



EBOLA RESPONSE MULTI-PARTNER TRUST FUND PROPOSAL

Proposal Title: Operation Stop Ebola Transmission in Monrovia and Paynesville	Recipient UN Organization(s): UNICEF
Proposal Contact: Mr. Sheldon Yett. Resident Representative, UNICEF Liberia Address: Bright Apartments, Sekou Toure Avenue, Mamba Point, Liberia Telephone: +231 770 25 7100 E-mail: syett@unicef.org	Implementing Partner(s) – 1) UNICEF 2) Monrovia City Corporation 3) Paynesville City Corporation
Proposal Location (country): Please select one from the following <input type="checkbox"/> Guinea <input checked="" type="checkbox"/> Liberia <input type="checkbox"/> Sierra Leone <input type="checkbox"/> Common Services	Proposal Location (counties): - Greater Monrovia - Paynesville
Project Description: <i>One sentence describing the project's scope and focus.</i> The project will rely on ensuring consistent messaging and engaging communities and families through inter-personal communication and mass media, ensuring reach of these messages to households that are deep within these communities, and possibly not reached before. Particular attention will be directed towards importance of proper sanitation, hand washing, ensuring that people do not become complacent on the preventive behaviors (no-touching, kissing, hugging), as well as early reporting of suspected cases and isolation of their contacts.	Requested amount: US\$283,088,00 Other sources of funding of this proposal: Non Start Date: 22 nd December 2014 End Date: 21 st March 2015. Total duration (in months): 3 months
MISSION CRITICAL ACTIONS to which the proposal is contributing. For reporting purposes, each project should contribute to one SO. For proposals responding to multiple MCAs within 1 SO, please select the primary MCA to which the proposal is contributing to.	
<div style="display: flex; align-items: flex-start;"> <div style="margin-right: 10px;"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> </div> <div> Strategic Objective 1 MCA1: Identifying and tracing of people with Ebola Strategic Objective 1 MCA2: Safe and dignified burials Strategic Objective 2 MCA3: Care for persons with Ebola and infection control Strategic Objective 2 MCA4: Medical care for responders Strategic Objective 3 MCA5: Provision of food security and nutrition Strategic Objective 3 MCA6: Access to basic services </div> </div>	

<input type="checkbox"/>	Strategic Objective 3 MCA7: Cash incentives for workers
<input type="checkbox"/>	Strategic Objective 3 MCA8: Recovery and economy
<input type="checkbox"/>	Strategic Objective 4 MCA9: Reliable supplies of materials and equipment
<input type="checkbox"/>	Strategic Objective 4 MCA10: Transport and Fuel
<input checked="" type="checkbox"/>	Strategic Objective 4 MCA11: Social mobilization and community engagement
<input type="checkbox"/>	Strategic Objective 4 MCA12: Messaging
<input type="checkbox"/>	Strategic Objective 5 MCA13: Multi-faceted preparedness

Recipient UN Organization(s)¹	Management Committee Chair:
<i>Name of</i>	<i>Dr. David Nabarro</i>
<i>Signature</i>	
<i>Name of</i>	<i>Signature</i>
<i>Date & S</i>	<i>Date:</i>

NARRATIVE (Max 2 Pages)

a) Rationale for this project:

As the holiday season approaches the cities of Monrovia and Paynesville have several priorities:

- 1) Stop the Ebola transmission through community based awareness campaigns
- 2) City-wide clean-up campaign with emphasis on slum communities
- 3) Initiate the process for developing an Ebola Memorial

This proposal covers the Citywide clean-up, Stop Ebola Transmission and process for establishing an Ebola Memorial. Clean-up campaigns are regular features for this period of the year, where entire communities are mobilized under the leadership of the City Corporation. The implementation mechanism that is proposed will capitalize on the existing governance structure of the Municipal Authorities that will organize and implement the Stop Ebola Transmission Campaign on this basis.

The Ebola outbreak makes it imperative that the campaign extends deep into communities and households in order to change people's behavior. Social mobilization interventions must cascade down and reach household level. The MCC and PCC existing structure will work through the Commissioners that are appointed for managing the townships. These Commissioners will work through the township leaders who will identify community volunteers that are active as well as recognized within their communities as trusted and respected. The community volunteers will be directly engaged on a daily basis with the implementation of community dialogues and meetings within their communities. The total number of target communities is 170, comprising of approximately 1 090 000 persons. 340 volunteers, 2 identified from each community, will cover the targeted geographical area. In communities where there are survivors that have returned, they will be encouraged to be engaged in the community outreach activities as volunteers in their communities or to provide living testimonies during community meetings.

Currently, UNICEF is expanding its network of on-the-ground mobilizers that are responsible for conducting social mobilization activities in all counties throughout the country. UNICEF will tap into its network of trained staff (County Mobilization

¹ If there is more than one RUNO in this project, additional signature boxes should be included so that there is one for every RUNO.

			EFM radio stations to ensure reach and exposure to messages
Momentum for implementation will be weakened due to the holiday.	Medium	High	Increase field support by UNICEF field staff to monitor and provide needed field support

f)Monitoring & Evaluation:

Considering the limited timeframe for the project, a simple self-reported follow-up / monitoring mechanism will assess project level progress, based on reach to the target communities

- number of community meetings / percentage of communities with community meetings conducted
- number of community dialogues conducted / percentage of community dialogues conducted in target communities
- number of households visited in the 170 target communities / percentage of household visited

During the timeframe of implementation the proxy indicator to measure impact that the activities could have an attribution to lowering will be:

- number of new confirmed cases of EVD

In addition, UNICEF will commission a research agency to undertake a rapid KAP study to set up the baseline with a sample of 500 households randomly selected in the initial stage of the intervention and conduct the same study at the project.

In addition, UNICEF will use U-report (UNICEF supported social monitoring platform designed for youth and other constituencies in communities) to monitor level of awareness and community activities around Ebola preventive practices.

PROPOSAL RESULT MATRIX

Proposal Title: Operation: Stop Ebola Transmission in Monrovia and Paynesville					
Strategic Objective to which the Proposal is contributing ²	Strategic Objective 4 MCA11: Social mobilization and community engagement				
Effect Indicators	Geographical Area (where proposal will directly operate)	Baseline ³ In the exact area of operation	Target	Means of verification	Responsible Org.
75% of studied population report knowing at least three ways of getting infected with EVD	- Greater Monrovia - Paynesville		817 500 people	MCC reports PCC reports	UNICEF
75% of studied population are able to identify at least three ways to protect from EVD				MCC reports PCC reports	UNICEF
50% of the study population report practicing at least two Ebola preventive practices				MCC reports PCC reports	UNICEF
Output Indicators	Geographical Area	Target ⁴	Budget	Means of verification	Responsible Org.
- Number of community meetings conducted	- Monrovia - Paynesville	Persons 1 090 000	\$252,543	MCC reports PCC reports Rapid KAP	UNICEF
- Number of community dialogues conducted					
- Number of households visited in the 170 target communities					
Coordination Fees ⁵			12%		
			\$ 30,545		
Total Project Cost in USD					\$283,088

² Proposal can only contribute to one Strategic Objective

³ If data are not available please explain how they will be collected.

⁴ Assuming a ZERO Baseline

⁵ Should not exceed 20% including the indirect cost

Project budget by UN categories

Mobilisers	Total Cost	Break down	Cost per unit
170 volunteers recruited to conduct outreach activities to reach 169 communities.	\$ 25,500.00	=\$150 per volunteer for 3 months	Cost per community= (\$150/ 169communities) =0.88c per community
Outreach tools			
75% of the population (1,090,000) reached by key Ebola prevention and protective messages	\$ 216,643.00	75% of population 1,090000 reached	Cost per unit of reaching population with Ebola prevention and protective messages=(216,643/817,50) = \$0.26c
Training			
170 community leaders trained	\$ 10,400.00		Unit cost = (10400/ 170) \$61 per community leader
3RD Party monitoring			
500 interviews conducted randomly at the beginning and end of the intervention.	\$ 20,000.00	this includes questionnaire design, sampling, data collection, data entry, data analysis and report writing	Unit cost = (20,000/500) = \$40 per person
Project Supervision			
One Project Officer providing technical advice and hand holding support to the implementation partner during the implementation period.	\$ 10,545.00	working with 169 communities	Unit cost = \$3,515 per month for 3 months/ 169 communities= \$20.80 per community
Grand total	\$ 283,088.00		