REQUEST FOR PROPOSAL

Consultancy work for the development of a policy report on fiscal policies across NCD risk factors

About the NCD Alliance

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 400 members in more than 60 countries into 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, alcohol, tobacco, air pollution and physical inactivity, and the system solutions for chronic NCDs such as cancer, cardiovascular disease, chronic lung disease, diabetes, mental health and neurological disorders.

Context

The World Health Organization (WHO) recommends the implementation of a wide range of cost-effective policies to reduce exposure to the common NCD risk factors and mitigate the commercial practices that promote unhealthy products. These interventions include the implementation of fiscal, marketing and labelling policies on unhealthy products such as tobacco, alcohol, and foods and non-alcoholic beverages that are high in fat, sugar, and salt (“HFSS foods”). For instance, fiscal policies such as excise taxes on these products can help reduce their affordability – decreasing demand, improving population’s health, saving healthcare costs, and even representing potential revenue streams for health systems – while they can also help increase the affordability of healthy products (for instance, through subsidies on fresh vegetables and fruits).

Public health-oriented fiscal policies – such as the phasing-out of subsidies for, and the implementation taxation on, these unhealthy products (including fossil fuels) – should be seen across countries’ governments as a crucial response to the growing NCD burden and a potential revenue source to integrate NCD services into Universal Health Coverage (UHC) benefit packages. This is especially relevant ahead of the 2nd Global NCD Financing Dialogue and 2025 UN High-Level Meeting on NCDs.

Description of project and services needed

Building on the Selling a Sick Future report on marketing policy and the Warning against Harm brief on labelling policy, NCDA is looking for a consultant to develop a policy report (working title: Getting fiscal policies right – lessons and recommendations across NCD risk factors) to be launched around the 77th session of the World Health Assembly, for promotion ahead of WHO’s 2nd Global NCD Financing Dialogue. The report will aim to analyse different public health-oriented fiscal policies and explore how these can be scaled up for NCD prevention and to channel more revenue for health, drawing on lessons and current gaps across NCD risk factors, and concluding with a call to action and concise policy recommendations. **Specific deliverables will include:**
- Finalise the report’s concept note and methodology.
- Engage an Advisory Group (6-8 experts) to oversee the structure and development of the policy report in consultation with NCDA (including through two calls with the Advisory Group).
- Collate and review relevant literature on the topic area, develop guiding questions for a series of expert interviews, and conduct the interviews (6-8 interviews).
- Collect case studies, summarise findings and key recommendations to draft policy report.
- Finalise policy report in consultation with the Advisory Group, other relevant experts, NCDA’s Peer Learning Advocacy Network (PLAN) on Prevention, and NCDA. 

*It is estimated that the report would have 40 pages (including covers, executive summary and references).*

Period of engagement
Final deliverable (policy report) would be needed by end of May. The exact engagement timeframe will be agreed with the consultant(s). The suggested timeframe for sub-deliverables is as follows:

- **Mid-February:** Finalise review of selected literature, agree on publication outline with the Advisory Group, and undertake expert interviews.
- **End February:** Present an initial draft of the policy report.
- **End of April:** Present a revised draft of the policy report following comments from Advisory Group members, NCDA members and NCDA.
- **Early May:** Present final draft of the policy report following a last round of comments from Advisory Group members and NCDA.

Profile of consultant(s)
The ideal consultant or agency should have a track record of developing knowledge products and resources in relevant areas of public health and/or health policy and advocacy, advising governments and civil society organizations, as well as engaging with a broad range of stakeholders in consultation processes. Global health experience and knowledge of NCD prevention and/or fiscal policies more specifically is desired.

Process to follow
Interested consultant(s) should send the following two documents via email to Liz Arnanz, NCDA’s Policy and Advocacy Manager – NCD Prevention ([larnanz@ncdalliance.org](mailto:larnanz@ncdalliance.org)) by 7 January 2024:

- A **two-page proposal** with a suggested scope of work for the project and a budget (including a break breakdown of costs and days required).
- The **CV(s)** of the consultant(s) that would be involved in the project.