



TANZANIA WOMEN LAWYERS ASSOCIATION (TAWLA)

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REQUEST FOR EXPRESSION OF INTEREST (EOI) TO ENGAGE A SERVICE PROVIDER FOR DAILY MEDIA MONITORING SERVICES ON FOOD AND NUTRITION RELATED POLICY ADVOCACY

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 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 acknowledging the Government of Tanzania's strong commitment to combating obesity and non-communicable diseases (NCDs) through various policy initiatives, it's essential to recognize that some 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 lacks a national mandatory requirement for Front of Pack Warning labels (FOPWL). While BOPL is mandatory, it has limitations in providing consumers with easily accessible and comprehensible nutrition information, underscoring the growing need to advocate for FOPWL.

To enhance its efforts in tracking media coverage, TAWLA intends to engage a qualified service provider to undertake comprehensive daily media monitoring and analysis, with a focus on identifying and reporting instances of industry interference in food policy across multiple media platforms.

2.0 THE ASSIGNMENT

TAWLA seeks to engage a qualified service provider to conduct daily media monitoring and analysis of media content related to food and nutrition policy advocacy. The assignment will focus on tracking media coverage, identifying trends, and generating actionable insights to inform TAWLA's advocacy strategies. The scope will include among others:

- Monitoring print, broadcast, and digital media platforms
- Identifying narratives, public sentiment, and key actors influencing food and nutrition policy discourse
- Providing regular reports and alerts to inform TAWLA's advocacy and communications work

3.0 EXPRESSION OF INTEREST SUBMISSION

Interested firms, organizations or individuals should express their interest by sending an email to: recruitment@tawla.or.tz

Please note:

- ✓ The detailed Terms of Reference (ToR) will be shared upon receipt of your Expression of Interest.
- ✓ **DO NOT** include financial proposals or price quotations at this stage

4.0 TIMELINE

The expression of interest should be submitted by 20th July 2025 by 4:00 PM (EAT)

