



Terms of Reference

Advocacy Capacity Building Consultancy

12th July 2017

BACKGROUND

The Kenya Cancer Association (KENCANSA) Institutional Strengthening Project is a 2-year American Cancer Society-funded project. This project aims at strengthening the institutional capacity of KENCANSA to more effectively and efficiently execute its mandate. This project also aims at strengthening the leadership of KENCANSA to provide a platform for continuous contribution and engagement in Cancer prevention and control at the National and County Level. Pact is working with KENCANSA to strengthen the organization's institutional capacities in key areas such as strategy development, systems development (finance, administrative, monitoring and evaluation, etc.), resource mobilization, advocacy and networking.

Kenya Cancer Association institutional strengthening project has the following strategic objectives: -

- Strategic Objective 1: Strengthen organisational capacity of KENCANSA to be effective and efficient in executing its mandate
- Strategic objective 2: Strengthen KENCANSA leadership in providing a platform for continuous contribution and engagement in cancer prevention and control at the National and County level

The increasing burden of cancer drives KENCANSA to prioritize leading the advocacy agenda on cancer prevention, control, care and management in Kenya. Advocacy as a key pillar in its new three-year Strategic Plan (2016-2018), the KENCANSA team requires support to develop its knowledge and skills in the different approaches in advocacy with an emphasis on human rights, policy advocacy and budget advocacy, strong message development geared towards its advocacy initiatives, dealing with power and principled negotiation and advocacy communication strategies using social media among others. In addition, KENCANSA also need to develop an effective advocacy strategy with a coherent plan of action to be effective it its mandate. The team also needs its knowledge and skills strengthened in the different approaches to advocacy and policy influencing.

GOAL/PURPOSE

The purpose of this consultancy is to impart knowledge and skills to the KENCANSA team to be able to strategically and consistently undertake Advocacy on cancer issues at the national and county levels in Kenya. The Consultant will also support KENCANSA to develop an Advocacy Framework and Strategy aligned to their Strategic Plan (2016 – 2018). The framework and strategy should be informed by the advocacy campaign priorities that KENCANSA will identify during the workshop.

OBJECTIVES:

This consultancy's main objectives are:

- a. To enhance KENCANSA's knowledge and skills in Advocacy, but not limited to, the following:
 - i. Understanding of the principles and practice of effective advocacy.
 - ii. Understanding of advocacy as an instrument of institutional strengthening
 - iii. Development of policy briefs and fact sheets
 - iv. Organizing effective advocacy campaigns,
 - v. Building relationships with governments and other stakeholders as well as building and maintaining coalitions for advocacy initiatives
 - vi. Working with Media on advocacy issues
 - vii. Contribution of KENCANSA to the National Cancer response through advocacy
 - viii. Monitoring and evaluation of advocacy initiatives
- b. Develop an advocacy framework and strategy that provides the roadmap for KENCANSA's advocacy initiatives.

EXPECTED RESULTS (OUTPUTS)

The expected outputs from this consultancy are as follows:

1. KENCANSA staff trained on advocacy
2. KENCANSA's organizational advocacy strategy developed
3. Report on the advocacy training and process of developing the advocacy strategy.

PROCESS/TASKS/SCOPE OF SERVICES

The consultant will need to undertake the following tasks to achieve the above-mentioned objectives:

1. Review KENCANSAs Strategic Plan (2016 – 2018) and Operational Plan (2017) to design a training that is aligned to the organization's strategic priorities.
2. Review KENCASA's Constitution document to ensure that the training is aligned to the mandate of the organization.
3. Develop a methodology, key topics and schedule for undertaking the assignment. This will be reviewed and approved by Pact and KENCANSA during the inception meeting.
4. Conduct a three-day training for KENCANSA staff on advocacy
5. Develop the advocacy framework and strategy for KENCANSA.
6. Prepare a report of the Advocacy training and Advocacy strategy development process.

The above tasks are illustrative and the consultant will be expected to build on these as needed to ensure the assignment is completed to the expected standards. He/she is

encouraged to consult regularly with Pact and KENCANSA staff for any clarification or assistance to further inform the products from this assignment.

KEY DELIVERABLES:

The Consultant will submit the following deliverables at the end of the assignment:

1. Inception report: Outlining details of activities with proposed methodology and timeline/ delivery dates
2. Schedule of workshop and session plan
3. Advocacy training and strategy development report (including agenda, resource materials, training evaluation results and signed participants list)
4. KENCANSA Advocacy framework and strategy outlining:
 - a. Clear advocacy objectives / areas that KENCANSA should prioritize in the next one year.
 - b. Target activities and estimated budget
 - c. Potential partners
 - d. Expected results and indicators
 - e. An illustrative implementation plan for the first one year

SUPERVISION AND QUALITY ASSURANCE

The Consultant will be supervised by Pact, Kenya Country Office's CD/MERL Advisor, Jacqueline Ndirangu.

PERIOD OF CONSULTANCY

This consultancy is expected to take a total of nine days, two days for preparation, three days for the Advocacy training, two days for compiling the advocacy strategy and two days for report writing.

ASSURANCE OF CONFIDENTIALITY

All deliberations relating to this consultancy, including all information collected from various meetings/documents shall be kept confidential and shall not be divulged to any third party either verbally or in writing or in any other form.

APPLICANT SKILLS AND QUALIFICATIONS

The Consultant should have the following educational qualifications, skills and experience:

1. Doctorate or Masters in Social Sciences, Public Administration or International Development

2. 5 years' professional experience in development sector, of which 3 years' experience working on advocacy and human rights approaches to development. Experience providing training in advocacy will be an added advantage
3. A good understanding of the Kenya health landscape, including national policy making dynamics.
4. Experience of working with cancer programs and projects is an added advantage;
5. Experience and proven record undertaking advocacy campaigns, developing policy briefs and influencing policy change.
6. Proven experience on strategically communicating social issues to decision makers to bring about change;
7. Excellent interpersonal, communication, presentation and report writing skills required.

LOGISTICS AND PROCEDURES

The Consultant will be responsible for covering his/her transport costs for any travel required to meet with Pact staff within Nairobi. If the consultant requires office space from where to work, the same can be arranged with Pact to allocate space at the Pact office. Pact will support with printing and communication (email, telephone, and fax) costs where these arise during the assignment.

SUBMISSION REQUIREMENTS

Submit the following documents with their expression of interest for this consultancy:

- Curriculum Vitae
- Copy of the most recent consultancy contract
- At least three references (could be included in the CV)
- Proposed work plan to perform the consultancy's assignment (This should include activities, methodologies and time frame)

CONTACTS FOR SUBMISSION AND DUE DATE

Submit the EOI and supporting documents to kenyahr@pactworld.org by **12:00pm on Friday 21st July 2017** quoting "ACB" Consultant on the subject line.