

Terms of Reference (ToR)
For
Individual Consultant to Provide Technical Support in Developing Content on Nutrition for the
Nourishing Dreams Project of Adolescent Nutrition Program

Organization Background:

Global Alliance for Improved Nutrition (GAIN) began its journey in 2002 through Special Session of the UN General Assembly on Children with the vision of a world without malnutrition. GAIN's purpose is to advance nutrition outcomes by improving the consumption of nutritious and safe food for all people, especially those most vulnerable to malnutrition. In particular, GAIN aims to improve the consumption of safe and nutritious foods for at a minimum of 1 billion people over the next five years and target major improvements to food systems, resulting in more diverse and healthier diets for vulnerable people in countries where we work. GAIN has begun to work with food businesses to increase their ability to improve consumers' access to nutritious foods. Instead of contributing to the nutrition problem, food systems need to become a bigger part of the nutrition solution. GAIN has adopted three interlinked strategic objectives: 1. to improve the demand for safe, nutritious foods, 2. to increase the availability and affordability of safe, nutritious foods, and 3. to strengthen the enabling environment to improve the consumption of safe, nutritious foods on all this strategic objective include food system and private sector engagement.

GAIN's work is organized into program areas that include not only large-scale food fortification but also appropriate diets for women and young children, workplace nutrition initiatives, technical and financial assistance to help small and medium-sized businesses deliver more healthy foods at a lower price, initiatives to reduce spoilage and loss of nutritious food during storage and transportation, programs to promote healthy food choices among children, adolescents, women, and other vulnerable population. GAIN has a proven record of facilitating practical solutions that increase the safety and nutritional value of foods in ways that work for consumers, businesses, and governments. For more inquiries, please visit: <https://www.gainhealth.org/>

Campaign Overview: *Bhalo Khabo Bhalo Thakbo*

More than one fifth of Bangladesh's population is adolescents of 10-19 years old, which makes almost 36 million of the total population (National Strategy for Adolescent Health 2017-2030, 2016). This huge demographic is on the frontline of the nutrition transition. Stunting, which reflects past and recent chronic undernutrition, is declining among adolescents but remains high (29%, FSNP 2013); furthermore, prevalence of underweight (Body Mass Index less than 18.5) among married- adolescents of 15-19 years old is very high at 31% (BDHS 2014). Meanwhile, overweight and obesity, which are risk factors for diet-related non-communicable diseases such as diabetes and cardiovascular disease, are rising fast (7%, BDHS 2014). Recent analysis of a large sample of school- going adolescents age 13-17 years show that while over half of those surveyed report experiencing hunger in the last month, approximately half reported consuming carbonated soft drinks or fast food at least once per day and is often being funded by pocket money. Hence, the Bhalo Khabo Bhalo Thakbo campaign has been developed by GAIN in partnership with the Shorno Kishoree Network Foundation (SKNF) and Infolady Social Enterprise Limited (iSocial), along with WebAble Digital Limited as the creative partner.

"Bhalo Khab Bhalo Thakbo" is a campaign led by adolescents for the adolescents. It is designed to empower the adolescents in expressing their dreams, and also to understand the importance of nutritious and safe foods to improve eating behaviours that will prepare them for a better future. This campaign addresses the need for adolescents to want to eat better diets (demand), and also works in collaboration with the private sector to ensure the supply side is geared up to address this new demand (new healthy products distributed down to local levels). The demand creation has been achieved by reaching a million "Bhalo Khabo Bhalo Thakbo" pledges which are taken by the adolescents, ignited through this social movement. Now that the adolescents are boosted with empowerment to express their dreams and the importance of

nutritious food to accomplish those dreams, it is now time to develop plan and activities to create improved and better food environments and continue working with the government, policy makers and private sector to enhance accessibility, affordability and option range for nutritious and safe food.

Scope of the work and Specific task:

The scope of work for the Consultant is primarily to provide technical support to the program team and creative partner in developing content on nutrition to ensure the quality of the contents in terms of authenticity, validity and suitability. The following are the key component that the consultant will be responsible to provide technical assistance:

No.	Scope of Work	Task Description
1.	<p>Reviewing and developing food and nutrition related technical messages aligning with national and international guidelines</p> <p>a) Reviewing and ensuring the contents are developed following the guidelines of National Nutrition Service (NNS), Institute of Public Health Nutrition (IPHN) and Directorate of General Family Planning (DGFP).</p> <p>b) Delivery of 16 contents reviewed and developed.</p>	<p>The Consultant will need to closely work with the country team and the creative agency and develop messages regarding food and nutrition and hygienic messages, keeping it aligned with WHO and Government guidelines and disseminate it in ways easily understood by the adolescents. The individual will further be taking the responsibility of reviewing food/nutritional related contents developed by the creative agency before posting it on social media and digital platform.</p>
2.	<p>Provide assistance in developing contents and modalities for post pledge activities and campaign driven messages which inspires adolescents to voice their demands online about safe and good food</p> <p>a) Delivery of 1 well-crafted toolkit for adolescents.</p>	<p>With the support and guidance of the Consultant a toolkit needs to be developed with post pledge activities and campaign driven messages through which adolescents can voice their demands about safe and good food. Due to the current situation of COVID-19, the toolkit needs to be developed with the necessary precautions such as social distancing/low to no gathering. The contents need to be more digital based activity than physical activity.</p>
3.	<p>Development of E-Learning Tool</p> <p>a) Provide assistance to the creative partner in developing E-Learning tool on nutritious and safe food for better immunity</p> <p>b) Work with Directorate of Secondary and Higher Education (DSHE) and develop/review concept and contents for E-Learning tool.</p> <p>c) Submission of E-Learning Tool</p>	<p>The Consultant will be required to provide knowledge, support and guidance in developing the contents for an E-learning tool in collaboration with government and online education platform. This learning tool will include contents related to nutritious and safe food, personal hygiene practices, maintaining social distance and the importance of nutritious food to boost up the immunity and help fight COVID-19.</p>

The deliverables to be provided by the consultant under the contract are the following:

1. Monthly Work Status Report
2. Report on technical support and coordination with partner/s
3. Assignment completion report

The Consultant will be selected based on the following criteria:

1. Bachelor and Masters degree in Food and Nutrition, Public Policy or Administration, Public Health, Nutrition, Agriculture, or related/relevant field. Advanced degree in nutrition will be an advantage.
2. At least 10 years work experience at government level and/or professional experience working in large national and/or international institutions in policy analysis, planning, coordination, development, evaluation and system innovation developing context.
3. Strong work experience with adolescent led campaign related to healthy food or nutrition
4. Strong analytical and report writing skills.
5. Excellent communication and facilitation skills.
6. Fluency in English.
7. Flexibility, team player, ability to work with multidisciplinary and multicultural teams.

Duration and Starting:

A total of 3 months consultancy contract, starting from 8 December, 2020 to 7 March, 2021 to perform the work highlighted in ToR.

Key Organizational Relationships:

- Will report to Portfolio Lead, Targeted Dietary Improvement Program.
- Will work and coordinate with the Country Team of Adolescent Nutrition Program in Bangladesh.
- Will interact with project's Creative Partner.

Application Process:

Please email your CV and Cover letter to tjahan@gainhealth.org with subject "Application for Individual Consultant, Adolescent Nutrition" by **December 3, 2020**.

General Terms & Conditions

1. Notice of non-binding solicitation: GAIN reserves the right to reject all bids received in response to this solicitation and is in no way bound to accept any proposal.
2. Limitations about third parties: GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorize any third party to bind or commit GAIN in any way without GAIN's express written consent.
3. Intellectual property: Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, and specifications developed by the applicant concerning the activities shall vest exclusively and entirely with GAIN.
4. Scope of change: Once the contract is signed, no increase in the liability of GAIN or the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documentation will be authorized or paid to the applicant, unless such change, modification or interpretation has received the express prior written approval of GAIN.
5. GAIN follows the zero-tolerance policy for any form of Bribery, Fraud, Corruption, Terrorism, or Money Laundering. All entities undertake to comply with all applicable laws to ensure that it does not engage in any kind of criminal activity including but not limited to bribery, fraud, corruption, terrorism, money laundering, and maintaining ethical business practices as well as not to commit any Prohibited Acts.

6. Indemnity/Release of Liability: All liabilities arising from or relating to the work associated with this project shall be the responsibility of the respective organization and no liability of any nature shall be passed to GAIN.
7. Entitlement: Respective organization shall safeguard the interest of GAIN on its confidential information under the laws of the Government of Bangladesh. The organization will not use any documents or output from this project for any other projects without written approval from GAIN. This clause shall remain in full force and effect notwithstanding the expiry or termination of the partnership agreement.
8. Non-Transferability: Respective organization should not assign sub-contract, delegate or otherwise transfer or dispose of any of its rights or obligation under this agreement. However, the organization can buy or procure any service or goods to perform the project activities.