

## **Terms of Reference for Consultancy to Develop an Advocacy, Communication and Social Mobilization Strategy to promote healthy diets and lifestyle, as part of the Implementation of Kenya's Non-communicable Diseases (NCDs) Strategy**

### **Background**

The rise of NCDs is partly accelerated by urbanization, which has led to lifestyles characterized by poor diets, reduced physical activity and tobacco and alcohol consumption (WHO 2001 study). The population is shifting from traditional diets to consumption of processed and/or fast foods. The growing availability and consumption of low-cost, processed foods that are characteristically energy-dense are fueling the rise in obesity and NCDs. Poor diets are the leading cause of diseases worldwide. The consumption of foods high in sugars, salt and fat, including saturated fats, is a key driver of obesity and diet related non-communicable diseases (NCDs). Globalization and urbanization have accelerated these diet trends into less healthy choices through expansion of food markets and incorporation of modern food processing industries. This has triggered preferences for processed foods and foods prepared away from home. These dietary habits together with less physical activities, carry unwanted nutritional and health effects. The triple burden of malnutrition – the coexistence of food insecurity, undernutrition, and overweight and obesity – is a growing challenge in Kenya. NCDs have been on the increase, with about half of all hospital admissions and one-fourth of all deaths resulting from NCDs.

The Government of Kenya, through a number of documents such as the Constitution and Vision 2030, has emphasised the importance of its citizens' health. This is also supported by the government's commitment to implement the Big 4 Agenda, namely Enhancing Manufacturing, Food Security and Nutrition, Universal Health Coverage (UHC) and Affordable Housing. UHC is being piloted in four counties.

The Kenya Health Policy 2012-2030 aims at attaining the highest possible standard of health in a manner responsive to the health needs of the population. This policy will be achieved through six strategic objectives which include halting and reversing the rising burden of NCDs, reducing the burden of violence and injuries, providing essential health care, minimizing exposure to health risk factors, eliminating communicable diseases and strengthening collaboration with health-related sectors which have a bearing on NCD prevention and control.

The development of the Kenya National Strategy for the prevention and control of Non-communicable Disease, 2015–2020, that gives directions to ensure that there will be significant reduction of preventable burden of NCDs is also a show of government's commitment to address NCDs. The purpose of this strategic document is to provide a roadmap towards reducing the preventable morbidity and mortality due to NCDs and to improve the quality of life of all Kenyans in line with vision 2030.

Globally, there have been calls for action to promote healthy diets and limit excessive intake of energy, sodium, unhealthy fats, and free sugars issued through various international platforms, such as the World Health Assembly and the Second International Conference on Nutrition (ICN2).

Governments can take several measures to address NCDs including increasing taxes on cigarettes and energy drinks. According to WHO report a tax on sugary drinks that rises prices by 20% can lead to a reduction in consumption of around 20%, thus preventing obesity and diabetes. Estimates suggest that, over 10 years, a tax on sugary drinks of one cent per ounce in the United States of America would result in more than US\$ 17 billion in healthcare cost savings. Revenue generated by these taxes could be spent on efforts to improve health care systems, subsidize fruits and vegetables to encourage healthier diets, increase physical activity.

Food environments have a great impact on populations' nutrition and health status, therefore, food environment interventions are a popular strategy to address the NCDs epidemic. However, there are notable gaps in NCDs-related policies and their implementation, which this consultancy work seeks to address.

The Division of Nutrition in the Ministry of Health and the National Council for Population and Development (NCPD), a State Agency under the State Department of Planning, would like to develop a national Advocacy, Communications and Social Mobilization Strategy to address healthy diets and lifestyles in Kenya. Nutrition International is providing technical assistance in this process.

The Strategy aims to strengthen multi-sectoral coordination of programs that address NCDs in Kenya, increase awareness on the disease and healthy lifestyles, and promote best practices. It will align advocacy work from national to county levels, while engaging policy makers, opinion leaders and influencers in different sectors and communities.

### **Nutrition International**

Nutrition International (NI - formerly Micronutrient Initiative) is a not-for-profit organization governed by a dedicated international Board of Directors and led by an internationally recognized team of technical experts, program designers, advocates, analysts, evaluators, implementers, educators, resource managers and nutrition champions. NI has over 25 years history of preventing micronutrient malnutrition among the world's most vulnerable citizens in developing countries, especially women and children. NI's headquarters is in Ottawa, Canada, with two regional offices in Nairobi Kenya and New Delhi, India, and 10 country offices in Africa and Asia.

In partnership with countries, donors and other agencies, NI supports nutrition research, policy formulation and integrates nutrition into development programs. NI has footprints in over 60 countries in Africa and Asia.

### **Purpose of Consultancy**

The Ministry of Health, National Council for Population and Development (NCPD) and Nutrition International propose the development of an Advocacy, Communications and Social Mobilization Strategy on the reduction of NCDs. The Strategy's main goals are to:

1. Strengthen multi-sectoral coordination and implementation of existing policies and strategies on Healthy Diets and Lifestyle.
2. Leverage existing advocacy efforts on NCDs in public health programs.
3. Advocate for prioritization of interventions for healthy diets and lifestyle

4. Mobilize more investment to address healthy diets and lifestyle at national and county levels.
5. Advocate for increased taxation of cigarettes and energy drinks, and use of revenue from taxation of unhealthy foods to enhance public awareness on NCDs and treatment.
6. Promote healthy lifestyle including health seeking behaviours.
7. Advocate for creation of an environment that promotes physical activities.

## Objectives

### Overall Objective

The main objective of this consultancy is to develop an Advocacy, Communications and Social Mobilization Strategy, to promote healthy diets and lifestyle as recommended in Kenya's Non-communicable Diseases (NCDs) Strategy and Kenya National Nutrition Action Plan 2019-2022

### Specific Objectives

- Coordinate the review of strategies for healthy diets and lifestyle, guided by local, regional and global trends.
- Develop an Advocacy, Communications and Social Mobilization Strategy to promote healthy diets and lifestyles.

## Scope of Work

The Consultant will review existing strategies for healthy diets and lifestyle, so as to identify gaps and provide promotive and preventive recommendations to strengthen the strategies.

The Consultant will develop an Advocacy, Communication and Social Mobilization Strategy using a multisectoral approach. The Strategy will address key issues around healthy diets, obesity and NCDs in Kenya. It will provide a costed implementation plan for the Advocacy, Communications and Social Mobilization Strategy at national and county levels.

From the review of existing literature on NCDs and interviews with key stakeholders, the Consultant will document recommendations on best practices to be applied in Kenya. Key informants to be interviewed should include but not limited to policy makers, nutrition stakeholders, insurance agencies, food chains and caregivers (hospitals, individuals). The Consultant will collect data through a consultative and participatory approach that will involve key stakeholders across the health sector, education, industry, civil societies, NGOs, private and public institutions.

A phased approach is recommended for this work, to enable the Consultant to address different components at different stages. A validation phase will enable the Client to assess the work, methodologies and recommendations.

This consultancy will be undertaken in the following phases:

### 1. Stakeholder Consultations

The Consultant will hold consultation meetings with officials of the Ministry of Health, Nutrition International (NI), National Council for Population and Development (NCPD) and other key partners.

## **2. Data Collection/Research**

The Consultant will review secondary data to identify:

- Recent policy developments and strategies on healthy diets and lifestyle in Kenya, Sub-Saharan Africa and other countries.
- Role of stakeholders implementing healthy diets and lifestyle programs in Kenya
- Role of NCD Alliance of Kenya (NCDAK) and other partners in implementation of Kenya's NCDS Strategy.
- Progress in implementation of healthy diets and lifestyle programs
- Gaps in current interventions on healthy diets and lifestyle and activities of different stakeholders at national and county levels.

The Consultant will analyze various policy documents and identify recommendations to be factored in the Advocacy Strategy to promote healthy diets in Kenya, among them: Kenya National Strategy for the Prevention and Control of Non-communicable Diseases 2015-2020, National Medium Term Plan (MTP II) 2014-2018, National Health Strategic Plan (KNSSP) 2014-2018, United Nations Development Assisted Framework (UNDAF) 2014-2018 for Kenya and Kenya Third Generation WHO Country Cooperation Strategy (2014-2019).

## **3. Product Development**

The Consultant will analyse research findings and develop an Advocacy, Communications and Social Mobilization Strategy to be implemented by various stakeholders at national and county levels. The Strategy will focus on:

- Coordination and multi-sectoral approaches to implement healthy diets and lifestyle in Kenya
- Promotion of best practices around healthy diets and lifestyle and their domestication in Kenya
- Review existing food systems and identify gaps to promote healthy eating behaviour
- Promotion of early testing/detection for NCDs to demystify and reduce fear
- Support to public forums (shows and exhibitions to encourage physical activity)
- Support to media campaigns
- School-based awareness creation forums
- Identification and support to champions for reduction of NCDs through healthy diets and lifestyle
- Creation of spaces to encourage physical activity

## **4. Expected Outputs**

This consultancy is expected to bring a significant contribution to promotion of healthy diets and lifestyle in Kenya. The following are key deliverables:

- Inception Report
- Project's implementation plan and approved research documents/tools.
- Report and recommendations to address gaps in Kenya's healthy diets and lifestyle programs.
- Advocacy, Communication and Social Mobilization Strategy to promote healthy diets and lifestyle, in line with Kenya's NCDs Strategy.

## Timeline

This consultancy will be for a period of ninety 90 working days from October 2019 to January 2020.

Activity	Deliverables	Timeframe
Draft an Inception Report	Inception Report	3 days
Data collection/Research	Research findings, recommendations and new data for Advocacy, Communication and Social Mobilization Strategy	10-15 days
Present findings to stakeholders	Meeting report and recommendations	1 day
Develop Advocacy Strategy	Healthy diets and lifestyle Advocacy, communication and social mobilization Strategy	15 days
Validate Advocacy Strategy	Revised Advocacy, Communication and Social Mobilization Strategy	1 day
Update Advocacy Strategy	Approved Advocacy, Communication and Social Mobilization Strategy	1 day
Dissemination workshops (national and county)	Workshop reports	5 days
Approximate consultancy period		30-35 days

## 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 how they are incorporated into 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, and relevant documentation related to gender is reviewed. To this end, NI has developed the following tools which can be accessed using the links below:

- [NI integration of gender considerations checklist](#)
- [NI background document on gender and nutrition](#)
- [NI PowerPoint presentation \(Gender 101\)](#)

## Duty Station/Location

The Consultant will undertake this work in Nairobi, Kenya, with minimal travel to selected counties to interview relevant/nutrition stakeholders. All travels required under this consultancy will be provided for by Nutrition International. Travel allowances maximums are based on standard rates of the Client.

## Profile/Qualifications of Consultant

For this assignment, NI requires a consultant with expertise as follows:

- Post graduate degree or equivalent in advocacy, international relations; development studies; social sciences or humanities.
- Minimum of 7 years of relevant experience at the national or international level in policy development/formation and advocacy.
- Possess the following skills and competencies:
  - Ability to work with minimal supervision
  - High level written and oral communications skills in English
  - Must be result-oriented, a team player, exhibiting high levels of enthusiasm, tact, diplomacy and integrity
  - Demonstrate excellent interpersonal and professional skills in interacting with government and development partners
  - Skills in facilitation of stakeholder engagements/workshops
  - Evidence of having undertaken similar assignments

## Application Process

Proposals should be submitted by email to: [bidsAfrica@Nutritionintl.org](mailto:bidsAfrica@Nutritionintl.org)

Before close of business on 30<sup>th</sup> September. Only complete applications will be reviewed.

- Up-to-date curriculum vitae (CV) with monthly fee indicated and other foreseen costs included.
- Cover letter detailing how applicant fits the profile
- Technical proposal: Not exceeding five (5) pages, describing the consultant's understanding of the task, proposed methodology, responsibilities of key stakeholders and detailed work plan that breaks down activities and outputs.
- Financial proposal: Including daily fee rate, suggested number of trips/days in-country and any other expenses required to fulfill the terms of the consultancy (field trips, meetings, materials etc.).

NI is committed gender equality. Consultants are required to indicate how they will ensure that gender equality considerations are included in the provision of technical assistance.

This position is open to Kenyan nationals or persons with necessary permits to work in Kenya. NI is committed to the fundamental principles of equal employment opportunity. Women are encouraged to apply.