

## TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT

(This is an advertisement for individual consultant – Consultancy firms will not be considered)

Hiring Office :	<b>CAMEROON UNFPA OFFICE</b>
Purpose of consultancy:	<p><b>Purpose</b></p> <p>UNFPA seeks to apply the total market approach (TMA) principles and methodologies to a range of contraceptives which will help design more effective programmes that better meet the contraception needs of all women in the country and contribute universal health coverage.</p> <p><b>Background and Rationale</b></p> <p>TMA is a concept that aims to provide goods or services sustainably and cost-effectively by using all possible available options of delivery to all segments of the population in need based on their preference and ability or willingness to pay for the said goods or services. It identifies market failures – who/what is failing, how and where it is failing, as well as where to work and how to get there. It looks at the health need, market performance, market structure and target audience insight. In too many countries, too often, easier to reach urban communities have a relative surfeit of choice of Family Planning (FP) services while rural, harder/difficult – to – reach and marginalized communities have little or no access to FP services.</p> <p>TMA facilitates consensual development and aligns implementation of a national FP strategy that addresses access and equity imbalances. TMA can be designed to move contraceptive users up the value chain to contribute—based on ability and willingness to pay—an increasing proportion of the costs of their family planning services, thereby, reducing the funding burden and consequently reducing donor dependency and contributing to sustainability.</p> <p>It is important to emphasize that TMA in no ways excludes the very poor who may not have the capacity to pay but have a real unmet need, it provides evidence for public sector commodities for this segment of the population. It also promotes the widespread adoption of indicators to monitor the progress of family planning services that do not create incentives that can lead to distortions in the distribution of services.</p> <p>TMA defines the ability or willingness to pay as three distinct population segments that describe three distinct markets:</p> <ol style="list-style-type: none"> <li>1. <b>Free to user</b> – where the total cost of a good or service is borne by an entity other than the direct beneficiary (public sector).</li> <li>2. <b>Subsidized market</b> – where varying proportions of the cost of the good or service is borne by an entity other than the direct beneficiary (<b>social marketing</b>).</li> <li>3. <b>Commercial market</b> – where the total cost of the good or service is borne by the direct beneficiary (private sector).</li> </ol> <p>In Cameroon, most reproductive health supplies are provided using the public sector “free – to – user” model, which is very highly donor and external partner dependent. It is imperative that other sustainable models of providing all reproductive health supplies are investigated, identified, field tested and adopted so that national governments and</p>

	<p>beneficiaries who can afford and are willing, take on the responsibilities of procuring their own quality assured contraceptives and other reproductive health medicines – and that those products are available in the countries through a range of channels of registration, distribution that serve a wider market range. Health insurance is another possible way that TMA considers.</p> <p>A change in approach requires a review of the market for reproductive health (RH) supplies, including condoms, other contraceptives, and reproductive health commodities in the country, as well as a review of the market segments. Building on previous work in TMA for RH and other products, the totality of the goods and services market will be assessed to determine which products can be promoted using the total market approach and which segments of the population to promote these products to. In addition, a review of the product registration, segmented branding, sources of supply and channels of import and in-country distribution for the three market segments will be investigated.</p> <p>The Country Office, in collaboration with the Direction de la “Pharmacie du médicament et des Laboratoires “(DPML) and “Direction de la Santé Familiale “(DSF) is hiring an individual consultant to work under the technical supervision of the UNFPA RH/FP focal point, with overall guidance from the UNFPA Deputy Representative. The UNFPA country office Representative will have administrative control of the respective consultancy work. Most of the work will be done through literature reviews, questionnaires administered to country office, stakeholders, and telephone interviews.</p>
<p>Scope of work:</p> <p><i>(Description of services, activities, or outputs)</i></p>	<p><b>Methodology and tasks</b></p> <p>The main objective of the consultancy is to assess the total market of reproductive health services and goods and propose which goods/services would be suitable for what model of distribution and the target population segment.</p> <p>The specific objectives are to:</p> <ol style="list-style-type: none"> <li>1. To conduct country specific situation analysis of the total market for reproductive health commodities.</li> <li>2. Produce TMA report and share it with the key stakeholders. This should include: <ol style="list-style-type: none"> <li>a. Identification of country-specific ideal outlets specific for each commodity/service (specifically assess suitability of mixing free – to – user public sector commodities with commercial varieties in one outlet)</li> <li>b. Targeting population segment, ranging from “free-to-user”, social marketing and commercial for respective outlets.</li> <li>c. Mapping of the major stakeholders, geographical coverage and analysis of their strategies/ approaches for reaching the population</li> <li>d. Definition of anticipated challenges and possible responses during the shifting to and implementation of TMA.</li> <li>e. Development of country specific policy dialogue/advocacy briefs.</li> </ol> </li> <li>3. Facilitate consensus-generation meetings on the TMA report</li> </ol>
<p>Duration and working schedule:</p>	<p>The consultancy will not exceed <b>40 working days</b> spread over a period commencing end of <b>22<sup>nd</sup> september to 15<sup>th</sup> november 2022</b> (by which all outputs must be completed).</p> <p>(Working schedule as in “Delivery Dates below”)</p>

Place where services are to be delivered:	Home-based
Delivery dates and how work will be delivered (e.g., electronic, hard copy etc.):	<p><b>Deliverables:</b></p> <ol style="list-style-type: none"> <li>1. Inception report with detailed roadmap – <b>30th September 2022</b></li> <li>2. First Draft Country <b>Report 20th October 2022:</b> <ol style="list-style-type: none"> <li>a. Situation Analysis Report</li> <li>b. Total Market Approach Report – target populations, commodities, and outlets</li> <li>c. PowerPoint presentation for the regional TMA meeting</li> </ol> </li> <li>3. Final Country TMA <b>Report – 15th November 2022</b>, with revised PowerPoint presentation.</li> </ol>
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	Weekly email and/or calls with the DSF SRHR/FP/RHCS/ focal point - to discuss progress and findings, share working drafts and reports and take decisions on the way forward. Additional support will be provided by UNFPA, led by the RHCS focal point (Budget Holder).
Supervisory arrangements:	The consultant will work under the direct supervision of the country SRHR/FP/RHCS/ focal point of UNFPA country office and the administrative authority of the Representative.
Expected travel:	To travel to regions and districts.
Required expertise, qualifications, and competencies, including language requirements:	<ol style="list-style-type: none"> <li>1. The consultant should have a higher degree (Master's or PhD) from a recognized University in Public Health, Business Administration, or related social science.</li> <li>2. Should have 7 years of progressive experience in public health, with a focus on Reproductive Health, with at least three years at international/regional level. Experience in both the private and public sector would be ideal.</li> <li>3. Experience of having worked on similar total market or market segmentation projects before. Experience with a social-marketing organisation is an asset.</li> <li>4. Good written and spoken French and English. Examples of previous reports should accompany applications.</li> </ol>
Inputs / services to be provided by UNFPA or implementing partner (e.g., support services, office space, equipment), if applicable:	Consultant will work remotely and may be required once in a while to come to the country Office by supervisor.
Other relevant information or special conditions, if any:	N/A
Application files	Applications (in French or English) must bear the title of the consultancy and be sent by email to consultantcmr@unfpa.org no later than September 13, 2022. The email must be complete and contain a cover letter, a curriculum vitae, the United Nations P11 form, copies of diplomas and certificates. All files should be sent as a single attachment (PDF format only).