

TERMS OF REFERENCE (TOR) FOR COMMUNICATION AUDIT ON KNOWLEDGE, ATTITUDE, AND PRACTICE (KAP) ON NUTRITION AMONG TARGETED BENEFICIARIES IN 8 LGA OF KANO AND 4 LGA IN GOUN STATE

Background

SAPZ is a five-year program designed by the Federal Ministry of Agriculture and Food Security (FMAFS) in close collaboration with the Africa Development Bank, (AfDB) the International Fund for Agricultural Development (IFAD), the Islamic Development Bank, States, as well as other key development partners.

The first phase of the SAPZ is being implemented in seven (7) states of Cross River, Imo, Kaduna, Kano, Kwara, Ogun, Oyo, and the Federal Capital Territory (FCT). Subsequently, more states would join in phase two.

The goal of SAPZ is to increase household incomes, foster job creation in rural agricultural communities, especially for youth and women, and enhance food and nutritional security in Nigeria. The development objective is to support inclusive and sustainable agro-industrial development in Nigeria.

SAPZ is aligned to the National Agricultural Technology and Innovation Policy (NATIP) 2021-2024 and the National Livestock Transformation Plan 2019-2028. It will support economic and social development programs of the Federal Government of Nigeria (FGN) and the Participating States, and the FCT. It will also contribute to rural infrastructure development, improved access to agricultural markets, increased farm productivity, the adoption of agricultural technology, climate smart agricultural production and processing practices, increased value addition and agro-processing, increased skills acquisition, and job creation, for all actors along the value chain, including the smallholder farmers, women, and youth.

The SAPZs are agro-based spatial development initiatives designed to concentrate agro-processing activities within areas of high production, processing, and marketing of selected commodities. Essential elements of SAPZs include the Agro-Industrial Hubs (AIHs), Agricultural Transformation Centers (ATCs), Aggregation Centers (ACs) in an agricultural production area.

1.1 Program Components

The Program is being implemented through four main components: -

Component 1: *Infrastructure Development and Agro-Industrial Hubs (AIHs) Management:* This Component aims to provide the enabling economic infrastructure (roads, water and sewage system, energy, and optic fibre, etc.) for the zones, ready for the private sector businesses to acquire plots and operate their specific processing facilities. The component entails the construction and/or upgrading of Agro-Industrial Hub infrastructure, including office buildings, training centers, general services layout (fencing, internal and access roads/parking, drainage, power supply, water, sewerage, effluent management, health-and-safety), specialized services (quarantine, quality control labs/certification centers, breeding centers), business support services (administrative, knowledge/ICT/ procurement/ employment centers), and activities to implement the Environmental and Social Management Plans (ESMP).

Component 2: *Agricultural Productivity and Production.*

This component seeks to boost the supply of raw materials in the production areas that are in proximity to the AIH being developed under Component 1. It will support farm level productivity enhancing infrastructure in the zones (including irrigation schemes rehabilitation, land development and water supply), the development of Agricultural Transformation Centers (ATCs) and Aggregation Centers (ACs). These ATCs and ACs will be part of the SAPZ Master Plans developed under Component 1 and strategically located within the farming communities around the AIH and would be used for the facilitation of farmers' access to **essential inputs** such as quality seeds, agro-chemicals, farm mechanization/digitalization and primary handling facilities.

Farmers will be trained on good farming practices including climate smart agriculture, quality requirements, testing and conformity standards and food safety. Farmers would also be provided with access to agricultural inputs and financing through digital applications and also irrigation facilities would be put in place in specific areas.

Component 3: *Policy & Institutional.* This component will provide support for: a) improving enabling policy, legislation and regulations for Agro-Industrial Zones in Nigeria; b) enabling business environment (special regulatory regime) and legal systems to support private sector investment, including One-Stop Shops, digital infrastructure, customs offices, immigration support, land access, contracts and permits in the AIH; c) investment promotion, branding and marketing of the agro-industrial zones; and d) capacity building for staff of relevant public institutions), (e) technical assistance for the review and mainstreaming of IT based Business Registration & Licensing systems, standard operating procedures for the SAPZ initiative in Nigeria. Specific and targeted policies, laws, rules and regulations to address inefficiencies in agricultural value chains will be supported under this component.

Component 4: Program Coordination and Management: This component will ensure that the SAPZ is efficiently and effectively managed to achieve expected results. The component will support the establishment of a Special Delivery Team within FMARD and Participating State Implementing Units (PSIUs) at state level and the FCT Implementation Unit (FCTIU). Other services to be supported include training of program officers and necessary studies including the development of other SAPZ phases and financial/technical audits. Support will be provided to oversight structures to be established at the Federal and State levels.

As the SAPZ Project unfolds, there will be implementable activities resulting to nutrition core output and outcome indicators by making the value chain more nutrition-sensitive through sensitization, learning and partnerships with stakeholders on the importance of dietary diversity, hand washing and sanitation.

2. Objectives of the Communication Audit

The primary objectives of this audit are:

1. **Assess Knowledge:** Evaluate beneficiaries' awareness and understanding of nutrition-related concepts, including food choices, dietary diversity, and nutrient requirements.

2. **Analyze Attitudes:** Identify perceptions, beliefs, and cultural influences affecting nutrition-related decisions.
3. **Examine Practices:** Investigate actual dietary habits, food preparation methods, and consumption patterns.
4. **Evaluate Communication Channels:** Identify the most effective channels for disseminating nutritional information.
5. **Identify Gaps and Barriers:** Determine challenges that hinder knowledge transfer, attitude change, and adoption of good nutritional practices.
6. **Provide Recommendations:** Offer insights for improving communication strategies to enhance nutrition awareness and behavior change.

3. Scope of Work

The communication audit will be conducted across 8 LGAs in Kano and 4 LGA in Ogun State, targeting key beneficiary groups, including:

- Smallholder farmers
- Women and caregivers
- Youth and adolescents
- Community leaders
- Health and extension workers
- People with disabilities (PWD)

The scope will include:

- Desk review of existing nutrition-related communication materials and interventions.
- Key informant interviews (KIIs) with stakeholders.
- Focus group discussions (FGDs) with community members.
- Surveys to assess KAP levels on communication and nutrition.
- Mapping of communication channels used in the communities.

4. Justification

The Special Agro-Industrial Processing Zone (SAPZ) program in Kano State aims to enhance agricultural productivity, improve nutrition, and foster economic development. To ensure effective communication strategies and community engagement, a comprehensive communication audit is required. This audit will assess the knowledge, attitude, and practices (KAP) of communication and nutrition among the targeted beneficiaries in 8 Local Government Areas (LGAs). The findings will inform the SAPZ team in designing and implementing effective communication and behavior change strategies to enhance nutrition awareness and behavioral change among the targeted beneficiaries.

5. Methodology

The audit will employ a mixed-methods approach, including:

- **Quantitative Surveys:** Structured questionnaires to collect measurable KAP data.
- **Qualitative Methods:** FGDs and KIIs to gain deeper insights into beliefs, motivations, and barriers.
- **Observational Assessments:** Direct observations of food consumption and preparation habits.
- **Media and Communication Analysis:** Review of how nutrition messages are currently communicated and received.

6. Expected Deliverables

1. **Inception Report:** Detailing the audit methodology, sampling approach, and work plan.
2. **Data Collection Tools:** Structured questionnaires, interview guides, and FGD protocols.
3. **Draft Report:** Preliminary findings on key KAP indicators.
4. **Final Report:** Comprehensive analysis with recommendations for improved communication strategies.

5. Presentation to SAPZ Team: Summary of findings and proposed action points.

7. Timeline

The communication audit will be conducted over a period of two months with the following indicative timeline:

S/N	DELIVERABLE	TIMEFRAME
1.	An inception report detailing the methodology and work plan for the consulting assignment and outlining the table of contents of the consulting report.	2 nd weeks after signing of the contract agreement
2.	Data collection, a detailed final survey report describing the methodology, findings and recommendations based on the objectives and scope of work of the study.	4 th Week after signing of the contract
3.	Communication Audit data Analysis and draft report of the assignment	6 th Week after signing of the contract
4.	Validation & Final Report of the assignment. (Soft and hard copies)	7 th week after signing of the contract agreement

8. Procurement Method

The procurement method for the engagement of the consultant shall be through Consultants Qualification Selection (CQS) method in accordance with IFAD Procurement Regulations

9. Team Composition & Responsibilities

The communication audit will be carried out by a multi-disciplinary team, including:

- **Lead Consultant:** Overall coordination, report writing, and stakeholder engagement.
- **Nutrition Expert:** Technical input on nutrition-related aspects.
- **Communication Specialist:** Analysis of communication channels and messaging strategies.
- **Field Researchers:** Data collection, interviews, and FGDs.
- **Data Analyst:** Data processing, analysis, and visualization.

10. Ethical Considerations

The audit will adhere to ethical research guidelines, ensuring informed consent, confidentiality, and respect for cultural sensitivities. Data will be anonymized and used solely for project improvement.

11. Payment Schedule

Payment for the consultancy have been scheduled as follows:

- i. 20% of the contract sum upon submission of the draft final report/manuals acceptable to the Client.
- ii. 50% of the contract sum upon submission of the draft final report/manuals acceptable to the Client.
- ii. 30% of the contract sum upon submission of the final report /manuals acceptable to SAPZ and IFAD.

12. Qualification of the Consulting firm.

The consultancy firm must have at least 10 years' experience in undertaking data analysis, communications and database management and other related assignments. While the qualifications of the key experts shall be as follows:

- a) The lead consultant should have at least a master's degree in mass communication, public relations, marketing, social science, public affairs,

international relation or related field with at least 10 years experience in similar assignments

- b) Associate consultant 1 should have at least an advanced University Degree (master's or equivalent) in Nutrition, Food Science, Food Security, Health Science, Public Health, Social Sciences, Development Studies, or related field with at least 5 years' experience in similar assignments.
- c) Associate consultant 2 should have at least first degree in information technology with experience in data analysis, communications and database management for at least 5 years.
- d) Experience in conducting social related KAP studies.
- e) previous working experience with international development agencies would be an asset.
- f) Experience working on conception, design, packaging and dissemination of knowledge products to a variety of audiences, while tailoring the information to the needs of the audience.
- g) Experience in producing a wide range of communication materials, for both physical and electronic use.
- h) Proven very good communication skills with government and community members.
- i) High analytical and conceptual skills and ability.
- j) Good knowledge of computer applications.
- k) Fluency in spoken and written English. Hausa and Yoruba Language and knowledge of Kano and Ogun terrain will be a top priority and advantage.

13. Reporting & Coordination

The consultant/team will report to the SAPZ National Coordination Office through the Knowledge Management and Communications (KMC) and the Gender and Social Safeguards experts.