



## TERMS OF REFERENCE (TOR) FOR MIDTERM MEDIA MONITORING REPORT

### General Information

<b>Job Title:</b>	Consultancy – Media Monitoring
<b>Work Description:</b>	Midterm report on NCDs media monitoring in Kenya
<b>Project Title:</b>	Promoting Prioritisation of NCD Prevention and Control and Social Accountability among Policy Makers in Kenya through Voices of PLWNCDs
<b>Category:</b>	Advocacy
<b>Type of contract:</b>	Special Service Contract
<b>Expected starting date:</b>	Immediately
<b>Duration:</b>	11-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 in the NCD advocacy response in Kenya.

In meeting its program objectives as well as the vision, the organization is planning to undertake end-term media monitoring on NCDs reporting in the country. The media monitoring report will provide a comprehensive overview of NCDs media coverage in the country for a period of 24 months, against which NCDAK media interactions as a result of project interventions can be gauged. The media monitoring process will generate information on the status of media reporting in the country from January 2021 to January 2022. The result will be presented in form of a report that include detailed analysis and trends of NCDs reporting in the country.

### 2.0. PURPOSE AND OBJECTIVE

The aim of the assignment is to develop a comprehensive media monitoring report that builds on the already developed baseline and midterm reports. The process will document the levels

and trends of NCDs reporting in the country and provide recommendations for use in the project's advocacy efforts.

### **3.0. GENERAL SCOPE OF THE WORK**

In this assignment, the consultant will undertake desk review of the existing baseline and mid-term media monitoring reports, news reports in both Print, Television, radio and online news channels in the country.

This assignment will entail the following tasks:

- a. Inception meeting with NCDAK project team
- b. Undertake desk review:
  - Review of the media monitoring baseline and midterm survey report
  - Current NCD literature and relevant policies,
  - Electronic, print, and social media,
  - NCDs serving organization websites and blogs.
- c. Undertake meeting with key informant interviews with editors/journalists, and relevant stakeholders.
- d. Collate and analyse the data.
- e. Develop concise report demonstrating progress made due to intervention from the baseline and midterm report and linking to NCDs policy change and wellbeing on people living with NCDs

### **4.0. DELIVERABLES**

- a) Draft and final report (Calibri, font 12)

### **5.0. SUPERVISION**

The consultant will report to the Executive Director but work closely with the Program Manager (who will be contact persons within the organization), or any person delegated.

### **6.0. DURATION OF THE WORK**

The assignment is estimated to commence immediately and be completed within eleven(11) working days.

### **7.0. QUALIFICATIONS OF THE CONSULTANT/S**

- University degree and/or advanced diploma in Journalism, mass media or development studies
- Proven track record of conducting media monitoring.
- Experience working in the health sectors especially in communication.
- 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

## **8.0. PROPOSAL 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, qualifications, registration and other relevant statutory documents.
- b) Financial bid indicating the amount in Kenya Shillings to undertake the task.
- c) The application will be submitted to [careers@ncdak.org](mailto:careers@ncdak.org) not later than **February 3<sup>rd</sup>, 2022, at 5.00pm**

### **Disclaimer:**

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