



TANZANIA WOMEN LAWYERS ASSOCIATION (TAWLA)

P O Box 9460, Dar es Salaam, Tanzania

info@tawla.or.tz, tawla.information@gmail.com

Tel: +255 (0) 22 286 2865

**TERMS OF REFERENCE (TOR) FOR CONSULTANCY SERVICES TO DEVELOP AND TEST
FRONT-OF-PACK WARNING LABELS (FOPWL) AND CONTRIBUTE TO THE ONGOING
DEVELOPMENT/ADOPTION OF THE NUTRIENT PROFILE MODEL (NPM).**

1.0 INTRODUCTION

1.1 ABOUT TAWLA

Tanzania Women Lawyers' Association (TAWLA) is a Non-Governmental Organization established in 1989 and registered in 1990 under the Societies Act (Chapter 337 of the laws). The organization is compliant with the NGOs Act (Chapter 56 of the laws) and obtained NGO status in 2019. The aims and objectives of the organization are to advocate for gender equality, promote human dignity and gender justice through policy, legal and institutional reforms, and community action and media engagement. TAWLA has its headquarters in Dar es Salaam and zonal offices in Arusha, Dodoma, Mbeya, Mwanza and Tanga. TAWLA envisage a society that respects and upholds the rights of women, and her mission is to advance women as champions in promoting and protecting the rights of women and good governance through legal empowerment.

2.0 ABOUT THE PROJECT

TAWLA implements a national-level advocacy intervention aiming at influencing the development of a national mandatory standard on front-of-pack warning labels in accordance with internationally recommended and Evidence-based best practices. The initiative is envisioned to contribute to the reduction of the prevalence of poor dietary quality and diet-related diseases by providing clear guidance to consumers on which foods contain high levels of nutrients of concern. The intervention among other things will collaborate with the Government and other stakeholders to contribute to the

creation of an Evidence-based Nutrient Profile Model aligning with globally recognized standards; simultaneously decision-makers, policymakers and the public will actively be engaged to underscore the importance of implementing these warning labels.

It should be noted that the Government of Tanzania has demonstrated a strong commitment to combat obesity and non-communicable diseases (NCDs) through a range of policy initiatives through implementation of several laws, policies, and strategies aimed at improving the health system and combating NCDs.

While commending Tanzania for having a legal and policy framework focusing on addressing Obesity and Non-Communicable Diseases (NCDs), it is essential to recognize that some of our existing laws, policies, guidelines, and strategies are outdated and lack effective measures to combat obesity and other NCD-related risk factors. For instance, Tanzania has a mandatory national standard for Back of Pack Labeling (BOPL) but does not have a national mandatory requirement for Front of Pack Warning labels (FOPWL). Back of Pack Label (BOPL) though mandatory, has limitations in providing consumers with easily accessible and comprehensible nutrition information hence underlines the growing need for advocating for the FOPWL.

In this regard, TAWLA aims to supplement the existing BOPL system by advocating for the adoption of a national mandatory standard on FOPWL to simplify nutritional information portrayed in various food products which will help consumers to have an informed decision when buying various food products, consequently influencing their decision towards healthy food choices.

2.0 THE ASSIGNMENT

The Nutrient Profile Model (NPM) plays a fundamental role in advocating for several things including marketing restrictions, policies on SSB tax and FOPL. Specifically, the assignment aims to contribute towards the development/adoption of the Front-of-Pack Warning Label (FOPWL), to inform consumers on the quality of food products. This model offers an objective and standardized framework for evaluating various nutrients including calories, fats, sugars, and sodium, providing a comprehensive but simplified profile to apply to each food item.

It is against this background that the project intends to engage a qualified Consultant to contribute to the ongoing efforts towards the development/adoption of the Nutrient Profile Model (NPM), develop and test FOPWL graphics design. The Consultant will be responsible for gathering empirical data to establish a robust foundation for the NPM focusing on understanding the nutritional landscape, dietary behaviors, and the prevalence of non-communicable diseases (NCDs) in Tanzania.

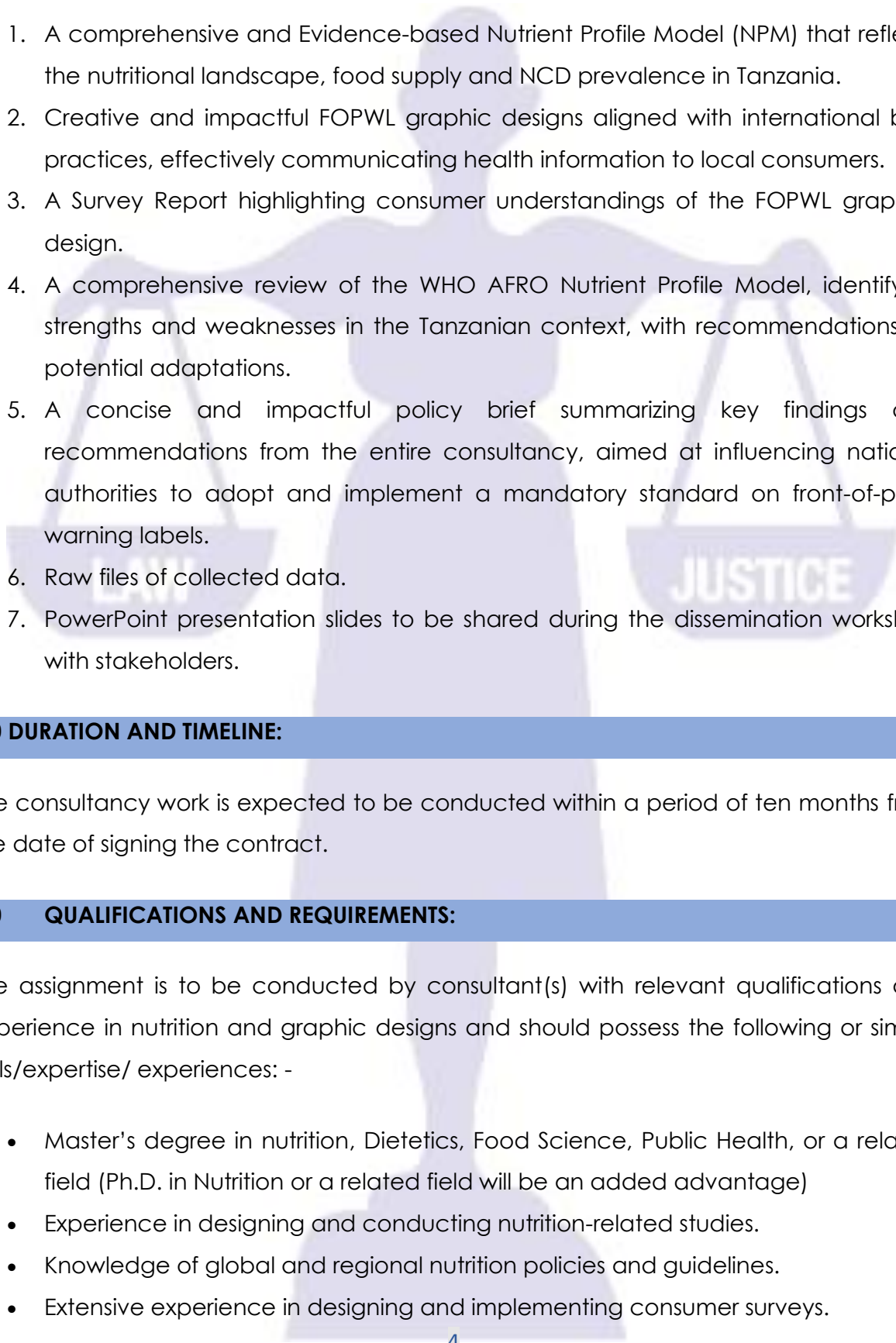
3.0 SCOPE OF WORK:

To achieve the goal the consultant is expected to:

- Review the Global and WHO AFRO Nutrient Profile Model and analyze existing research and data related to nutrition and NCDs in Tanzania.
- Conduct a review of both published and grey literature to synthesize evidence to support the development NPM.
- Use the evidence from literature review to align the international NPM with Tanzanian situation.
- Develop and design Front of Package Warning Label (FOPWL) graphics.
- Collaborate with government and other selected stakeholders to Test the developed FOPWL graphic design by conducting a comprehensive survey to explore consumer understanding of the FOPWL graphics design.
- Analyze survey results and make recommendations for refining the FOPWL graphics accordingly.
- Collaborate with the government and other stakeholders to refine the NPM criteria, ensuring alignment with public health objectives and regulatory standards.
- Provide regular updates and collaborate closely with the Ministry of Health and other stakeholders throughout the project duration.

4.0 DELIVERABLES

The Consultant is expected to deliver the following:

- 
1. A comprehensive and Evidence-based Nutrient Profile Model (NPM) that reflects the nutritional landscape, food supply and NCD prevalence in Tanzania.
 2. Creative and impactful FOPWL graphic designs aligned with international best practices, effectively communicating health information to local consumers.
 3. A Survey Report highlighting consumer understandings of the FOPWL graphics design.
 4. A comprehensive review of the WHO AFRO Nutrient Profile Model, identifying strengths and weaknesses in the Tanzanian context, with recommendations for potential adaptations.
 5. A concise and impactful policy brief summarizing key findings and recommendations from the entire consultancy, aimed at influencing national authorities to adopt and implement a mandatory standard on front-of-pack warning labels.
 6. Raw files of collected data.
 7. PowerPoint presentation slides to be shared during the dissemination workshop with stakeholders.

5.0 DURATION AND TIMELINE:

The consultancy work is expected to be conducted within a period of ten months from the date of signing the contract.

6.0 QUALIFICATIONS AND REQUIREMENTS:

The assignment is to be conducted by consultant(s) with relevant qualifications and experience in nutrition and graphic designs and should possess the following or similar skills/expertise/ experiences: -

- Master's degree in nutrition, Dietetics, Food Science, Public Health, or a related field (Ph.D. in Nutrition or a related field will be an added advantage)
- Experience in designing and conducting nutrition-related studies.
- Knowledge of global and regional nutrition policies and guidelines.
- Extensive experience in designing and implementing consumer surveys.

- Proficiency in statistical analysis software.
- Strong analytical and communication skills.
- Proven experience in developing visual content for health campaigns.
- Proficiency in graphic design software (e.g., Adobe Creative Suite).
- Creative portfolio demonstrating expertise in conveying health-related information through design.
- Understanding of public health communication principles.

Note: The consultant can either be an individual or a team. In case of a team, each member must possess the specified qualifications relevant to their respective areas.

7.0 SELECTION CRITERIA:

The assessment of proposals will be conducted considering the consultant's expertise, comprehension of the project's objectives, the outlined methodology, and the associated costs. This evaluation will adhere to TAWLA's procurement policy and other relevant policies.

8.0 PROPOSAL SUBMISSION

Interested and suitably qualified individual consultants/consultancy firms are invited to submit their bids including a technical proposal and financial quote for offering the consultancy services to electronic.bids@tawla.or.tz by **03rd March 2024 at 1600HRS.**