

Terms of Reference (ToR) - Communication Agency for ZoNoH Project

TCL/ZONOH/01/2024

1. Background and Introduction

The "ZoNoH - Putting One Health into Action: Preventing Zoonoses in Kenya by Fostering Collaboration in the Food System" project is a pivotal initiative in the context of increasing risks of zoonotic pandemics worldwide. In Kenya, the prevalence of zoonoses remains high, posing a significant threat to human and animal life and causing substantial socio-economic burdens. The COVID-19 crisis has underscored the critical need for effective prevention of zoonotic diseases and preparedness for potential pandemics.

The [ZoNoH project](#) is designed to strengthen the capacity of two Kenyan County One Health Units (COHUs) to better manage zoonoses in their food systems, contributing to the prevention of future pandemics. This initiative involves capacity building for One Health and Food Systems operationalisation and uses existing data to assess the health and socio-economic impacts of zoonoses on local food systems. The goal is to co-create contextualised zoonoses prevention strategies/solutions for the two COHUs.

Wageningen University and Research (WUR) has partnered with Transdisciplinary Consultants Limited (TCL), a Kenyan organization specialized in One Health operationalisation projects. The project also partners with the Kenyan Zoonotic Disease Unit (ZDU), the Zoonotic and Emerging Diseases group (International Livestock Research Institute [ILRI] and University of Liverpool), and the African Medical & Research Foundation (AMREF). The ZoNoH team is committed to securing ongoing support from donors and partners to grow the initiative.

This ToR is issued to recruit a communication agency to support the project's external communication strategy, aimed at engaging diverse stakeholders and disseminating information to mitigate zoonotic disease risks in Kenya.

2. Objectives of the Communication Agency

The agency will be responsible for:

- Ensuring that the existing ZoNoH communication strategy is fit-for-purpose, aligns with current trends, and meets the highest standards of effectiveness in engaging diverse stakeholders.
- Developing and implementing a comprehensive communication plan based on the ZoNoH communication strategy.
- Creating and disseminating content across various platforms to raise awareness, foster understanding, and encourage advocacy.
- Engaging with different target audiences including the public, academia, government entities, donors, and potential partners.
- Designing and executing digital strategies, including social media campaigns.
- Monitoring and evaluating the online impact of the digital activities

3. Scope of Work

The agency's work will encompass:

- Updating the current ZoNoH communication strategy together with the project team
- Development of a range of communication materials relevant to realize the ZoNoH communication strategy e.g. infographics, videos, social media assets, webinars etc.).
- Management of social media platforms and creation of project website content.
- Collaboration with local influencers and mainstream media.
- Monitoring and evaluating the effectiveness of communication strategies.

4. Target Audiences

The agency must tailor communication efforts to engage:

- General public/citizens of Kenya.
- Academic institutions and researchers in Kenya.
- Governments, donors, and potential partners in Kenya.

5. Required Expertise and Qualifications

The agency should have:

- Proven experience in external communication in public health or related fields.
- Strong capabilities in digital marketing and content creation.
- Expertise in stakeholder engagement and public relations.
- Knowledge of the Kenyan socio-cultural context and the One Health approach.

6. Deliverables

The agency is expected to deliver:

- An updated and fit-for purpose ZoNoH communication strategy
- A detailed communication plan aligning with the updated ZoNoH communication strategy.
- Regular content for various communication channels including technical guidance in reaching international audience.
- Reports on the impact and reach of communication efforts.
- Engagement and outreach strategies tailored to different target audiences.

7. Duration

The consultancy will be initially for a period of **4 months (February to May 2024)**, as a probation period, with the possibility of extension based on performance and project needs until April 2025, with a periodical engagement.

8. Application Process

Interested agencies should submit before the 24 January 2024:

- A proposal (max 3 pages) outlining their approach to meeting the objectives of this ToR.
- Examples of previous work in related fields.
- A detailed budget estimate.
- Credentials and profiles of the team members who will be involved in the project.



Shortlisted candidates will be invited for an interview with the ZoNoH team early February 2024. Unsuccessful candidates will be informed.

9. Evaluation Criteria

Proposals will be evaluated based on:

- Relevance and creativity of the proposed strategy.
- Experience and qualifications of the agency and its team.
- Cost-effectiveness of the proposal.
- Demonstrated understanding of the ZoNoH project and its objectives.

10. Submission Deadline

- Proposals must be sent to admin@onehealthconsult.com with copy to annabelle.daburon@wur.nl
- The deadline for submissions is midday (1200hrs EAT) on 24 January 2024.

11. Further Inquiries

For any additional information or clarification regarding this Terms of Reference, applicants can contact the ZoNoH project team through at admin@onehealthconsult.com