



(CONSULTING SERVICES– INDIVIDUAL CONSULTANT)

AFRICA CENTRES FOR DISEASE CONTROL SUPPORT PROGRAM TO COMBAT CURRENT AND FUTURE PUBLIC HEALTH THREATS PROJECT (P178633) – IDA-E1110

ASSIGNMENT TITLE: CONSULTANT TO DEVELOP AND IMPLEMENT COMMUNICATION AND ADVOCACY ON AMR

Reference number: ET-AUC-354743-CS-INDV

The African Union has received financing from the World Bank for the " Africa Centres for Disease Control Support Program to Combat Current and Future Public Health Threats Project".

Development Objective of the Project: Enhance the capacity of Africa Centres for Disease Control and Prevention (Africa CDC) to support AU Member States in preventing, detecting, and responding to current and future public health threats.

1. Background

The African Union, established as a unique Pan African continental body, is charged with spearheading Africa's rapid integration and sustainable development by promoting unity, solidarity, cohesion and cooperation among the peoples of Africa and African States as well as developing a new partnership worldwide. Its Headquarters is located in Addis Ababa, capital city of Ethiopia.

In October 2017, Africa CDC officially launched its Framework for Antimicrobial Resistance (AMR) Control, 2018 – 2023 and in 2020, the Africa Union TaskForce on AMR launched the Africa Union Framework on AMR Control 2020-2025. These Frameworks describe strategies and tactics for Africa CDC to improve surveillance, delay emergence, limit transmission, and mitigate harm of AMR pathogens.

AMR requires a collective and practical response to drive behaviour change, Africa CDC has been leading political advocacy, social media campaigns, CSOs and youth engagement on AMR using a one health approach.

Annually, the Africa Union Task Force on AMR in collaboration with the Food and Agriculture Organization of the United Nations (FAO), World Organization for Animal Health (WOAH), and World Health Organization (WHO) and the United Nations Environment Programme

(UNEP) work closely together at all levels to achieve this through continental advocacy on AMR and raising awareness on the AMR through the **region's annual joint WAAW Africa campaigns**. The World Antimicrobial Awareness Week is a global campaign that aims to increase awareness of antimicrobial resistance (AMR) and promote responsible use of antibiotics. The WAAW Africa CDC's campaign will focus on promoting responsible use of antimicrobial drugs, strengthening infection prevention and control measures, and advocating for increased investments in research and development of new antimicrobial drugs.

In addition Africa CDC in partnership with UK Health Security Agency, developed the African Antibiotic Guardian pages <http://antibioticguardian.com/africa/> and <https://antibioticguardian.com/africa-organisations/>. This is an online tool designed to support advocacy and behaviour change in AMR. Members of the public and human and animal health professionals are invited to make pledges about what they will do to tackle AMR. The pledge page is designed to encourage professionals and the general public to make a commitment to handle antimicrobials better, once someone has pledged, they receive a certificate which they can share on social media.

Addressing AMR requires a multi-pronged approach that recognises the need to engage multi-stakeholders, including civil societies and the media. To engage CSOs and media, it is necessary to build their capacity around AMR so that crucial advocacy issues are identified and strategic and sustainable actions in AMR prevention and control are agreed upon. In line with this, Africa CDC, with its key stakeholders, has been organising annual events to share experience and build capacity for CSOs and youth groups since December 2018.

Africa CDC seeks to hire a consultant to support its AMR communication and advocacy activities in Africa. The purpose of this TOR is to outline the requirements and expectations for a communication and advocacy consultancy to support the AMR communication and advocacy activities including the World Antimicrobial Awareness Week (WAAW) 2023 campaign.

2. Objective of the Assignment

The overall objective of this call for consultancy is to support the communication activities on AMR prevention and control and all AMR advocacy activities including the World Antimicrobial Awareness Week (WAAW). The consultant will develop communication and advocacy resources, including knowledge products on AMR to support member states in improving awareness on AMR. The communication and advocacy consultancy will provide advocacy guidance and communication support to the Africa CDC.

3. Scope of Work

The individual consultant is expected to provide the following outputs:

Output 1: A comprehensive communication and advocacy strategy for the WAAW 2023 Africa CDC campaign that includes key messages, target audiences, communication channels, and activities. Knowledge products on AMR developed and disseminated to all relevant stakeholders

Output 2: A portfolio creative and compelling communication material such as infographs, social media posts that can be used to raise awareness of AMR and promote responsible use of antibiotics .A structured advocacy campaign on AMR (targeted at policymakers, donors and private partners from the health care delivery and other sectors as may be required to highlight the progress made in AMR mitigation in Africa and the need for enhanced investment for AMR work in Africa) implemented.

Output 3: Publicity strategies and campaigns online and offline to promote the World Antimicrobial Awareness Week (WAAW). Developing engagement materials with key stakeholders, such as healthcare providers, veterinarians, CSOs , patient groups, partners and policymakers to amplify the campaign's impact.

Activities

- **Activity 1.1.** Develop campaign implementation strategy and plan - including clear segmentation of target groups, development of specific messages for all segmented groups, development of campaign slogans and visuals, (graphic and visual content in AU working languages, detailed communication channels and communication products that contribute to campaign goals, and plan for mobilisation of target groups and the general public. Develop communication strategy for the AU Task force on AMR to promote better visibility of antimicrobial resistance on the continent.
- **Activity 1.2.** Development of relevant policy briefs advocacy and communication materials to advance AMR work in Africa. This will include integrating existing advocacy messages and developing new compelling advocacy materials (press releases, oped articles, factsheets, flyers, infographics etc.) and messages for the Africa CDC and the AU TaskForce on AMR.
- **Activity 1.3:** Raise the profile of AU AMR activities and its continental governance structures on AMR on social media platforms, news or media outlets through active engagements, press appearances, PR articles and interviews. Distribution and placement of produced infographics and videos through social media, including the reach of the existing of the Africa Antibiotic Guardian website.
- **Activity 1.4:** Developing a media outreach plan that includes press releases, media pitches, and media monitoring to ensure that the campaign is covered by local and international media.
- **Activity 1.5.** Follow-up and report on campaign implementation and overall reach. Final campaign report should be prepared in the English language and should include links to all materials produced within the campaign, as well as to all articles, interviews, media appearances and other campaign content published in the media. The final report should also include details of the total reach of the campaign.

4. Deliverables

The above tasks are summarized into main deliverables shown below:

- **Deliverable 1.1:** Policy briefs and advocacy and communication materials (press releases, factsheets, flyers, etc.) to advance AMR work in Africa. A media outreach plan that includes press releases, media pitches, and media monitoring to ensure that the campaign is covered by local and international media. All materials should be in all AU working languages.
- **Deliverable 1.2.** Communication plans, advocacy materials, press releases, social media products, multimedia content for the World Antimicrobial Awareness Week (WAAW) Graphics and multimedia AMR communication materials for AUC and Antibiotic guardian websites

- Deliverable 1.3. PR, promotional events, capacity building, information sharing sessions and campaigns to ensure that AMR prevention and control advocacy is active and in line with project objectives.
- Deliverable 1.4: Database of key stakeholders, such as healthcare providers, veterinarians, CSOs, patient groups, and policymakers to amplify the campaign's impact.
- Deliverable 1.5. Monitoring and evaluating report on the impact of the communication and advocacy activities, and providing regular reports to the Africa

5. **Required Qualification and Experience**

The consultant should be well qualified with experience in public health and communications in Africa, preferably with working experience at the international level. Specifically, the consultant will be expected to have the following minimum educational and work experience criteria:

1. At least 7- 10 years of experience in communication and advocacy, preferably in the healthcare sector.
2. Proven experience in developing and implementing communication and advocacy strategies, including social media and media outreach.
3. Experience in developing partnerships with key stakeholders, such as healthcare providers, patient groups, and policymakers.
4. Excellent communication and interpersonal skills.
5. A good understanding of antimicrobial resistance and its impact on public health.
6. Experience working in Africa, preferably in the context of public health. Previous work with AU or international organization is desirable.
7. A team of experienced communication and advocacy professionals, visual arts, multimedia arts, design, health promotion and campaigns.

6. **Language Requirement:**

Applicants must be proficient in both English and French languages. Knowledge of more or several other African Union working languages would be an added advantage.

7. **Duration of the Assignment**

The duration of the assignment will be for 6 months from the date of contract signature.

8. **Consultancy Fee**

Payment will be fixed amount of **USD 60,000.00** this amount includes all of the Consultant's fees, reimbursable and profits as well as any tax obligation that may be imposed on the Consultant. This is a lump sum contract and payment will be against deliverables. If there is any travel related to the assignment, AU will cover the cost of the Travel ticket and DSA.

Payment will be made as per the following manner:

#	Deliverables	% of Payment	Timeline
1	A comprehensive communication and advocacy strategy for the WAAW 2023 Africa CDC campaign that includes key messages, target audiences, communication channels, and activities. A media outreach plan that includes press releases, media pitches, and media monitoring to ensure that the campaign is covered by local and international media.	10%	September 30 2023
2	Database of key stakeholders, such as healthcare providers, veterinarians, CSOs, patient groups, and policymakers to amplify the campaign's impact.	10%	September 30 2023
3	Policy briefs and advocacy and communication materials (press releases, factsheets, flyers) social media and multimedia content for the World Antimicrobial Awareness Week (WAAW). Graphics and multimedia AMR communication materials for AUC and Antibiotic guardian websites to advance AMR work in Africa All materials should be in all AU working languages	40%	September 2023-Nov 2023
5	Monitoring and evaluating report on the impact of the communication and advocacy activities, and providing regular reports to the Africa	10%	December 2023 and January 2024

9. Required Documentations

- a) Cover letter – Please also include statement as to why the candidate desires to work with Africa CDC and the specific role
- b) A detailed and updated curriculum vitae (CV) indicating nationality, age and gender.

- c) Three (3) referees with good knowledge of the candidate's work, furnishing full contact details, telephone, fax and e-mail addresses.

10. Evaluation and Qualification Criteria

- a) General Education, Qualification and Relevant Training - 30 Points
- b) Experience, technical expertise – 70 Points

11. Reporting Content

Workshop/Meeting reports: A template for these reports will be shared by Africa CDC to be completed after each workshop and key meetings

Final Report: The final report will include an executive summary of the project understandable to non-technical readers with annexes with all the technical details of achieved deliverables.

Language: The reporting language for consultative meetings and reports will be in English.

12. Services and Facilities to be provided by Africa CDC

The individual consultant will be supervised by the One Health Unit lead, Africa CDC for the purpose of delivering the above outputs within the agreed time frame. This consultancy will be remote.

Africa CDC will cover the cost of travel including economy- class air tickets and other necessary expenses when travel is required according to the AU rules and regulations.

Africa CDC will provide to the consultant the following document and facility:

- a) The Africa CDC will identify and assign technical staff to support implementation process.
- b) Africa CDC will provide the necessary documentation and information required for the assignment.
- c) Maintain regular follow-up of the activities done by the consultant, review and comment on the submitted deliverables and work done.
- d) Assist in organizing consultative meetings with Member States and other stakeholders

13. Invitation

The African Union Commission now invites eligible Consultants ("Consultants") to submit their CVs in providing the Services and required documents as listed in the ToR. Interested Consultants should provide information demonstrating that they have the



required qualifications and relevant experience to perform the Services. The shortlisting criteria are listed in the ToR.

A Consultant will be selected in accordance with the Individual Selection method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours 8:00-13:00hrs and 14:00-17:00 hours, Addis Ababa Time.

CVs must be delivered in a written form following the above shortlisting criteria to the emails below before 15:00 Hours Local Time on 22 September 2023

Africa Centres for Diseases Control and Prevention,
Supply Chain Management Division
Administration Directorate
Lafto Square, Haile Garment,
Africa CDC Office, A2 Tower, 7th floor, Room No. 712
E-mails: tender@africa-union.org; and
zemenua@africa-union.org