

Terms of Reference– Area Level Social Mobilizers (SMs)

Purpose of Assignment

To serve as out-reach and community contact points in support of social mobilization and use of interpersonal-communication with care-givers, parents, family members and other community members/leaders in promoting acceptance of polio drops (OPV).

First Level Supervisor: UC Level Staff

Second Level Supervisor: ERU level Communication staff

Major Tasks

Communication

- Perform interpersonal communication (IPC) with local area level influencers and ensure their support in mobilization activities
- Accompany house-to-house mobilisers in rigid refusals' areas, facilitating access in all houses
- Involve in pre-round activities by making fixed site mobilization plan, informing beneficiaries, organize local rallies, and conduct polio sessions, ensuring mosque announcements 1 or 2 days before the round (mosque announcement to be done by male ASM).

Relating and Networking (local /Area level)

- Identify and seek support from influencers, school teachers, religious leaders, etc. in convincing resistant families to get child immunized with OPV.
- Conduct meeting with neighbourhood people, mothers, resistant family members, influencers, Lady Health Workers (LHWs) to dispel misconception about the vaccine and to encourage resistant families to immunize their children and influence others to do so.
- Facilitate linkage and partnership with stake holders and front line service providers like LHWs, private practitioners or traditional healers in her high risk area (HRA) for identifying all likely non-acceptors and counsel and motivate them by addressing misconceptions and fear for oral polio vaccine (OPV).

Supervision

- Supervise house to house social mobilisers
- Supervision of there daily / weekly / campaign wise activity completion
- Facilitation in relationship building with community

Expected Deliverables

- Result driven SM activities and plans implementation before pre-campaign phase of each campaign
- Effective engagement with community
- Effective supervision of H-H social mobiliser

Expected background and Experience

Academics

- Preferably Intermediate. Matriculation is also acceptable in case of excellent interpersonal skills and previous experience of community engagement and social work.

Work experience

- A minimum of 2 years of experience in direct community / social work is desirable. Community relevance and influence will also be considered
- Previous experience in working with diverse communities is an added advantage.

Competence

- Negotiations, interpersonal and advocacy skills, sensitive to people.