



## **2.0. PURPOSE AND OBJECTIVE**

The assignment falls under the NCD Alliance Kenya program intervention area with the close support of the Division of NCDs MoH. The assignment therefore will lead to the development of an Advocacy, Communications and Social Mobilization Framework for the '*Integrating Diabetes & Hypertension Control into Primary Health Care in Kenya*'. The framework aims to:

- a. Strengthen advocacy interventions towards prioritisation and resource allocation on prevention and control of NCDs with a special focus on diabetes and hypertension.
- b. Provide structure for coordinated advocacy, communication and stakeholder engagement including rightsholders and duty bearers.
- c. Support partners and multi-sectoral collaboration and implementation of the existing national policies.
- d. Advocate for the creation of an environment that promotes WHO best practices for NCDs.

## **GENERAL SCOPE OF THE WORK**

In this assignment, the consultant will use participatory approaches that will fully engage the MoH through the Division of NCDs, Project Partners, selected target counties representatives, persons living with NCDs, the NCD Interagency Coordinating Committee (NCD-ICC) and other relevant stakeholders who are the core constituencies and play the most significant role in NCD prevention and control in Kenya. This assignment will entail the following tasks:

- a. Undertake desk review of the current project documents, NCD Strategic Plan and other literature including local and international NCD framework.
- b. Collect data through a consultative and participatory approach involving key stakeholders across the NCD space, project partners and persons living with NCDs.
- c. Identify and propose advocacy, communication and social mobilisation techniques and tools suitable for the project implementation strategy.
- d. Propose the use of various types of communication channels, media, and tools to actualise the framework.
- e. Identify and elucidate the resources – fiscal, human, technological, among others – required to implement the proposed framework.
- f. Support structure and content development of the ACSM framework, its operationalisation and implementation assessment.

## **3.0. RESPONSE PROPOSAL SPECIFICATION**

Qualified persons/firms interested in the consultancy must include in their application a detailed technical and financial proposal with the following components:

- a) Understanding and interpretation of the terms of reference
- b) Methodology to be used in undertaking the assignment.
- c) Time and activity schedule
- d) Consultant's daily rate in Kenya shillings

## **4.0. DELIVERABLES**

- a. An inception proposal/protocol detailing methodologies and activity timelines.
- b. Draft and final Advocacy, Communication and Social Mobilization Framework including costed operationalisation and M & E plans.

## **5.0. SUPERVISION**

The consultant will report to NCD Alliance Kenya and work closely with the MoH through the Division of NCDs.

## 6.0. DURATION OF THE WORK

The assignment is estimated to commence immediately and be completed within thirty-five (35) working days.

## 7.0. QUALIFICATIONS OF THE CONSULTANT/S

- Relevant postgraduate degree in a health-related, social or development field.
- Minimum of 7 years of relevant experience in advocacy, communication, policy review and development, NCD/Health Program management, and research.
- Experience working in the health sector, especially around policy development, implementation, monitoring and evaluation.
- Experience working in community health care levels
- Possess the following skills and competencies:
  - Ability to work with minimal supervision
  - High-level written and oral communication skills in English.
  - 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.

The Consultant will be required to have regular consultations with NCD Alliance Kenya and the Division of NCD MoH. The Consultant will be expected to work within their office premises and shall cover their own travel and internet expenses.

## 8.0. PROPOSAL SUBMISSION

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

- a) A technical proposal alongside the financial bid outlining their understanding of the assignment, methodology and approaches for the assignment as well as financial bid in Kenya Shillings (Single space, font size 12).
- b) Curriculum Vitae of the consultant/s detailing the reference list indicating the scope and magnitude of similar assignments, qualifications, registration, and other relevant statutory documents.
- c) The application will be submitted to [careers@ncdak.org](mailto:careers@ncdak.org) not later than **June 12, 2024, at 5.00 pm**.
- d) The applications should include the consultancy being applied for as the Subject as ***“Consultancy –Development of the National Advocacy, Communication and Social Mobilization Framework”***.