

**CALL FOR PROPOSALS**  
**Technical Assistance to Support Policy and**  
**Guidelines Development on Promoting Healthy**  
**Eating and Nutrition Labelling**



**World Health**  
**Organization**

Representative Office  
for the Philippines

**1. Summary**

The World Health Organization (WHO) Philippines is looking for an individual contractual partner to provide technical assistance to support the Department of Health's Health Promotion Bureau (HPB) on the policy and guidelines development on nutrition labelling of food products under an Agreement for Performance of Work (APW) contract

Proposals are due by 5 September 2021.

**2. Background**

Noncommunicable diseases (NCDs) cause the greatest number of deaths, accounting for more than half of total deaths in the Philippines. Filipinos continue to be exposed to NCD risks, which will likely contribute to the pool of people living with NCD and increase mortality, morbidity, and disability from NCDs in the years to come. The probability of dying between ages 30 and 70 years or prematurely from the four main NCDs is at 28%.

Unhealthy diet is a major determinant contributing to overweight and obesity and diet related NCDs. Prevalence of overweight and obesity and diabetes has been increasing over the years. Currently among Filipino adults, 38% are overweight and obese and 7.9% have diabetes. Overweight and obesity among children and adolescents are also increasing and constitute an emerging public health concern. Obesity in childhood often persists in adulthood, and is a known risk factor for diabetes, certain types of cancers, and other NCDs in later life. Prevalence of hypertension remains high, still affecting about 20% of Filipino adults.

Overweight and obesity and diet related NCDs often coexist with other forms of malnutrition: stunting, wasting, underweight, and micronutrient deficiencies. Various forms of malnutrition often coexist in the same individual, family, and community and have inter-generational effects.

To address the above, the WHO Philippines is providing technical support to the Department of Health to promote healthy eating and address overweight and obesity, diet-related NCDs, and other forms of malnutrition with long-term goal to prevent NCDs and ensure a healthy Filipino citizenry. This will be done through the development and implementation of a roadmap for promoting healthy eating in the population. Similarly, cognizant of the role of nutrition labelling in guiding healthier food choices in the population, policy, and program recommendations for strengthening nutrition labelling and exploring front-of-pack labelling of food products will be pursued.

In view of the foregoing, a dedicated consultant who will focus on activities for policy and guidelines development on promoting healthy diet and nutrition labelling will be hired, and coordinate efforts with WHO and DOH HPB for said initiatives accordingly.

### **3. Timeline**

The implementation timeline for the project is from **13 September 2021 to 30 December 2021**.

### **4. Place of Assignment**

Metro Manila, Philippines

### **5. Scope of Work**

Under the supervision and strategic guidance of the WHO Philippines NCD Technical Unit and Health Promotion Technical Coordinator, the contractual partner shall perform the tasks/ responsibilities listed below in close collaboration with the DOH HPB and related offices. All documents and related materials shall be submitted to WHO Philippines and for approval of WHO and DOH.

#### **Expected Output**

##### **Output 1: Inception Report with Detailed Work Plan**

Deliverable 1.1: Inception report with attached work plan, budget matrix and Gantt chart of activities

##### **Output 2: Health promotion roadmap on healthy eating**

Deliverable 2.1: Rapid assessment of status of all forms of malnutrition, and its determinants

Deliverable 2.2: Rapid assessment of current efforts to promote healthy eating in the Philippines

Deliverable 2.3: Policy and program recommendations on addressing all forms of malnutrition

Deliverable 2.4: Draft roadmap for health promotion on healthy eating

##### **Output 3: Policy and guidelines on nutrition labelling to promote healthier food consumption**

Deliverable 3.1: Review of situation on nutrition labelling

Deliverable 3.2: Draft policy and/or strategy on strengthening nutrition labelling

Deliverable 3.3: Draft guidelines on front-of-pack labelling (FOPL)

Deliverable 3.4: Stakeholders consultation on enhanced nutrition labelling, including exploring adoption of FOPL

Deliverable 3.5: Final draft of policy and/or strategy on enhanced nutrition labelling, and guidelines for FOPL

## **Output 4: Technical and financial report**

Deliverable 4.1: Final technical report with supporting documentation (e.g. proceedings, minutes, photos, videos, recordings, etc.)

Deliverable 4.2: Final financial report

## **6. Qualifications**

The contractual partner must fulfil the following qualifications:

### Education and Certifications

- With degree in nutrition, public health, health policy or another related field.

### Work Experience

- Minimum of five years of relevant field experience in public health, project coordination, advocacy and partnership building, development of policies and legislation, conducting assessment and research, organizing, and facilitating meetings and workshops, and technical meetings, writing technical reports and documents
- Minimum of five years of experience collaborating with relevant government agencies at the local, regional and/or national levels
- Relevant experience working with international and multilateral agencies an advantage
- Relevant experience in health communication and education campaigns an advantage

### Technical Skills and Knowledge

- With good technical writing skills, good facilitation skills, knowledgeable in basic computer programs, efficient organizational and management skills
- Extensive background in public health and public policy an advantage

### Language Fluency:

- Excellent verbal and written communication skills in English and Filipino

## **7. Other Requirements**

The contractual partner must be able to adapt to relevant and reasonable project demands and submit deliverables within timelines.

In addition, the contractual partner must have no direct or indirect interest in the tobacco industry, alcohol industry, food/ sugar-sweetened beverages industry, arms dealing or human trafficking.

## **8. Contract Time**

The work to be done under this Agreement for Performance of Work (APW) shall be completed as set out in the Terms of Reference, supported by the approved Inception Report. The contract will be completed in not more than **four (4) months** from the commencement of the Work, or otherwise as agreed in writing among the Owner and the Contractor. The work shall be done in strict compliance with the Contract, Specifications, Schedules, and all other Contract documents

and all Instructions. Failure to do so shall be at the Contractor's risk and account. Submission of Bid by the Contractor shall constitute acknowledgement by the Contractor that it is aware of and concurs with all the requirements or conditions incorporated in the Call for Proposal and the other documents.

As time is an essential element of this Contract, for failure to complete all work within the stipulated as set out in the Inception Report, the Owner shall charge the Contractor liquidated damages. This shall be in the amount of 0.5% of total contract amount per day (Saturdays, Sundays and holidays are included) but not to exceed 10% (ten percent) of the contract amount. These liquidated damages shall be for the added cost incurred by the Owner for such delay and for the inconvenience caused to the users of the Work. It is understood that this is not a penalty but a fixed sum representing the liquidated damages for each calendar day of the delay. Delay shall be counted from the agreed completion date, considering further time extensions approved by the Owner, to the date of completion of work.

### **CONFIDENTIALITY STATEMENT**

The results, products, and reports of this APW are to be treated as confidential and must not be handed over to third parties. The DOH and WHO have the exclusive ownership of the reports and reserve the right to further disseminate relevant information.

## **9. Submission Requirements**

Interested individuals should submit electronic copies of the following:

- Cover letter
- Curriculum Vitae
- Proposal with financial details and proposed timeline

Kindly address all proposals to:

**Dr Rabindra Abeyasinghe**

WHO Representative to the Philippines

Ground Floor, Building 3, Department of Health

San Lazaro Compound

Rizal Avenue, Sta Cruz, Manila

Please submit the electronic copy of the proposals with the title “**Technical Assistance to Support Policy and Guidelines Development on Promoting Healthy Eating and Nutrition Labelling**” to [wpphlwr@who.int](mailto:wpphlwr@who.int) Only shortlisted applicants will be contacted by WHO Philippines.

Deadline of submission of proposals is on **5 September 2021**.

**Office of the WHO Representative to the Philippines**