



National Taxpayers Association
pesa zetu, haki yetu

EXPRESSION OF INTEREST (EOI)

Production and Dissemination of a Policy Advocacy Documentary on Tobacco Harms in Kenya

1. Background

Tobacco use remains a significant public health and economic burden in Kenya, contributing to rising cases of non-communicable diseases (NCDs), increased healthcare costs, and premature mortality. Despite existing tobacco control measures, affordability, driven largely by pricing and taxation, continues to sustain consumption, particularly among youth and low-income populations.

Excise taxation is globally recognized as one of the most effective tools for reducing tobacco consumption. However, policy progress is often hindered by competing industry narratives and limited public engagement with the real-life impacts of tobacco use. There is therefore a need to humanize the consequences of tobacco consumption through compelling storytelling that amplifies lived experiences and strengthens advocacy for evidence-based fiscal policies.

In this regard, the National Taxpayers Association (NTA), in partnership with Tax Justice Network Africa (TJNA), is implementing a regional project on Tobacco Tax Advocacy in Africa. The project aims to discourage the use of tobacco and tobacco products in Kenya and across Africa by reducing their affordability.

2. Purpose of the EOI

This Expression of Interest invites qualified consultants, media production firms, or organizations to produce and disseminate a high-impact policy advocacy documentary. The documentary will feature tobacco users and individuals affected by tobacco-related harms, with the aim of influencing public discourse and policy decisions, particularly on increasing excise taxes on high-consumption cigarette brands.

3. Objectives of the Assignment

The selected partner will be expected to:

- Produce a compelling documentary that humanizes the health and economic costs of tobacco and nicotine product use.

The NTA is a national, volunteer-based, independent and non-partisan organization established to improve the delivery of services and the management of devolved Funds for the benefit of all Kenyans.

NTA is a citizen initiative currently steered by the following National Government Council members: Kenya Private Sector Network (KPSN) - Chair, Transparency International Kenya (TI-K) - Treasurer, Centre for Governance and Development (CGD) - Secretary, Institute of Certified Public Accountants of Kenya (ICPAK) - Member, Kenya Female Advisory Organization (KEFEADO) - Member, Supreme Council of Kenya Muslims (SUPKEM) - Member, African Woman and Child Feature Service (AWCFS) - Member, United Business Association (UBA) - Member, Catholic Justice & Peace Commission (CJPC), and Kenya Alliance of Resident Association (KARA)

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- Amplify voices of affected individuals, including patients, families, and communities.
- Strengthen public and media advocacy around tobacco taxation.
- Influence fiscal and policy decision-makers to support increased excise taxes, particularly on high-consumption brands.

4. Scope of Work

The assignment will include, but not be limited to:

a) Pre-Production

- Conduct stakeholder consultations (health experts, economists, affected individuals).
- Identify and secure participants (tobacco users, survivors, families, tobacco farmers).
- Obtain all ethical clearances and informed consent.

b) Production

- Film high-quality interviews, case studies, and contextual footage.
- Capture diverse perspectives (urban, rural, youth, and low-income populations).

c) Post-Production

- Edit and produce a professional documentary (10–15 minutes recommended).
- Develop shorter advocacy clips for media and digital platforms.
- Integrate data visualization and clear policy messaging.

5. Expected Deliverables

- Final documentary (broadcast-quality)
- A trailer of the documentary (1–3 minutes)
- Final report documenting reach, engagement, and impact

6. Duration of the Assignment

The assignment is expected to be completed within **8–12 weeks** from the date of contract signing.

7. Required Qualifications

Interested applicants should demonstrate:

- Proven experience in documentary production, particularly in policy, advocacy, or public interest storytelling.
- Strong storytelling and visual communication skills.

- Demonstrated ability to translate complex policy issues into compelling visual narratives that can influence public discourse and decision-making.
- Experience working on policy or development-related content.
- Capacity to manage ethical considerations when working with vulnerable populations.
- Understanding of tobacco control, public health, or fiscal policy is an added advantage.

8. Submission Requirements

Interested parties are invited to submit:

- A technical proposal (approach, methodology, and timeline)
- Portfolio of previous work (relevant documentaries or media productions)
- Financial proposal (detailed budget)
- Team composition and CVs of key personnel
- At least two references from similar assignments

9. Submission Deadline

All applications should be submitted by **17th April** to **jobs@nta.or.ke** with the subject line: **"Tobacco Advocacy Documentary Production"**

10. Additional Information

Only shortlisted applicants will be contacted. The contracting organization reserves the right to accept or reject any application without providing reasons.