

Terms of Reference– 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).

The overall role of SM is to support in planning, coordinating and ensuring the successful implementation and management of Communication for Eradication (C4E) interventions in adherence to the NEAP 2018-2019.

SMs will play a key role in identifying and engaging the very local influencers including doctors, non-formal health care providers and local household influential community elders at UC/area level.

First Level Supervisor: District level CSO.
Second Level Supervisor: Provincial level CSO.

Major Tasks

Communication

- Perform interpersonal communication (IPC) and counselling with families having pregnant women, children vulnerable to polio and susceptible to other communicable diseases
- Accompany house-to-house team, facilitating entry in all houses allowing team to initiate queries on immunization and providing information on all <5 years children if missed by team.
- Involve in pre-round activities by making fixed site mobilization plan, informing beneficiaries, organize rallies, and conduct corner meetings.

Incorporate collected social data of refusal families for better planning community engagement sessions and involving relevant influencers to convince and maintain acceptance of vaccination.

Relating and Networking

- Identify for mapping of 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).

Expected deliverables

- Pre-Campaign:
 - Result-driven SM activities implementation as per plans shared by UC and district level staff
 - Mobilize refusal caregivers for participation in CE activities (door-to-door)
 - Identification and engagement of influencers for their active involvement in all phases
 - Female influencer engagement and activity planning
 - CE sessions
- Intra-campaign:
 - Follow up on Missed Children
 - Ensure maximum same day coverage of refusals (50% of refusals)
- Post-campaign:
 - Special activities for remaining missed refusal
 - Special focus on PMC
 - Ensure the cluster coverages in draining UCs
 - Support AS in Social profiling of SMC

- Other Tasks:
 - Submission of daily reports on participation and achievement during key refusal coverage activities (door-to-door and sessions) (mechanism to be defined by C4D team)
 - Monthly reports on the overall SM planning, implementation, monitoring of activities (Should clearly mention purpose/target of the activity, implementation status and achievement)
 - Implementation of any additional task assigned by supervisor / program lead

Qualifications and experience

- Intermediate is minimum required qualification.
- A minimum of 2-3 years of experience in direct community / social work.
- Previous experience in working with diverse communities is an added advantage.
- Negotiations, interpersonal and advocacy skills, sensitive to people.