



Terms of Reference (TOR) For Advocacy and Communication Strategy Development of Civil Society Alliance on Nutrition in Nepal (CSANN)

I. Background

Government of Nepal has given high priority to nutrition with adoption of MSNP (2013-2017). The framework on scaling up nutrition has provided the road map for Multi Sectoral Approach in Nutrition where the civil society has been recognized as a key stakeholder responsible for advocating and sustaining the political will for government action in monitoring and accountability of both public sector and private sector in service delivery. Potential Civil Society Organizations, directly and indirectly contributing on nutrition specific and nutrition sensitive areas at national level, were consulted to identify their views and ideas on MSNP implementation status, coordinated efforts required engaging civil society organizations on advocating and sustaining political determination and potential role of civil society in scaling up nutrition.

The study highlighted an urgent need to establish a national nutrition alliance and Civil Society Alliance on Nutrition in Nepal (CSANN) has been established with wider meeting among Civil Society Organization (CSOs) based on multi sectoral approach to scale up direct actions as well as lobby with government to invest effectively on SUN. Detail term of reference (ToR) has been developed for the CSANN and shared in big forum before finalization on 20 February 2014. Civil Society Actors play a vital role to improve awareness levels of community people through awareness campaign, conducting advocacy and campaigning through capacity building of CSOs and sensitizing policy makers to highly prioritize nutrition agenda at the national level.

Advocacy and Communication is important to bring about policy changes at the policy level and changing behavior of people so that lead a better life. Advocacy and communication activities need to be implemented at the local, district, regional and central level. Therefore CSANN has initiated to develop “Advocacy and Communication Strategy” to provide guidance on advocacy and communication for scaling up nutrition (SUN) in Nepal.

Objectives of the Assignment

The overall objective of the consultancy will be to develop an “Advocacy and Communication Strategy” for Civil Society Alliance on Nutrition in Nepal (CSANN). The consultant will be expected to work with executive committee of CSANN to develop a two year communication and advocacy strategy for the alliance, including indicators and measurement tools. The consultant will also be expected to advice alliance on potential funding for advocacy work.

Scope of the work

The development of Advocacy and Communication Strategy of Civil Society Alliance on Nutrition in Nepal (CSANN) will be led by external consultant in close coordination with CSANN chairperson and Save the Children Health and Nutrition Program team. The consultant will coordinate and collaborate with CSANN members and National Nutrition and Food Security Secretariat (NNFSS) under NPC for this purpose. The consultant team will be responsible for undertaking following tasks:

- Coordination with CSANN chairperson, its members and NNFSS members
- Facilitate workshop to consult with alliance members and identify priority areas for advocacy over the next two years. The workshop will rely on participatory methods, including brainstorming sessions
- Draft a complete advocacy strategy, outlining clear objectives, target activities, allies, deliverables and indicators, as well as an implementation plan for the first 2 years and advice on funding opportunities for such work
- Identify specific role of CSANN executive committee, its members and other stakeholders on advocacy and communication strategy in influencing the implementation of policies at the regional and national level
- Provide recommendation on potential structure and focus over the coming two years.
- Share the draft advocacy strategy and implementation plan with stakeholders
- Prepare final Advocacy and Communication Strategy of CSANN including comments

2. Methods and Tools

Following methods can be used to complete the above mentioned tasks and fulfil the purpose as defined by this ToR.

1. Desk review of the relevant documents
2. Literature review
3. Consultative meetings/interview with relevant stakeholders like potential CSOs, experts, CSANN executive committee and CSANN members
4. Workshop with CSANN executive committee and CSANN members
5. Documentation
6. Presentation

3. Key qualification, experience and skills of the consultant

The candidate should possess the following skills and competencies:

- At least post graduate degree in a public health, social science field
- In-depth knowledge and understanding of issues of health and nutrition inequities in Nepal
- Extensive work experience and proven record in advocacy, policy, campaign, strategic management
- Demonstrate experience of having undertaken similar assignments
- Good analytical and documentation/report writing skills
- Good communication and facilitation skills
- Excellent command of oral and written English
- Cultural awareness and sensitivity to gender issue

4. Duration of task completion

The assignment is estimated to commence with no more than 20 days and to be completed within **April 25, 2014**.

5. Key deliverables

The consultant will work closely with Civil Society Alliance on Nutrition in Nepal (CSANN) Chairperson, Executive Committee Members and H&N team, Save the Children. All deliverables will be submitted to the CSANN and H&N team, Save the Children on date as mutually agreed during the inception meeting. The reports will be reviewed by CSANN team. All draft documents will be submitted as soft copies while the final products will be submitted as a soft copy and three hard copies.

The consultant should submit following key deliverables,

- **Inception report:** Outlining details of activities with proposed methodology and timeline/ delivery dates
- **Schedule of workshop** and session plan
- **Draft advocacy and communication strategy** for feedback and comments
- **Draft report on communication and advocacy structure** and focus
- **A final strategy** (e copy and hard copy) in English and Nepali, including implementation plan for the first year after incorporation of stakeholders comment
- **Workshop report** if conducted in English

6. Budget for the task

The tentative budget for the task has been estimated to be around NRs. 1, 60,000 (One lakh and Sixty Thousand) only. All the works are to be done at Kathmandu level. If any workshop with stakeholders needs to be done for this purpose, Save the Children will bear the additional financial cost (hall, foodings, perdiem, stationery and other required logistics) of the workshop. The payment will be made as follows:

1st instalment – 60% (after signing the agreement); and

Final instalment – 40% (after submission of final deliverables)

Finance section will deduct tax at the prevailing tax rules.

7. Procedure for submission of expression of interest

Interested consultants should submit below mentioned documents by 5 pm on **14 March 2014**.

- An updated CV (Maximum 3 pages)
- An application letter including remuneration requirements (daily rate) and contact information for three work- related referees

Applications not including all of the above information will not be reviewed. Only short listed candidates will be contacted.