

TERMS OF REFERENCE FOR INDIVIDUAL CONTRACTORS/ CONSULTANTS

PART I		
Title of Assignment	International Consultant - Individual consultant to develop the National Multi-Sectoral Nutrition Education Communication Advocacy Strategy	
Section	Nutrition	
Location	Remote working	
Duration	1 month (however actual working days will amount to 23 days)	
Start and End Date	From: 1 March 2021	To: 31 March 2021

BACKGROUND

Decades of sustained high prevalence of undernutrition, including stunting and micronutrient deficiencies have stalled Malawi's growth and development efforts. The 2012 Cost of Hunger in Malawi study showed that up to 10.3 per cent of the national gross domestic product (GDP) was lost in that one year alone due to undernutrition-related losses in education, health and productivity, suggesting that undernutrition has been holding back national growth in a long time. Because 60 per cent of the working adult was stunted as children, the loss in productivity in the adult population alone accounted for 90 percent of the total loss in GDP.

The Government of Malawi has been responding to the high burden of undernutrition through policies, programmes and strategies aimed at tackling the immediate, underlying and basic causes of undernutrition. The Food and Nutrition Security Policy (1990); National Plan of Action for Nutrition (2000); National Micronutrient Plan of Action (2004); National Nutrition Policy and Strategic Plan (2007), 2018 -2022 National Multi-sector Nutrition Policy; and, the 2018-2020 National Multi-sector Nutrition Strategy, and, are examples of sustained Government efforts to provide a policy environment to guide stakeholders into a coordinated response to nutrition problems that arise due to multiple systemic failures at the immediate, underlying and basic levels

The Malawi Government has, through the 2018-2020 National Multi-sector Nutrition Policy elevated Policy Nutrition Education, Social Mobilisation, and Positive Behaviour Change as one of the policy initiatives that aim to increase adoption of optimal nutrition practices. The Policy has thus placed it as a strategic activity to achieve the national vision of a well-nourished Malawian population that effectively contributes to the economic growth and prosperity of the country.

JUSTIFICATION

The Malawi Government through Department of Nutrition, HIV and AIDS (DNHA) is mandated to provide oversight functions of the National Nutrition Response, policy and technical guidance and high-level advocacy with clearly defined nutrition policy and costed strategic plans. Through its mandate, the DNHA is spearheading the Government Nutrition agenda within the Malawi Growth and Development Strategy (MGDS III) and as enshrined in the Constitution. With s, a Nutrition Education Communication Strategy (NECS) II was developed to guide stakeholders on effective social behaviour change communication approaches in the delivery of high impact nutrition practices at the facility, community and household levels. NECS II provides standardised nutrition key messages by adopting a life-cycle approach aimed at effectively reach and educate all targeted groups on optimal nutrition practices for better nutrition outcomes.

Malawi is one of the Scaling Up Nutrition Early Risers such that the coming in of 2021-2025 Scaling Up Nutrition Movement Strategy SUN 3.0 which emphasises on impact at the country level and leadership taking centre stage in addressing all forms of malnutrition and supporting actions across nutrition-specific and nutrition-sensitive sectors, through strengthened food and health systems, and with a focus on gender and economic equity.

It is against this, that a National Multisectoral Nutrition Education Communication Advocacy Strategy is needed as key tool in ensuring nutrition visibility at different levels. The strategy will enable in advocating on specific issues related to NECS II, SUN 3.0, Nutrition Strategy and ending malnutrition which will be elevated to the highest levels and facilitate political commitment, buy-in within government, agencies, institutions and local levels, in global, regional and national fora. Considering that investing in nutrition is a key element of building human capital and essential to achieving the SDGs.

PURPOSE OF THE ASSIGNMENT

Under the supervision of the Chief of Nutrition UNICEF and technical oversight of the Director of Department of Nutrition, HIV and AIDS, and Communication core group established by DNHA, the Consultant will develop an Advocacy Strategy to popularize and raise awareness on the Multisectoral NECS II leading to implementation of the multi sectoral nutrition policies and strategies and improved financing for positive nutrition outcomes.

The Strategy's main goals are to:

1. Strengthen multi-sectoral coordination and implementation of existing policies and strategies on nutrition.
2. Leverage existing advocacy efforts on three nutrient dense meals a day
3. Advocate for prioritization of interventions for improved family practices leading to improved dietary diversity and better health choices and lifestyles
4. Advocate for improved nutrition financing and resource utilization to address nutrition funding gaps at national and district level
5. Advocate and leverage on private sector good will for more engagement in nutrition
6. Promote increased district and community sustained participation, empowerment and engagement in nutrition interventions.

SCOPE OF WORK/OBJECTIVES

The objectives of the of the consultancy is to develop an Advocacy Strategy to popularize and raise awareness on the Multisectoral NECS leading to implementation of the multi sectoral Nutrition policies and strategies and improved financing for positive nutrition outcomes;

In particular the consultant will perform the following tasks:

- Review existing multisectoral nutrition policies and other strategies that promote improved nutrition in the country.
- Engage various stakeholders/private sector critical to the realization of improved dietary diversity in the country.
- Develop a comprehensive Advocacy Strategy using a multisectoral approach. The Strategy will address key advocacy gaps aimed at popularizing and raising awareness of the NECS II leading to implementation of the multi sectoral Nutrition policies and strategies and improved financing for positive nutrition outcomes.
- Develop a costed advocacy plan, tools and aids to support with advocacy for various groups - policy, influencers and public.

The above will be achieved through the following;

- a) Consultation with various stakeholders
- b) Data Collection/Research
- c) Strategy Development

REPORTING REQUIREMENTS

To whom will the consultant report (supervisory and any other reporting/communication lines):

The Consultant will report to the Chief of Nutrition UNICEF but will also be under the technical oversight and guidance of the Director of DNHA for the day to day execution of the task outlined in the assignment.

What type of reporting will be expected from the consultant and in what format/style will the submissions of reports/outputs be done:

The Consultant will be expected to submit reports/outputs through emails communication.

How will consultant consult and deliver work and when will reporting be done:

The Consultant will consult and deliver their work using both emails and verbal communication. All agreed actions pertaining to the particular task will be documented and shared through email for follow up and accountability.

EXPECTED DELIVERABLES

In alignment with the scope of work as described above, the consultant will be expected to perform the following activities and deliverables as per the schedule and estimated dates below:

Task	Deliverable/Outcome (e.g. Inception, progress, final reports, training material, workshop, etc.)	Estimated # of days	Planned Completion date	% of total fee payable
1) Consultation with various stakeholders including but not limited to Ministry of Health- Department of Nutrition, HIV and AIDS, development partners and implementing partners 2) Desk review/ research	1) Initial Inception report from the consultation meetings 2) Final Inception Report + Work Plan	7	9 th March 2021	40% Payment based upon successful delivery of the Inception report
3) Stakeholders meeting to present findings from the consultation and desk research	Stakeholder meeting	3	12 March	
4) First draft of the advocacy strategy, tools, aids and submitted to DNHA and the nutrition communication core group for review	First draft of the advocacy strategy, tools, aids submitted	7	23 March	

5) Stakeholder validation workshop of the Advocacy strategy	Validation meeting conducted	2	25 March	
6) Revised final version of the Nutrition Advocacy strategy submitted and approved by DNHA	Revised Nutrition Advocacy strategy submitted and approved by DNHA	4	31 March 2021	60% payment on successful completion of all 4 remaining deliverables

All final outputs of documents will be required as soft copies in word and final approved documents shared as PDF.

However, as the actual starting date may impact the dates estimated in the TOR, the detailed workplan, exact timeframes and actual delivery dates will be jointly agreed upon between the consultant and the supervisor upon contract signature.

PERFORMANCE INDICATORS FOR EVALUATION OF RESULTS

The performance of work will be evaluated based on the following indicators:

- Completion of tasks specified in TOR
- Compliance with the established deadlines for submission of deliverables
- Quality of work
- Demonstration of high standards in cooperation and communication with Government, UNICEF and counterparts
- Satisfactory quality completion of each deliverable

PAYMENT SCHEDULE

All payments, without exception, will be made upon certification from the supervisor of the contract, of the satisfactory and quality completion of deliverables and upon receipt of the respective and approved invoice.

DESIRED COMPETENCIES, TECHNICAL BACKGROUND AND EXPERIENCE

Academic qualification:

Minimum post graduate degree or equivalent in advocacy, international relations; development studies; social sciences or humanities.

Work experience:

Proven minimum of 10 years of experience developing advocacy and communication strategies at the national or international level in policy development/formation and advocacy.

Technical skills and knowledge:

Experience in working with government and development of Advocacy strategies with the following attributes;

- Ability to work with with multiple stakeholders within a short period of time with minimal supervision
- A team player, result-oriented, exhibiting high levels of enthusiasm, tact, diplomacy and integrity
- Excellent interpersonal and professional skills in interacting with government and development partners
- Proven previous experience of working with governments and UNICEF in developing strategies
- Skills in facilitation of stakeholder engagements/workshops

Competencies:

Excellent writing and analytical skills

Languages:

High level written and spoken fluency in English

ADMINISTRATIVE ISSUES

The Malawi Government through DNHA will regularly communicate with the Consultant and provide feedback and guidance and necessary support so to achieve objectives of the work, as well as remain aware of any upcoming issues related to the performance and quality of work.

As per policy on consultants and individual contractors, the individual will be expected to complete a list of UNICEF mandatory training, including policies on Prohibiting and Combatting Fraud and Corruption; Prohibition of discrimination, harassment, sexual harassment and abuse of authority and other relevant policies for their information and acknowledgment. The consultant is requested to complete the applicable mandatory trainings prior to the contract being issued.

The assignment will be carried out remotely as such DNHA/UNICEF will not provide office space for the Consultant, but the Consultant will be required to virtually meet the Supervisors Chief of Nutrition and Director of DNHA for progress meeting and updates.

Malawi Government through DNHA/UNICEF will not provide a laptop or any electronic equipment to the Consultant.

Malawi Government through DNHA/UNICEF will not provide transport during the duration of this consultancy. The consultant will build all other costs as part of the financial proposal.

CONDITIONS

- The consultancy will be on a short-term arrangement basis over a period of 1 month; however the consultant will only work for 23 days during this contract period.
- The candidate selected will be governed by and subject to UNICEF's General Terms and Conditions for individual contracts.
- No contract may commence unless the contract is signed by both UNICEF and the consultant.
- The consultant will operate remotely.

- The consultant will be paid an all-inclusive fee (stationary, communication and other miscellaneous expenses) as per the stipulated deliverable and payment schedule.
- The consultant is not entitled to payment for overtime, weekends or public holidays, medical insurance, taxes, and any form of leave.
- Standard UNICEF procedures will apply for invoicing and all other financial management requirements set out in the contract.
- Standard penalty clauses will also apply for late and poor-quality deliverables. The supervisor of the contract will provide the consultant with the criteria for the evaluation of the quality of each deliverable.
- Additional details of UNICEF rules, regulations and conditions will be attached to the contract.
- Consultants will not have supervisory responsibilities or authority on UNICEF budget.
- The assignment is an on-site/off-site support.

HOW TO APPLY

Interested consultants should provide the following:

1. Curriculum Vitae
2. Brief technical proposal (no longer than five pages) demonstrating the consultant's understanding of the assignment and approach/methodology to the assignment
3. Financial proposal including a breakdown of their all-inclusive fees (including professional fees, travel, living cost, visa and other costs). Complete the attached form.
4. At least two samples of previous publications in nutrition or any other relevant field



Financial
Proposal.xlsx

5. References details