



MINISTRY OF HEALTH

REQUEST FOR AN EXPRESSION OF INTEREST FOR CONSULTANCY SERVICES ON COMMUNICATION ADVOCACY AND VISIBILITY OF TOBACCO CONTROL BOARD- KENYA.

TENDER NO. MOH/TBC/EOI/001/2021-2022

CLOSING DATE: TUESDAY, 29TH MARCH, 2022 AT 11.00AM

NOTICE FOR REQUEST OF AN EXPRESSION OF INTEREST (EOI) FOR CONSULTANCY SERVICES ON COMMUNICATION ADVOCACY AND VISIBILITY OF TOBACCO CONTROL BOARD- KENYA.

NAME OF THE PROCURING ENTITY: MINISTRY OF HEALTH,TOBACCO CONTROL BOARD

ASSIGNMENT OR CONTRACT TITLE: EXPRESSION OF INTEREST (EOI) FOR CONSULTANCY SERVICES ON COMMUNICATION ADVOCACY AND VISIBILITY OF TOBACCO CONTROL BOARD- KENYA.

Reference No: MOH/TBC/EOI/001/2021-2022 **Date:** 17th March,2022

1. Background information and project overview

Tobacco use is one of the major risk factors for Non-Communicable Diseases (NCDs). The Ministry of Health (MOH), Kenya estimates that NCDs contribute to nearly 50% of hospital admissions in public hospitals. Tobacco directly contributes to 69 per 100,000 deaths. Approximately eight million people globally are killed annually by tobacco-caused diseases, making control of tobacco use cessation of great importance to the country. The Tobacco Control Board will carry out a high frequency-high impact campaign, for 4 months (March-June,2022) over a diverse range of media platforms.

Tobacco Control Board

Tobacco Control Board is established under section 5 of the Tobacco Control Act 2007 to advise the Minister generally on the exercise of his powers and the performance of his functions under the Act and more specifically on public awareness raising on harmful constituents and ingredients of tobacco products. The Board therefore seeks to enhance its visibility through awareness creation as a build up towards World No Tobacco Day commemoration on 31st May 2022. To this effect, the Board has planned to undertake high level communication, advocacy and awareness creation through media engagement.

2. The proposed scope of service

The position of Communications Consultant is located in Tobacco Control Board, Ministry of Health, Nairobi, Kenya. The position reports to The Secretary, Tobacco Control Board. The Communications Consultant will serve as the primary communications focal point for the tobacco control campaign focused

on raising the visibility of the Board's role and raising awareness on the dangers of tobacco and tobacco products including novel and emerging tobacco products.

The consultant shall enhance visibility of the Board and the Ministry of Health on matters of tobacco control in the Country and specifically to avert health and socio-economic impact of nicotine, tobacco, tobacco consumption and exposure to second hand smoke. The Board is therefore seeking for a short-term consultant to help in realizing this objective.

The Consultant is expected to:

1. Lead in the implementation of tobacco control campaign communication plan
2. Lead in the development of stakeholder engagement plan
3. Oversee the development of Board website
4. Guide in the development of IEC materials
5. Undertake detailed audience segmentation
6. Guide in the development of key messages for the target audiences
7. Manage process of translating content to fit the interests of various audiences
8. Conduct media monitoring and evaluation
9. Work closely with the Tobacco Control Board on Visibility Material Design for quality and timely design/production of the communication and visibility materials.
10. Ensure that all necessary measures are taken to ensure the visibility of the Board and the Ministry in line with the requirements of section 9 of the Tobacco Control Act.
11. Advise the Board and the Ministry on necessary steps which have to be taken for timely, effective and efficient implementation of the awareness, advocacy and visibility campaign.
12. Capacity Build the Tobacco Control Board and its secretariat to effectively communicate with the target audience.

Key duties and responsibilities of the consultant

There are five main components of this consultancy:

1. Evaluation of the report of the status of tobacco and tobacco products use in universities within four cities of Kenya namely Mombasa, Nairobi, Nakuru and Kisumu.
2. Rebranding of Tobacco Control Board

3. Raise awareness to the public on the dangers of tobacco and its products within 16 weeks after signing the contract.
4. Enhance tobacco cessation services in the country.
5. Sensitize tobacco control stakeholders to build synergy for effective collaboration.

This call for expression of interest addresses all the components listed above. The consultant is expected to actively contribute and lead to the implementation of the communication and visibility plan in compliance with the requirements of the Tobacco Control Act.

3. Evaluation Criteria

The evaluation process will be a two-step process, with the EOI forming the preliminary stage. Based on the received EOI submissions candidates will be shortlisted based on their technical capabilities in response to this request and an interview conducted on the successful candidates. Successful candidates will be invited for negotiation in regard to consultancy fees.

4. Candidates' Qualifications required

Essential:

- a. Post Graduate Degree (PhD) in communication/media, journalism or related fields from a recognized University;
- b. At least 3 years of professional experience in managing communications or PR work;
- c. Minimum of three (3) years of progressive experience in developing and implementing communication and visibility plans and programmes;
- d. Sound writing and good communication skills in English and Kiswahili, both written and oral
- e. Demonstrate the capacity to undertake the required scope of work.

Desirable:

- a. Previous experience in implementation of Communication and Visibility strategies for the Ministry of Health and or its partners
- b. Experience of consultancy in international and/or WHO projects;
- c. Good communication and team work skills
- d. Awareness of gender, ethnic, cultural and political issues;
- e. Good organizational skills, capable of taking initiative and working independently;
- f. Readiness and ability to work with the beneficiary/beneficiaries.

EOI from qualified candidates MUST be accompanied with the following documents:

- a) Cover letter showing how the candidate's experience match the qualifications required and, if applicable, any previous experience in communication and advocacy events locally or internationally.
 - b) Detailed Curriculum Vitae
 - c) A valid tax compliance certificate for the individual.
 - d) Reference letters from organizations/ institutions where similar services have been undertaken.
 - e) Contact details of two reference persons (preferably previous employers);
5. The Expression of Interest (in two copies i.e. marked original and copy) and consultancy fees proposal (enclosed in plain sealed envelopes) should be submitted in two different Envelopes Sealed in an Outer Envelope marked with Tender Number and Name. The Expression of Interest should be deposited at the Tender Box located at Afya House, 1st Floor or be addressed to:

The Principal Secretary,
Ministry of Health,
P.O. Box 30016 – 00100
Nairobi.

On or before Tuesday, 29th March, 2022.

6. Applicants who download the Expression of Interest must forward their details to procurement@health.go.ke for registration, communication of addendum or any clarification.
7. Interested Applicants may obtain further information at the Head, Supply Chain Management Services, Ministry of Health on 5th floor, Afya House, Room No. 514, Cathedral Road, Nairobi during office hours from 0800 to 1700 hours from Monday to Friday.

**HEAD, SUPPLY CHAIN MANAGEMENT SERVICES
FOR: THE PRINCIPAL SECRETARY**