

## Technical Assistance for Nutrition (TAN)

### **PHL-04- Formulation of Social Marketing and Communication Plan to Promote Rice Fortification in Philippines**

#### Terms of Reference (ToR)

Nutrition International (NI) is committed to the fundamental principles of equal employment opportunity. Women are encouraged to apply.

#### Background

Technical Assistance for Nutrition (TAN) is a project funded and supported by UK aid from the UK government, and seeks to improve the capacity of countries who have joined the Scaling Up Nutrition (SUN) movement to design, deliver, and track the progress of nutrition programs and to generate, learn from and adopt knowledge of what works. NI is contributing to TAN by coordinating the provision of technical assistance (TA) to help national SUN Focal Points (SUN FPs) in select countries to overcome gaps in capacity for the design and delivery of multi-sectoral national nutrition plans, tapping into its global hub to source and deploy the expertise needed.

Under-nutrition in the Philippines remains a serious problem. 33.4% of children under five years of age are stunted, 7.1% are wasted and 21.5% are underweight. The status of micronutrient malnutrition is likewise an important concern in the country. Prevalence of anemia among infants 6 months to 1 year of age is 40.5%, highest among the population groups in the country, and among pregnant and lactating women is 24.6% and 16.7% respectively.<sup>1</sup> Also, poverty incidence among Filipinos is estimated at 21.6 percent, with 3.8 million families being poor.<sup>2</sup>

Philippines joined the SUN Movement in March 2014 with the commitment of ending hunger and malnutrition in all its forms and ensuring that each Filipino enjoys his/her right to good food and good nutrition. In response to the micronutrient deficiencies prevalent in the country, the government has placed a priority on fortification of food products. The enactment of Republic Act No. 8976, also known as “The Philippines Food Fortification Act of 2000”, mandates fortification of wheat flour with vitamin A and iron, cooking oil and refined sugar with vitamin A, and rice with iron. This was decreed as mandatory in November 2000 and full implementation was called for in November 2004. Under this Act, the Department of Health (DoH), through the Food and Drug Administration (FDA), is the lead agency for implementation of the fortification program<sup>3</sup>.

Currently, implementation of the law is done to varying degrees: most wheat flour and much of the cooking oil, which is labeled, is fortified. Sugar is not fortified, due to an industry structure that makes accountability for fortification difficult. Moreover, fortification of rice with iron is limited.<sup>4</sup> It is estimated that only intermittently about 2-4% of national rice that is being consumed has been

<sup>1</sup> Updating National Nutrition Survey (NNS) 2015- Food and Nutrition Research Institute

<sup>2</sup> Poverty Statistics Authority: 2015 Poverty in the Philippines

<sup>3</sup> Republic Act No. 8976 “The Philippine Food Fortification Act of 2000”

<sup>4</sup> Rice Supply Chain Diagnostic - Towards Scaling Up Rice Fortification in the Philippines. Hector Maglalang, Consultant, UNICEF and NNC, in collaboration with Karen Codling and Jeff Gwartz, FFI, Christine Ymata, Researcher - September 2014

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fortified. Up until late 2013, approximately 15% of Philippine rice was being fortified by the National Food Authority (NFA) with coated premix kernels imported from the United States.<sup>5</sup> Currently, the fortification of rice, a staple food in all regions of the country and consumed by all income groups, is limited and mainly done through private sector initiatives.

The Government of Philippines' commitment to scaling-up rice fortification is reflected in the Philippines Plan of Action for Nutrition (PPAN) 2017-2022, wherein Mandated Food Fortification (MFF) has been listed amongst its 11 target programs. MFF, in this context, would entail nationwide fortification implementation for the general population.

With the objective of scaling up rice fortification under the Social Safety Net Programme (SSNP), TAN is supporting the National Nutrition Council (NNC), the highest policy making body for nutrition in the country. It is supporting the facilitation of multi-agency coordination and strengthening arrangements for rice fortification and distribution to partners. The aim of this support is that iron fortified rice (IFR) reaches the four million families registered under SSNP. However, given that 85-90% of rice consumers are not covered under the SSNP, focused efforts are required such that Local Government Unit (LGU) officials encourage sensitization and promotion of IFR, and millers undertake production and consumers are encouraged to consume IFR.

In this context, the NNC has sought TA from Nutrition International under the TAN project to formulate a social marketing and communications plan, in line with PPAN 2017-2022 that would inform and motivate different audience groups, including LGUs, millers and suppliers, and consumers for promotion, production and distribution, and consumption of IFR respectively.

### Objectives

#### Overall objective

Support the formulation of an evidence-based social marketing and communications plan 2019-2022, in line with PPAN 2017-2022, to promote production and consumption of IFR in the Philippines.

#### Specific objectives

1. In light of existing policy and programme landscape for rice fortification in the country, analyze current reach and disaggregate coverage data based on locale including rural/urban and province, municipality and barangay, and population groups, in terms of availability, accessibility, and utilization to understand the supply and demand gap.
2. Identify gaps in implementation of mandatory rice fortification law and ascertain factors that would promote fortification of rice, through consultations with national and sub-national level policy and decision makers.
3. Conduct social market research using qualitative methods to understand:
  - i. Knowledge, attitude and practice amongst the population in general and positive deviants, for purchase and consumption of IFR
  - ii. Media habits of consumers to assess reach and influence of different communication channels

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<sup>5</sup> NCP. Review of the Mandatory Food Fortification Component of the Philippine Food Fortification Program. December 2012

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- iii. Factors that enable/hinder producers and suppliers for production and supply of IFR respectively
4. Design an evidence-based social marketing and communications plan 2019-2022 to promote production and consumption of IFR.
5. Garner stakeholder consensus for finalization of social marketing and communications plan.

### Expectations

This TA is expected to bring a significant contribution in strengthening the government's efforts to promote rice fortification in the country. It is expected that this consultancy will lead to the following results:

1. Evidence generated through social market research validated by in-country stakeholders, utilized to enhance understanding on production and consumption patterns of IFR.
2. Social marketing and communication plan agreed upon for implementation by the government and other relevant stakeholders.

### Gender

Nutrition International is committed to gender equality. Consultants are required to indicate how they will ensure that gender equality considerations are included in the provision of TA including deliverables. Examples of integration of consideration for gender equality could include but are not limited to; ensuring government departments responsible for women are included wherever possible, gender sensitive indicators are included, emerging data is sex disaggregated, relevant documentation related to gender is reviewed and NI tools related to gender are used.

### Scope of Work

The purpose of the TA is to design a social marketing and communication plan to guide government efforts to promote production and consumption of fortified rice in the country.

Expected duration of the assignment is for a period of nine months.

This TA would be delivered by a team of consultants with expertise in communications, fortification, social market research and designing of communication materials. The lead consultant (LC) will share the list of consulting team members with NI for agreement on roles and responsibilities of each team member. The LC will be assigned overall role of managing this assignment and be responsible for the work completed by other team members and all resulting deliverables.

Applicant(s) are requested to present specific objective-based activities along with proposed level of effort required for each activity, in terms of number of days, and roles and responsibilities of each team member as part of their technical proposal.

### Deliverables

1. Detailed work plan within 2 weeks from the date of signing of the contract
2. Desk review report prepared including:

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- i. Past, ongoing and planned efforts of government and development partners for fortification of rice in the Philippines
- ii. Experiences from other countries in the area of rice fortification
- iii. Current reach and coverage of IFR as per locale including rural/urban and province, municipality and barangay, and population groups
- iv. Supply and demand gap for IFR
- v. Synthesis of findings from studies of FNRI on IFR social marketing and communications, and its acceptability
- vi. An inventory and assessment of existing or past social marketing and communication activities and materials including monitoring and evaluation parameters and methods related to IFR
3. Stakeholder mapping report detailing areas of interests and efforts categorized according to policies, programmes and projects (including promotional efforts), regulation, monitoring, and evaluation
4. Tools for KIIs with national and sub-national level policy and decision makers, and rice millers, suppliers and retailers
5. Summary report of KIIs/consultations presenting gaps in implementation of mandatory rice fortification law
6. Tools designed to conduct social market research for;
  - i. Focus group discussions (FGDs) and in-depth interviews (IDIs) with consumers across different economic groups
  - ii. Observation and IDIs with positive deviants
  - iii. IDIs with rice millers, traders and suppliers including suppliers of fortificants/premix categorized based on the scale of their industry: big, medium and small
7. Social market research report summarizing research findings
8. Multi-stakeholder workshop conducted to disseminate key findings from social market research and gather inputs for development of communication plan, and report prepared
9. Evidence-based social marketing and communication plan 2019-2022 developed including, but not limited to;
  - i. Intended audience segments and their analysis
  - ii. Barriers and facilitators to change
  - iii. Marketing and communication channels and activities, including diagrammatic representation of communication channels and summary of activities
  - iv. Communication messages
  - v. Budgetary requirements, identification of potential sources and tracking mechanism
10. Multi-stakeholder workshop conducted to garner consensus for finalization of the plan, and report prepared
11. Prototype of social marketing materials such as press kits, info graphics, posters, flyers, etc. to facilitate implementation of the communication plan

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### Duty Station/Location

The LC/all or some of the team members will be based out of Philippines for this assignment. The NNC will provide official work space to the consultants to hold joint discussions, meetings and reviews. The consultants can otherwise work from home.

### Travel

The consultants are expected to undertake some travel to/within the country. All travel required under this consultancy will be provided for by NI and/or NNC/Govt. of the Philippines.

### Timeline

This TA support to the NNC will be for a period of nine months, starting from 01 September 2018 to 31 May 2019.

### Management and Reporting/Coordination mechanism

1. The LC will liaise directly with and report to the Deputy Director, NNC. S/he will also work closely with the National SUN Focal Point for the Philippines and NI team members.
2. The NNC will facilitate the operational linkages with all the relevant stakeholders for this assignment.
3. NI will provide the funding for the assignment, and payment will be subject to performance and reaching deliverables as agreed upon at the moment of contract signing.
4. NI will provide technical input into the assignment and is responsible for assuring the quality of the work being delivered by the consultant.
5. NI will review the consultant's work and review with the Deputy Director, NNC for feedback prior to sharing externally (as needed).

### Profile/qualifications of Consultant

The LC will be selected following a competitive recruitment process.

The team of consultants will possess assorted areas of expertise including food/rice fortification/food technology, development communication/social marketing/behavior change communications/consumer behavior, market research/qualitative research and designing of communication materials/prototypes. The LC would be responsible for work completed by all team members.

### Lead Consultant:

1. Doctoral or Post-graduate level qualifications in Development Communications/International Development/Economics/Statistics/Monitoring & Evaluation/Marketing/any other related field(s)
2. At least 10-12 years of technical experience in the fields of social marketing/market research/consumer behavior and research related to food/nutrition/health
3. Good knowledge of Government of Philippines nutrition, food fortification and health portfolio and programmes
4. Proven experience in planning/implementing social marketing activities
5. Proven experience of conducting social market/qualitative research

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6. Experience of providing guidance for designing of communication materials, developing prototypes and their field testing
7. Proven experience of providing strategic policy advice and supporting the national/sub-national government(s) in developing communication plans/strategies or field based communication initiatives, preferably in the area of nutrition/health
8. Involvement in advocacy with the national government(s) and other relevant stakeholders
9. Proven experience in working with multi-stakeholder and multi-sectoral working groups in national and/or international settings
10. Experience of budget estimation and tracking of expenditure
11. Experience in coordinating and managing a team of subject matter experts
12. Excellent analytical and communication skills
13. Demonstrated ability to deliver quality results within strict deadlines
14. Experience in managing national or international workshops/conferences

### Other consultants:

1. Post-graduate level qualifications in Nutrition/ Food and Nutrition/ Food Science/ Food Technology/ Community Nutrition/ Public Health Nutrition/ Public Policy/ Public Health/any other related field(s)
2. At least 10 years of technical experience in the fields of food fortification/nutrition/public health policy and/or programme review/planning/monitoring
3. Excellent knowledge of Government of Philippines nutrition, food fortification and health portfolio and programmes
4. Advanced technical skills and experience in food fortification policy and programme review/formulation and/or supply chain assessment
5. Proven experience in all steps in programme cycle (design, implementation, monitoring and evaluation) of large-scale food fortification programmes with public health objectives
6. Experience of building capacities of government sectors and/or other partners on areas broadly related to food fortification
7. Proven experience in managing multi-stakeholder and multi-sectoral working groups in national and/or international settings, particularly in the field of food fortification and/or nutrition
8. Excellent analytical and communication skills
9. Demonstrated ability to deliver quality results within strict deadlines
10. Experience in planning and organizing national or international workshops/conferences

**Note:** The team should consist of a *graphic designer* with experience in designing and developing prototypes of communication materials such as press kits, info graphics, posters, flyers, etc.

### Language Skills:

- Fluency in written and spoken English and Tagalog is mandatory.



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### Application Process

Interested consultants are invited to submit the following by email to

**TechnicalAssistance@NutritionIntl.org** before close of business 10<sup>th</sup> June 2018, 17:30 EST (Ottawa, Canada).

- Up-to-date curriculum vitae of all team members
- Technical proposal: not exceeding five pages, describing the consultant understanding of the task, proposed methodology, roles and responsibilities of each team member (clearly linking their expertise to the profile required) and detailed work plan that breaks down activities and outputs as per timeline.
- Financial proposal: including monthly/daily fee rate for each team member, suggested number of trips and any other expenses required to fulfill the terms of the consultancy (meetings, materials, etc.).

Kindly mention ‘**Application for PHL-04 –Social marketing and communication plan to promote rice fortification**’ in the subject line of the email.