



REQUEST FOR EXPRESSION OF INTEREST

WHO CONSULTANT CONTRACT for BEHAVIOURAL INSIGHTS AND SCIENCES for HEALTH for the WHO ACADEMY

CONTRACT DURATION: 12 months

Closing date for applications: June 18th, 2021

Background

The WHO Academy (WHOA) is a newly established state-of-the-art training centre that aims to transform lifelong learning in the health sector and reach 10 million learners around the world by 2023. WHOA will build on WHO's established reputation as a learning institution that currently delivers more than 1,400 courses via 18 different digital learning platforms across the organization. When in full operation, the Academy will be WHO's center for mid-career training programmes, for both WHO staff and outside learners from Member States across the world. Learning and training across all learning modalities (on-site, digital, and learning labs) will be supported.

The Academy will bring together behavioural science, adult learning science and cutting-edge learning technologies to deliver high impact and tailored training to meet diverse needs. By improving the speed, efficiency and effectiveness in which the latest health knowledge and evidence reaches health practitioners worldwide, the Academy will empower them to do their jobs better, increase their impact on improving public health, and save lives.

In recent decades, the field of behavioural sciences has made great strides in providing deep insights into human behaviour, including in the learning process. By applying behavioural insights, the Academy can gain a more nuanced and evidence-based understanding of human behaviour to inform course design and delivery, and better facilitate desired behaviour change in learners.

In 2020, in support of the Academy's activities, the Behavioural Insights unit at WHO commissioned a review of evidence on behavioural insights for designing effective adult learning experiences that support behavior change. The review identified 8 behavioural principles relevant to different stages of the learning process that can be potentially helpful to close the gap between "can" and "do" in health care. The 8 principles rely on proven behavioural theories and models relevant to adult learning (andragogy) and self-directed learning (heutagogy).

Consultancy

In order to support this area of work, the WHO Academy and Behavioural Insights unit are offering a twelve-month consultancy to support the operationalization of the review and mainstreaming of behavioral science into the work of the Academy.

The consultant will report to both the WHO Academy team lead and the WHO Behavioural Insights team lead. The consultant will be responsible for (1) developing the working guidance/framework to help the WHO Academy team incorporate BI as part of the Academy's course production process, including design, delivery, evaluation, and improvement; (2) working with a multidisciplinary team of experts to support pilot courses in applying BI, for example by collecting behavioural evidence or by designing content and tools to facilitate behaviour change among WHO Academy learners and end beneficiaries.

WHO Headquarters Office in Geneva is inviting eligible individuals to indicate their interest in undertaking this work. Interested parties must provide in the CV and in the cover letter information indicating clearly their specific qualifications and skillsets to perform the described tasks, including a description of similar assignments, experience in the field of behavioural insights -ideally in international organizations- and examples of relevant publications or projects they have directly contributed to.

The contracting party will be selected through a competitive process in accordance with WHO's operating policies and procedures on procurement of services. The expected start date is in July 2021 (or as soon as reasonably possible). The work under this consultant contract does not necessarily need to be undertaken at WHO Headquarters in Geneva, Switzerland. The contractual party will be remunerated at a monthly rate that is commensurate with his/her experience and based on the UN common salary scale.

Work to be performed

OUTPUT 1: A working guidance or framework for incorporating the eight BI principles as part of the course production process, namely the competency-based framework and the learning transfer evaluation model.

- Activity 1.1: Based on consultations with the WHOA experts, develop a strategy document and related action plan to mainstream the 8 behavioural science principles (but not only) into the work of the academy.
- Activity 1.2: Add a BI component to key WHOA documents and tools such as the a. competency based framework and the b. learning transfer value **among others**.
- Activity 1.3: organize a series of BI knowledge transfer sessions and package for WHOA teams including at least 4 interactive webinars or workshops, slide decks, handouts, checklists among others.

OUTPUT 2: Application of behavioural insights and sciences through the inclusion of BI components (knowledge and/or skills) in at least 5 WHOA courses to be developed and launched in the next 12 months.

- Activity 2.1: Meet regularly with WHOA production teams and identify selection criteria and at least 5 courses for piloting the use of BI in WHOA courses
- Activity 2.2: Conduct a need assessment note for each one of the 5 courses and together with WHOA and BI Team, based on gaps identified through interviews and desk reviews, propose strategy options and respective action plans to include behavioural science into the courses. Each approach will vary considerably and be tailored to the specific needs of the team. Each course will have several discrete BI components rooted in existing behavioural evidence, behavioural theory or behavioural research.

- Activity 2.3: Develop a repository of lessons learned (for example, with case studies or fact sheets) or alternatively develop a detailed systematization report with the objective of capturing learnings from this pilot experience and transferring the learning to following course designers.

REQUIRED QUALIFICATIONS

Education

Essential:

- An advanced university degree in behavioral or social sciences, behavioural economics, social psychology, social marketing or related;

Desirable:

- Certifications in applied social and behavioural research and/or user centered design or instructional design or related.

Experience

Essential:

- At least 5 years or more of experience applying behavioral insights or related disciplines to policy making and/or to programmes design and implementation;
- At least 3 years of experience working on public health programmes or adult learning programmes;
- Proven experience conducting applied research specifically in the fields of design thinking, user centered design, experience mapping, mental models, among others;
- Some experience conducting behavioural experiments.

Desirable:

- Conducting reviews and/or applied research for behavioural evidence using a variety of research methods;
- Experience working for international organizations such as WHO or other UN agency or international NGOs;

Skills

- Ability to think analytically, communicate effectively, and execute efficiently
- Understanding of international policies and procedures, planning and strategy
- Demonstrated ability to review and synthesize data and evidence
- Excellent skills in organizing and sharing information in writing and orally, in a compelling and targeted way based on audiences' needs;
- Demonstrated ability to produce results, while respecting WHO's professional, ethical and legal framework.



Expressions of interest must be received no later than **June 18, 2021**.

Please include a copy of your CV and a cover letter which should include a description of skills and work undertaken that is relevant to the consultancy. Please also provide contacts for professional references. The expressions of interest are to be delivered electronically within the deadline indicated to the following email addresses: **behavioural.insights@who.int** indicating in the subject the title of the consultancy as per these terms of reference.
