



## MINISTRY OF HEALTH



# Terms of Reference for a Consultant to Develop Strategic Communication Materials from the WASH Cost of Inaction Study to Influence Policy Dialogue on WASH Investment in Uganda

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## 1.0 Introduction

Access to safe Water, Sanitation, and Hygiene (WASH) is a fundamental basic need and a critical foundation for a healthy, productive, and dignified life. The Government of Uganda (GoU) acknowledges the importance of equitable access to safe WASH. In collaboration with other global partners, Government has committed to eliminating open defecation and achieving universal access to clean water, sanitation, and hygiene by 2030 in line with the SDG agenda. Uganda's current WASH sector investments are guided by several pronouncements, including Vision 2040 and the National Development Plan III (2020 - 2025). The NRM manifesto for the 2021-2026 period also highlights it as a critical priority.

Despite making significant progress in expanding WASH services, Uganda continues to grapple with the challenge of ensuring access to WASH services at the household and the institutional level. It is against this background that the Ministry of Health, Ministry of Water and Environment, and Development partners in the WASH sector commissioned a study to document the Economic Cost of inadequate access to WASH services in Uganda, intending to inform investment decisions by government and programming by key non-state actors and partners. It also highlights consequences of maintaining the current non prioritization, limited financing and limited attention paid to the WASH sector as a critical driver of socio-economic transformation and national economy. In addition, the report highlights opportunities to unlock economic growth and social development through strategic investment in WASH systems, stronger governance, and enhanced community participation.

Communicating these findings effectively to Policymakers, Development Partners, the media, and the broader public is essential to catalyze action and mobilize support for sustained investment.

To support the dissemination and strategic communication of the report's findings, the Ministry of Health through **Water For People** with Funding from the **Sanitation and Hygiene Fund (SHF)**

therefore seeks to engage a Communications expert. The Communications expert will support the development of communication materials from the Cost of Inaction Study report for influencing policy dialogue.

## **2.0 Main objective**

To develop key strategic communication and knowledge products for targeted audiences and steer efforts towards popularization and advocacy for increased and sustained WASH investment.

### **2.1 Specific objectives of the consultancy**

1. Translating technical findings into usable communication & knowledge products for technocrats, Policymakers, Development Partners for high- level advocacy and lobbying.
2. Develop simple and focused messages for the media to support increased media coverage on the economic losses and social costs of under-investment in WASH
3. Develop easy to comprehend messages for the public in a bid to position WASH as a key driver to their health and economic development.

### **2.2 Scope of Work**

The Communication expert shall systematically undertake the following tasks;

- Support the development of the engagement plan for the report launch and a dissemination plan.
- Conduct comprehensive technical review of the WASH Cost of Inaction report and extract key strategic messages for targeted audiences including technocrats, Policy Makers, Development Partners, the media fraternity and the public among others.
- Develop at least two policy briefs summarizing the report's key findings, socioeconomic implications, and policy recommendations.
- A newspaper article devoted to the importance of WASH investment in Uganda's development agenda.
- Develop a message bank and talking points for the National WASH advocates at different levels including mandate holders, partner organizations and influencers among others.
- Produce a Social Media Toolkit such as posts and threads, suggested hashtags, visual content concepts, shareable graphics and other media pitches.

### **3.0 Deliverables**

- At least 2 policy briefs translating key findings and recommendations for policymakers, technocrats, development partners, media fraternity and the general public.
- Two published op-eds in national and global media.
- At least 3 key messages and talking points for each pathway for national WASH advocates at different levels - mandate holders, partner organizations and influencers.
- Social media toolkit with ready-to-use messaging and visual concepts.
- Mainstream and Social media engagement plan and `implementation support targeting policymakers and influential voices.
- Final report summarizing all the activities undertaken.

## **4.0 Approach and Methodology**

The communication expert will adopt a participatory, agile, and iterative development approach, ensuring client ownership and sustainability throughout the process. This includes inception phase, co-creation workshops, prototyping, continuous feedback loops, and sustainability-focused integration within government systems.

## **5.0 Duration**

The consultancy will run for 12 weeks (03 months)

## **6.0 Qualifications and Experience of the Communication Expert**

### **Education:**

Advanced university degree (Master's degree or equivalent) in:

- Mass Communication
- Strategic Communications
- Corporate Communication
- Public Policy
- International Relations
- Development Communication
- Or a related field

### **Experience**

- A minimum of 10 years of relevant professional experience in strategic communications, public relations, international relations, governance, policy advocacy, diplomacy, or related fields.
- Demonstrated track record and proven experience in designing and delivering high-level communication products, including:
  - Communication strategies and frameworks
  - Policy briefs and technical position papers
  - Advocacy and influencing materials
  - Strategic communication and institutional plans
  - Crisis and risk communication plans
  - Stakeholder engagement and partnership frameworks
  - Change management and behavioural communication plans and strategies
- Demonstrated and proven experience providing strategic advisory support to senior leadership, executive-level stakeholders and high level decision making institutions.
- Proven ability to manage complex, multi-stakeholder communication environments including government, development partners and civil society actors

### **Desired**

- Prior work experience working in the development sector, particularly in:
  - Health

- Education
- Water, Sanitation and Hygiene

## 7.0 Communication expert involvement and requirements

The communication expert for this assignment will work with the Ministry of Health through a targeted selection process, focusing on professionals who have previously worked with the Ministry of Health, other Government Agencies and have demonstrated a strong track record in developing strategic communication materials for targeted audiences. The communication expert shall have experience in strategic communication and policy advocacy with a strong understanding of media ecosystems and digital engagement strategies. He/ She should have the ability to communicate complex policy issues to diverse audiences with strong stakeholder engagement and coordination skills.

## 8.0 Reporting Arrangements

The communication expert shall report to the Commissioner, Environmental Health, MoH. Oversight will be provided by a Technical Steering Committee comprising representatives from the SWA country team, Environmental Health Department and Policy Units of MOH and MWE. The Senior Manager National Impact and Influence - Water For People shall offer technical oversight on behalf of Water For People-Uganda.

## 9.0 Ethical Considerations

The communication expert shall comply with the communication and policy protocols and templates of the Government of Uganda.

## 10.0 BUDGET

All Consultants' costs incurred in executing this assignment including travel and accommodation must be included in the financial proposal. All costs should be presented in Uganda Shillings (UGX). The budget template to be used is shared below. All meeting costs shall be met directly by Water For People.

<b>Budget Summary</b>				
Professional Fees				
With Holding Tax (6%)				
<b>Total Cost</b>				
<b>Professional Fees</b>				
<b>Name of Expert</b>	<b>Role</b>	<b>Number of Days</b>	<b>Daily Rate (UGX)</b>	<b>Total Fee (UGX)</b>
<b>Total</b>				

## 11.0 REQUIREMENTS

The complete bid shall not exceed 30 pages including signed CVs and any other attachments.

All proposals will be evaluated based on their technical and financial suitability. The technical evaluation is equivalent to 70% while the financial carries 30%. All proposals will be evaluated based on their technical suitability first. Only the proposals from the technical evaluation that will have scored 50/70 be retained for the financial evaluation. All financial and technical proposals should be sent to [uganda@waterforpeople.org](mailto:uganda@waterforpeople.org), by 29<sup>th</sup> of May 2026, by 1700hours. Please note that any application received after this deadline will **NOT** be accepted.