

- REQUEST FOR PROPOSALS -

CONSULTANCY WORK FOR THE DEVELOPMENT OF AN ADVOCACY GUIDE ON “UNPACKING NCD PREVENTION BEST BUYS FOR CIVIL SOCIETY ADVOCACY”

Background

The NCD Alliance (NCDA) is a registered non-governmental organisation (NGO) based in Geneva, Switzerland, dedicated to supporting a world free from preventable suffering, disability and death caused by noncommunicable diseases (NCDs). Founded in 2009, NCDA brings together a unique network of over 300 members in more than 80 countries to form a respected, united and credible global civil society movement.

The movement is unified by the cross-cutting nature of common risk factors including unhealthy diets, harmful use of alcohol, tobacco smoking, air pollution and physical inactivity, and systems challenges which contribute to chronic NCDs such as cancer, cardiovascular disease, chronic lung disease, diabetes, mental health conditions and neurological disorders.

Since 2016, NCDA has stepped up its strategic focus on supporting national and regional civil society via its capacity development (CD) work. NCDA's CD programmes catalyse and strengthen civil society coalitions and support locally owned advocacy efforts to drive political leadership and policy change and ensure accountability on NCD prevention and control, promoting the meaningful involvement of civil society and people living with NCDs in the NCD response.

NCDA has cultivated a global network of 66 national and regional NCD alliances, particularly via its flagship programmes, including the [Advocacy Institute](#). This programme was launched in 2017 for a first phase running until 2019, and a second phase was launched in 2020. Through the Advocacy Institute, the NCDA strengthens the expertise and capacity of selected alliances to become effective advocates through the Seed and the Accelerator programmes. A summary of achievements and lessons learned, including relevant advocacy and policy wins, in the first phase of the Advocacy Institute can be found [here](#).

Relevance of the NCD prevention agendas and WHO Best Buys to NCDA and its civil society network:

National and regional alliances are essential components of the NCD movement, providing platforms for unified action. They play a pivotal role in advocating for action at national level, and increasingly in advocating their decision makers to adopt, strengthen and monitor policies at regional and global levels. The focus on NCD prevention and risk factor advocacy efforts conducted by our member alliances at national and regional level has been reinforced by the launch of a new thematic Accelerator Programme on NCD Prevention as part of the expansion of NCDA's flagship capacity development programme the Advocacy Institute in 2021, supporting 4 established alliances in Ghana, India, Mexico and the Philippines to advocate for NCD prevention and selected NCD risk factors including alcohol, unhealthy diets and air pollution.

There is now a growing awareness and concern about the large and escalating burden of NCDs not just in terms of public health, but also from an economic and development perspective. Many interventions for prevention and management of NCDs exist, however, choices have to be made about which of these interventions to prioritise for implementation due to limited resources – particularly in low- and middle-income countries (LMICs), and considering national contexts. To accompany the WHO Global Action Plan for the Prevention and Control of NCDs, WHO provides

policymakers with a list of 'Best Buys' and other recommended interventions to address NCDs. Best Buy interventions are not only highly cost-effective, but also feasible and appropriate to implement within the constraints of LMICs. Civil society advocates have referred to this list of interventions in advocating for their adoption at the country level. To support advocacy efforts in prevention, there is a need for guidance on how to advocate for the 'Best Buys' and other recommended interventions, prioritising among the different options, positioning in the political agenda, developing/gathering evidence to supporting their adoption (including with examples from other countries in advocates' respective regions), and monitoring their adoption and enforcement.

NCD Alliance seeks to support the global network of 66 national and regional NCD alliances, particularly the four parts of the NCD Prevention Accelerator Programme (India, Ghana, Mexico and the Philippines), interested in conducting advocacy on NCD prevention at national, regional and global levels by unpacking the 'Best Buys' and recommended interventions, relevant technical packages and frameworks, exploring what they entail and how civil society can leverage these in their advocacy. This will be done by providing a better understanding of what the 'Best Buys' and related technical packages and frameworks are, including through case studies providing a snapshot of the role, opportunities and challenges for civil society to leverage these frameworks in their advocacy efforts.

Description of project and services needed:

NCD Alliance is looking for a consultant to support the development of a new publication in the form of an advocacy guide on NCD prevention best buys and recommended interventions, who will:

- Develop an outline and table of contents for the new publication, considering NCD Alliance's previous work and materials on the topic and feedback. The final publication will be done with a combination of desk research and direct interviews/case studies with experts, key opinion leaders, and civil society advocates.
- Develop the content of the new publication, which will be used to support the NCD alliances participating in the NCD Prevention Accelerator, as well as broader NCD civil society audience. This publication will aim to serve as an advocacy guide to provide a better understanding of what are WHO Best Buys and related technical packages and frameworks (e.g., SAFER, REPLACE, SHAKE or MPOWER) and how they can be used/leveraged by civil society at national level, with examples to carry out advocacy on their promotion and monitoring.
 - Content to include: introduction to the WHO Best Buys and other recommended interventions (with a focus on those relevant to NCD prevention); introduction to other recommended policies to ensure all 5 main risk factors are included in the publication (unhealthy diets, physical inactivity, alcohol, tobacco and air pollution); description of the role of civil society in NCD prevention advocacy and in the uptake of best buys. Throughout the publication, examples of implementation of NCD prevention policies and technical packages per risk factor shall be included, considering geographical representation of the different WHO regions. The publication shall include 1-2 short case studies per each of the 5 main risk factors, highlighting useful lessons for alliances to consider when planning advocacy on specific risk factors.
- Identify and draft relevant examples and case studies leveraging materials and resources already developed by the NCD Alliance (at least 2 short case studies per risk factor from different regions/countries), as well as by contacting selected NCD alliances or other partners to assess their engagement/use of the Best Buys.

- Examples and case studies shall showcase lessons learned, challenges and recommendations that can be of help to NCD alliances currently conducting advocacy work on specific risk factors. Similarities across different risk factors and associated advocacy efforts shall be highlighted. As possible, examples and case studies shall be varied in scope, addressing different themes such as uptake/implementation of the various recommended interventions, monitoring of progress etc.

The written resource developed by the consultant shall be approximately 25-30 pages in total, including an introduction to the subject, reference to the 5 main risk factors, and a final section with lessons learned and recommendations.

The final practical guide shall be designed by NCD Alliance and will be available in a downloadable version in PDF.

Profile of consultant(s):

The ideal consultant, or group of consultants, for this project ought to have a track record of advocacy on topics related to NCD prevention, risk factors and have a close knowledge or a direct experience of engaging with WHO Best Buys and associated frameworks for their implementation.

Period of engagement:

It is estimated that this project will take approximately 20 days. The consultant shall start by mid-November 2021, with final deliverables submitted by December 20th, 2021. Exact dates to be agreed with consultant.

Process to follow

Interested consultants should send a proposed scope of work and budget (or daily rate), their CV, as well as a sample written resource (ideally related to global health, advocacy and civil society) via email to Luis Manuel Encarnacion, Capacity Development Manager (lmencarnacion@ncdalliance.org) and Linda Markova, Capacity Development Officer (lmarkova@ncdalliance.org) by Monday November 15th, 2021 (COB). Please make sure to describe your capability to conduct this project in the email.