

Terms of Reference:

Social Marketing and Monitoring and Evaluation Technical Assistance

To provide social marketing and monitoring and evaluation technical assistance, and support the implementation of activities needed as part of the national food fortification program in Vietnam, in partnership with the National Institute of Nutrition (NIN).

Background

The Global Alliance for Improved Nutrition (GAIN) works to improve the lives of vulnerable populations through access to affordable, high quality, nutritious foods. GAIN achieves this by improving the efficiency and effectiveness of markets to reach consumers at the Base of the Pyramid. GAIN mobilises public-private partnerships to implement innovative and sustainable market-based solutions at scale.

Food Fortification in Vietnam

With the evidence of the impact of iron-fortified fish sauce, the Global Alliance for Improved Nutrition (GAIN) supported the National Institute of Nutrition (NIN) to develop the first national plan to launch iron fortified fish sauce to prevent iron deficiency in Vietnam from 2005. In addition, the government issued a standard for voluntary fortification of several staples and condiments to reduce micronutrient deficiencies. However, the privatization of the state-run fish sauce industry in the early years of the project negatively impacted the industry's participation and it became necessary to revise the micronutrient fortification strategy.¹

A market survey in Vietnam commissioned in 2009 by GAIN showed the potential for a multiple food fortification strategy due to highly concentrated industries for vegetable oil, fish sauce, flavoring powder, and soy sauce. Therefore in 2011 GAIN and the NIN entered into a second grant agreement to catalyse the fortification of multiple food vehicles in Vietnam to help control and address micronutrient deficiencies. A recent industry assessment conducted in 2014 by GAIN and the NIN reinforced the learnings from 2009.

The current program runs through October 2015 and comprises of industry technical assistance and support, a large-scale social marketing campaign, evidence generation to inform policy and advocacy, and monitoring and evaluation.

Objectives

As part of current on-going project activities, GAIN would like a consultant based in Hanoi to support the social marketing strategy and implementation, as well as monitoring and evaluation of the social marketing campaign.

Methodology

Working with the National Institute of Nutrition (NIN), the consultant will:

¹ Laillou et al. "An Assessment of the Impact of Fortification of Staples and Condiments on Micronutrient Intake in Young Vietnamese Children." *Nutrients* 2012, 4, 1151-1170; doi:10.3390/nu4091151

- Review and further develop the social marketing strategy to include and share with GAIN a detailed and costed implementation plan including geographies, dissemination channels, timelines, audiences reached, and a monitoring and evaluation component
- Collect all available information from all parties involved in the implementation of the social marketing campaign including the NIN but also all media agencies and report to GAIN
- Provide general social marketing technical assistance
- Provide support to include industries as a target audience for the social marketing campaign including crafting appropriate social marketing messaging with industry leaders
- Design and finalize feasible and relevant reporting templates for monitoring the social marketing strategy including KPIs
- Provide technical support to the development of a Knowledge, Attitudes and Practices survey to evaluate the social marketing campaign in line with the social marketing strategy
- Act as a local liaison between GAIN Headquarters and the NIN
- Support other project activities, as necessary, as defined by the Senior Associate, Large-Scale Food Fortification

Profile

- Based (or be flexible to relocate) in Hanoi, Vietnam
- Fluency in Vietnamese and English
- Experience preferred but not required in working within public health or nutrition, and particularly on social marketing and monitoring and evaluation

Dates of assignment and level of effort

8 to 12 months: November 2014 – June 2015 (with likelihood of extension through October 2015).

Full or part-time basis, depending on availability of consultant