



Decades of Tobacco Control Capacity Development on the Continent.

REQUEST FOR EXPRESSION OF INTEREST FOR WRITING THE STORY FOR THE CENTRE FOR TOBACCO CONTROL IN AFRICA LTD THEN, ALONG AND NOW

Institution: Centre for Tobacco Control in Africa (CTCA)

Project Title: The story for the Centre for Tobacco Control in Africa Ltd then, along and now

Expression of Interest Number: CTCA/EOI/ 2022-001

Background on CTCA

The Centre for Tobacco Control in Africa (CTCA) was established in July 2011 following a recommendation of the stakeholder meeting that was held in Accra, Ghana in June 2008. The Centre was established by World Health Organisations (WHO) through a competitive process in response to a call by Bill and Melinda Gates Foundation (BMGF). Makerere University, housed the center at the School of Public Health.

The Centre has had three phases of funding. Phase 1 covered 2011-2014 was executed under the oversight of the World Health Organization; Phase 2 was implemented from mid 2014 through early 2019 under the African Capacity Building Foundation; Phase III started mid 2019 to September 2022. All phases were funded by Bill and Melinda Gates Foundation. This funding formed the core of CTCA. There were multiple other funding streams from IDRC, Research Council UK, WHO, Government of Uganda, USAID and NIH not aligned to the funding phases presented above but specific to announcements for funding as they became available.

The core business of CTCA is Capacity Development for Tobacco Control (TC) and research forms a strong arm to generate continuous evidence for time focused and tailored interventions.

The Center has correspondingly undergone evolution to a self-operating legal entity to serve the African continent on the tobacco control front and on the path to a Go-to-Centre of excellence and reference. During its period of existence, the Center has had paradigm shifts in program focus from policy-focused support interventions to strategy, and now sustainability.

Vision of CTCA

CTCA has a defined institutional direction reflected in its profile and program hierarchy as hereunder. The **vision** of CTCA is to achieve a “Tobacco-free Africa”. The **mission** is to enhance African governments’ capacity to formulate and implement Tobacco Control programs through partnerships and cooperation. The goal of the Centre is to reduce the production and consumption of tobacco by supporting governments in implementing evidence-based tobacco control strategies in Africa.

Currently the Centre is guided by a 7-year \$15.9 million strategic plan spanning 2019 to 2025 with 5 strategic objectives namely to; SO1: To strengthen the capacity of countries in Africa to formulate and implement FCTC compliant programs; SO2: To promote evidence-based tobacco control policy formulation and program implementation; SO3: To mobilize human, material, and financial resources for sustainable tobacco control in Africa; SO4: To promote partnerships for tobacco control at national, regional and international levels; SO5: To enhance CTCA’s ability to support capacity development in tobacco control.

The strategic objectives are anchored in five pillars of CTCA Strategic Plan 2019/2025 based on the overarching strategic issues that call for attention in the planning and implementation periods. They form the very issues upon which success is measured. They are: Pillar 1: Capacity Development; Pillar 2: Expanding evidence; Pillar 3: Resource Mobilisation; Pillar 4: Partnerships; Pillar 5: Institutional development

Rationale for CTCA journey, “then-along-and-Now”

The objective of assignment is to tell the CTCA story from inception, along and now. Understanding the trajectory and journey will inform future discussions in shaping the Africa continental TC response. The story should chronical the events as they occurred in the CTCA journey then, during and now to propose the future path.

CTCA seeks to contract a competent, qualified, and experienced consultant(s) to undertake this important assignment over a 30-person days period.

Scope and Method of the assignment

The consultant is required to undertake a search strategy for extensive documents review and conduct key stakeholder consultations. The scope of the assignment will include;

- a) Review of phase 1, 2 and 3 documents including the appraisal documents, grant agreements, performance reports, program review reports, missions reports, program strategy and policy documents, and institutional manuals (WHO, ACBF, Makerere, CTCA)
- b) A trend analysis of governance manuals, success stories, lessons, challenges, minutes, and concept notes.
- c) Review and examine the organizational governance and technical structure over time and how this has impacted CTCA performance
- d) Examine the pre-CTCA context and justification for its birth, the status during the business phase and project the future outlook.
- e) Tell key success stories and the stakeholder’s overtime
- f) Analyze the philosophy and theory of change of CTCA to inform the future direction.
- g) Relevant graphics and pictures through the review period for story
- h) Document the impact trend of CTCA interventions in Tobacco Control then, along, and now

Key deliverables

- i) Inception report, completed within one week of commencement of assignment. The inception report shall include:
 - A detailed description of the methodology and timeline for developing CTCA story
 - The documents to review
 - The list of persons to interview.
 - A description of the meetings/workshop(s) and any other activities envisaged if any.
- j) Consultative process report
- k) Draft story book
- l) Final validated story book

Institutional arrangement

The Consultant will report directly to the Chief Operations Officer. The Chief Operations Officer will provide all the necessary background documents and support the consultant(s) in organising meetings and activities all stakeholders.

Expected attributes of the consultant(s)

- a) Experience in report writing
- b) Demonstrated experience in program reviews, evaluations, and compiling program profiles
- c) Should have published at least five articles in peer reviewed journals
- d) Strong analytical skills
- e) Excellent interpersonal skills and ability to negotiate and work with teams
- f) Excellent communication skills and fluency in English and or French or bilingual

Timing

The activity should be executed within 30 person days spread between 15th September to 30th October 2022

How to apply

All applications should be addressed to the Chief Executive Officer, CTCA. Apply electronically including a cover letter, CV, copies of academic and professional documents with at least 2 reference letters. Address your application EOI@ctc-africa.org

Application Deadline:

Wednesday 7th September 2022 at 5:00pm EST