



Terms of Reference (TOR) for Development of Infographics

General Information

Job Title:	Consultancy –Development of infographics of Public Expenditure Management Cycle
Work Description:	Design an informative and interactive infographics outlining messages in relation to public participation in the Public Expenditure Management (PFM) framework process.
Project Title:	Strengthen Public Participation in planning and budgeting among PLWNCDs
Category:	Strategic Advocacy, 2020
Type of contract:	Special Service Contract
Expected starting date:	Immediately
Duration:	8-working days for actual delivery – though sessions may be spread to more days

1.0. BACKGROUND

The Non-Communicable Disease Alliance of Kenya (NCDAK) is a not-for-profit organization that brings together synergistic relationships of multi-sectoral stakeholders to facilitate active promotional and advocacy activities for prevention and control of non-communicable diseases (NCDs) and the provision of quality NCD care services.

NCDAK responds to the global call of action for the prevention and control of NCDs including cardiovascular diseases, diabetes mellitus, cancers and chronic lung diseases, sickle cell, epilepsy, mental health. These diseases are propagated by common risk factors such as unhealthy diets, physical inactivity, tobacco use, harmful use of alcohol and exposure to environmental toxins.

NCDAK seeks to contribute to the reduction of the preventable burden of morbidity, mortality and disability due to NCDs in Kenya by acting as a coordinating and strengthening body for comprehensive and synergistic national action on NCDs. NCDs account for 50% of hospital admissions, 55% of hospital deaths and 33% of total deaths. The organization also seeks to meaningfully involve of people living with NCDs (PLWNCDs) in the NCD advocacy response in Kenya.

In meeting its program objectives as well as the vision, the organization is planning to Strengthen Public Participation in planning and budgeting among PLWNCDs at national and county level. It is expected that the infographics will provide guidance to the PLWNCDs and members of NCDAK on the budgeting cycle and public participation process. The details provided in the infographics will ensure that PLWNCDs and members of NCDAK and PLWNCDs actively engage in the entire Public Finance Management framework.

2.0. PURPOSE AND OBJECTIVE

NCDAK seeks services of consultant/s to develop infographics for budgeting cycle and public participation at national and county level in the country. The consultant will design informative and interactive infographics outlining messages in relation to public participation in the Public Expenditure Management (PEM) framework process specific to the Annual Development Plan (ADP) and the County

Budget Review and Outlook Paper (CBROP) relevant/targeted stages of the County Budget Process over the course of the next six months.

General Scope of the Work

NCDAK seeks the services of a dynamic and creative consultant to undertake the design of informative and interactive infographics outlining messages in relation public participation in the PEM process specific to the Medium Term Expenditure Framework (MTEF) and the County Budget Review and Outlook Paper (CBROP) relevant to the stage of the Kiambu County Budget Process over the course of the next five months. This work will entail:

- Initial meeting with project staff to discuss specific deliverables and set timelines.
- Review the relevant public participation documents (PEM, CBROP, ADP and Budget processes)
- Conceptualization of info graph content and design in conjunction with the NCDAK team
- Design of creative and interactive info graphs
- Produce final infographics based on the comments received and present them in easy to share formats for sign off.

Expected outputs and timeframe

It is estimated that the consultancy will be completed within 2 working days. The consultant will produce the following:

- Draft Info graphs that demonstrate opportunities for citizen engagement (how, why and when)
- Final Info graphs

Target Audience

- Target youth and PLWNCDs in target Counties
- Local media representatives
- Local community-based support groups
- Target women small-scale traders
- General public (for visibility and their buy-in)

Note for consideration

- Definition of Infographic for this TOR: *An infographic (information graphic) is a representation of information in a graphic format designed to make the data easily understandable at a glance especially by youth. The process of creating infographics is sometimes referred to as data visualization. Source whatis.techtarget.com*
- The infographics should capture the process from start to end of the chain, the stakeholders to involve, timelines, where, when, how for each of the participation process, complaints mechanisms in cases where laws are violated
- The stories/process should resonate with the target audiences; use of picture and language should be context specific.
- The consultant will present the script and story boards for review and sign off before production.
- Final products should be in easy to share format, of high quality and ready for print for the infographics

Profile of consultant

- Education qualification: At least university level degree in communications or development studies.
- Experience: Proven track record in capacity building in Public Expenditure Management.
- Experience working in the health sectors especially around policy and budgeting.
- Possess the following skills and competencies:
 - a) Ability to work with minimal supervision
 - b) High level written and oral communications skills in English and Kiswahili.
 - c) Must have experience in design using various design tools.

Submission

Interested and qualified consultants are invited to submit a technical and financial proposal that includes the following:

- a) Curriculum Vitae of the consultant detailing the reference list indicating the scope and magnitude of similar assignments, and qualifications.
- b) Financial bid indicating the amount in Kenya Shillings to undertake the task.
- c) The application will be submitted to careers@ncdak.org not later than November 27, 2020 at 5.00pm

Disclaimer:

The material arising from the contract shall be the property of NCDAK and cannot be used without express written consent by NCDAK.