



## Expression of Interest for Consultancy on Public Policy Influencing for Tobacco Control in Kenya

### Terms of Reference (ToRs)

#### 1. Background

The National Taxpayers Association (NTA) is an independent, non-partisan organization focused on promoting good governance in Kenya through citizen empowerment, enhancing public service delivery and partnership building. Since 2006 NTA has implemented programs focused on building citizen demand and strengthening government service delivery performance to enhance accountability through monitoring of the quality of public services and management of devolved funds. NTA **envisions a taxpayer responsive government delivering quality services to all**. Its mission is to **undertake taxpayer-transforming research & capacity building through partnerships to influence government policy & strategy**.

NTA is currently implementing a project on Tobacco Tax Advocacy in Africa. The overall goal of the project is to discourage the use of tobacco and tobacco products in Kenya and Africa in general through reduction of tobacco affordability. Tax is a central factor in pricing and therefore can be used to reduce tobacco affordability through price increase.

The project seeks to;

- (a) Reduce affordability of tobacco in Kenya*
- (b) A broader tax and economic justice community in Kenya supportive of tobacco taxation*
- (c) Reduce tobacco industry's influence in the development and implementation of tobacco tax policies.*

#### 2. Rationale

Kenya has made efforts to reduce the use of tobacco and tackle its serious consequences, particularly tobacco related diseases. It actively participated in the negotiation of the WHO Framework Convention on Tobacco Control (WHO FCTC), and it ratified in 2004. A comprehensive Tobacco Control Act was developed and enacted in 2007, Tobacco Control Regulations, 2014 and a Tobacco Control Board was established to provide advice on tobacco control to the Minister responsible for public

health. Despite these efforts, studies have revealed that the prevalence of tobacco abuse in Kenya has continued to rise sharply over the past few years hence causing worries among health providers and agencies mandated to deal with drug abuse. Statistics show a worrying trend in tobacco use among the young Kenyan population with several studies confirming an increase in tobacco use among this category of the Kenyan population. Consequently, expenditure arising from tobacco abuse has sharply increased both nationally and at the individual level. It is estimated that the Kenyan government spends an outrageous 15B Kenyan shillings (KES) in mopping up the effects of tobacco abuse annually.

In recognition of these worrying trends of tobacco use and its effects on health and revenue, NTA would like to engage an artist to intensify and express a viewpoint to policymakers and relevant stakeholders to positively influence an increase in tobacco tax, reform tobacco tax structures and connect the tobacco control issues in a creative manner. The artist will also promote public awareness through use of social media, mainstream media, and public engagement fora. It is envisaged that this will touch both the minds and hearts to inspire and activate policymakers and the public by painting vivid pictures of the socio-economic effects of tobacco production and consumption.

### **3.0 Scope of work**

Overall, the advocacy campaign seeks to reduce the affordability of tobacco products in order to discourage its use especially among the youth. Tobacco taxation is considered as the most cost-effective intervention to reduce tobacco use. The campaign will also provide an opportunity to the public to understand and appreciate the effects of tobacco consumption on human health and its burden on the health sector budget. Therefore, NTA intends to engage a behavior change artist to influence policy makers to undertake the necessary tobacco tax reforms that will contribute to reduction of tobacco use, generate government revenue and reduce health inequalities. Additionally, the campaign will mobilize and sensitize the public to advocate for tobacco tax reforms by leveraging social media, public forums, and other platforms.

### **3.1 Specific tasks**

1. To disseminate study findings and policy recommendations creatively and innovatively to the government and government agencies on tobacco taxation, tobacco control, cessation as a way of boosting the government revenues.

2. To leverage on the existing platforms to mobilize and sensitize the relevant Ministries, Departments, Counties and Agencies (MDCAs), media, economic justice CSOs, academia and the general public to support and advocate for tobacco tax reforms.
3. To demonstrate the effects of tobacco on household budgets and by large the socioeconomic effects of tobacco use

### **3.2 Outputs (Expected Deliverables)**

1. Develop and disseminate art based on the key messages that will be provided by NTA.
2. Advice on the available opportunities to disseminate the key messages for example live performance, online events, behavior change talks and any other social gathering.
3. Track, collate and share the analytics for campaign reach, successful stories, and any impact that the campaign has created in the community.
4. Share campaign reports, lessons, experiences and insights to improve the campaign going forward

### **4.0 Duration of the Contract**

The consultancy is expected to take 30 days from the date the contract is signed.

### **5.0 Remuneration/Consultancy Fees**

The consultancy fees shall be as agreed with the consultant based on the best value for money. The consultancy fees shall be inclusive of statutory tax deductions. Payable by cheque or EFT transfer as the consultant may prefer.

### **6.0 Bid Requirements**

Interested consultants should submit an Expression of Interest which should include the following:

- a) Suitability statement that expresses commitment to availability for the entire period of the assignment.

- b) Brief statement on the proposed methodology including a detailed work plan.
- c) Updated curriculum vitae of the consultant(s) clearly spelling out the relevant qualifications and experience.
- d) Contacts of three organizations that have recently contracted the consultant(s) to carry out similar tasks.
- e) financial proposal with daily costs per activity.

### **6.1 Application Process**

Expression of Interest that clearly articulates the consultant(s) understanding of the terms of reference, methodology for executing the work, including key deliverables and tentative budget should clearly indicate **“Expression of Interest for Consultancy on Public Policy Influencing for Tobacco Control in Kenya”**

This should be submitted to **admin@nta.or.ke** on or before **1700 hours local time on 13th May 2022.**