As such, this investment will introduce MNH intervention that will be delivered at the community level through design that is well informed by community perspectives including understanding the beliefs, aspirations and motivations of communities that will provide insights for the intervention design. Over the three years, the project will be running we will focus on a) developing a community-based life-saving package of interventions and delivery models, b) delivering a package of interventions for improved household MNH practices including the promotion of self-care, facility birth, and essential newborn care, and c) design participatory learning and action (PLA) approach to improve women's agency, demand for, and use of the package of interventions in agrarian and pastoralist settings where there is persistently high home birth and chronic underutilization of life-saving MNH services.

As such, Amref Health Africa intends to hire an individual Human-Centered Design Consultant who will undertake capacity enhancement for the project staff, provide technical assistance to use HCD approach and techniques in the design and testing of community-based MNH interventions in settings with chronic underutilization of facility birth, and gender-barrier analysis for MNH services.

Scope of the Consultancy Work

The HCD Consultant will undertake capacity enhancement activities on HCD for the project staff. In addition, s/he will provide technical assistance in the application of an HCD approach and techniques to generate insights on the community needs and barriers on use of health facility birth and design community-based MNH interventions that meet their needs in settings with chronic underutilization of MNH services. Furthermore, the HCD Consultant will provide technical assistance to use HCD approach and techniques for gender-barrier analysis. This activity will be conducted in five woredas of four regions,

Afar (Chifra), Oromia (Seka Chekorsa), Somali (Degahbur and Gursum) and Sidam (Bensa) in Ethiopia and 2-3 primary health care units will be identified from each woreda.

Objectives

This consultancy work sets out to achieve the following objectives:

- Undertake capacity enhancement such as hands-on training, mentoring, and coaching on HCD approach and techniques to the project staff
- Generate insights on community needs, beliefs, perceptions, motivations, gender roles, and barriers on use of community-based MNH services in a setting with chronic underutilization of facility birth using HCD approach and techniques
- Co-create context-tailored community-based MNH prototypes and solutions for settings with chronic underutilization of facility birth informed by the insights
- Provide technical assistance to use HCD approach and techniques in gender-barrier analysis related to MNH services

Key Activities and Tasks

The HCD Consultant will undertake the following key activities and tasks to achieve the aforementioned objectives:

- 1. Capacity enhancement:** The Consultant will undertake capacity enhancement activities such as hands-on training, mentoring and coaching for project staff in the application of HCD approach and techniques to solve key health problems and constraints.
- 2. Insights generation:** S/he will provide technical assistance to use HCD approach and techniques to generate insights and perspectives on the community needs, beliefs, perceptions, motivations, gender roles, and barriers on use of community-based MNH services in a setting with chronic underutilization of facility birth. Prelude to this, the Consultant might carry out desk review of existing evidence, literature, national documents, etc. to explore and understand what the factors behind the utilization of facility birth are in way of facilitators and barriers and the behavioral and social drivers behind them.
- 3. Co-create context-tailored community-based MNH prototypes and solutions:** Informed by the insights on the uptake of community-based MNH services, the Consultant will provide technical guidance to apply HCD mindsets, approach and techniques in the co-creation, testing, and iteration of context-tailored community-based MNH prototypes and solutions in a context with chronic underutilization of facility birth.
- 4. Technical assistance to apply HCD approach and techniques in gender analysis:** The HCD Consultant will provide technical assistance to apply HCD approach and techniques throughout the process of gender barrier analysis for MNH services including study design and tool development, data collection, analysis, and programming.

Key Deliverables

The HCD Consultant will provide technical guidance to enable Amref Health Africa to achieve the following key deliverables. Therefore, the Consultant will be accountable to these deliverables.

- Project staff received hands-on training, mentorship and coaching in the application of HCD approach on their program design work
- A report on insights of community needs, barriers, and barriers into the uptake of community-based MNH services and possible intervention opportunities produced
- A report on context-tailored community-based MNH prototypes and solutions produced
- HCD approach and techniques applied in gender-barrier analysis and programming

Required Experience

- Advanced degree in design management innovation, social science, and another related degree with HCD savvy
- Have at least five (5) years of practical experience in the HCD space
- Working experience and a good understanding of the Ethiopian community health system and primary healthcare
- Experience in conducting HCD and anthropological study
- Previous experience in applying human-centered design techniques to design health interventions is an additional asset
- Experience in working in the gender space including gender analysis
- Published work HCD
- Ability to effectively coordinate with government, NGO, and local stakeholders' essential
- Analytical and conceptual ability, demonstrated understanding of social research methods
- High-quality English report writing and strategy development.

Estimated number of days for HCD Consultant to apply HCD approach to design and test community based MNCH interventions in settings where there is chronic under-utilization of facility birth

Specific Tasks	Estimated Number of Days		
	Days	Agrarian	Pastoralist
Preparing for training	2		
Provide training on basic HCD for Amref Health Africa and partners team	2		
Review and synthesize existing literatures and evidence to identify learning objectives for insight gathering	2	1	1
Identify target groups to be interviewed and relevant research methods to generate insights on community needs, beliefs, perceptions, motivations, gender roles, and barriers regarding the design challenge	2	1	1
Develop immersion tools and guides for insight gathering	5	2	3
Review information packages for MNH service and support the Graphic design for visuals in tools and guides for MNH user and distributor manual	4	2	2
Train and deploy field teams to conduct insight gathering using guides and tools	2	2	2
Travel to support insight gathering	5	2	3
First round of synthesis (organizing field notes, developing journey maps, personas, preparing for workshops, etc.)	10		
Lead sprint workshop to uncover insights and identify rough prototypes concepts	2	1	1
Develop report on insights of community needs, barriers, and barriers into the uptake of community-based MNH services and possible intervention opportunities	6		
Conduct prototype building workshop and identify plan of action for testing	2	1	1

Specific Tasks	Days	Agrarian	Pastoralist
Review illustrations or PLA picture cards and information from Graphic design for prototype building for PLA-MNH facilitators	4	2	2
Once prototypes have been finalized, coach teams on prototype testing	2		
Conduct synthesis workshop to evaluate prototypes and identify improvements and next steps	2		
Review the gender analysis and focused ethnography study and support strategy development	5	2	3
Develop a report on context-tailored community-based MNH prototypes developed and tested	5	2	3
Total	62		

How to Apply

Interested? Please visit our website <https://amref.org/vacancies/> to make your application. You will be directed to our online portal where you will need to create an account in order for you to be able to submit your application. Your application should include a cover letter detailing why you are the best fit for this position and your CV with relevant skills and experience. Closing date will be **9 January, 2024**. Only shortlisted candidates will be contacted.

Duly note that Amref Health Africa does not require applicants to pay any money at any stage of the recruitment and selection process and has not retained any agent in connection with recruitment. Although Amref may use different job boards from time to time to further spread its reach for applicants, all open vacancies are published on our website under the Vacancies page and on our official social media pages. Kindly also note that official emails from Amref Health Africa will arrive from an @amref.org address.

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