

TERMS OF REFERENCE

Prevention Consultant- BMS Code implementation in Yemen

CONTRACT MODALITY Individual Consultancy

DUTY STATION Aden, Yemen & Home based

DURATION OF CONTRACT 5.5 months

Purpose of Assignment

The primary objective of this consultancy is to update the existing 2002 Yemen National Code of Marketing of Breast-milk Substitutes (BMS Code) to align with relevant and recent World Health Assembly (WHA) resolutions, including provisions related to the promotion and marketing of commercial complementary foods.

The consultancy will also support the development of a sustainable national monitoring, reporting, and enforcement mechanism to strengthen the capacity of the Ministry of Public Health and Population (MoPHP) and other relevant stakeholders to identify, document, report, and address violations of the BMS Code.

The assignment is time-bound and deliverable-based, with specific outputs including the updated national BMS Code, a monitoring and enforcement framework and tools, and recommendations to support effective implementation and institutionalization of the Code.

Scope of Work

The consultant will be responsible for the following strategic workstreams:

- **Code Updates:** Conduct a comprehensive review of the 2002 Yemen BMS Code and draft amendments to include WHA resolutions on digital marketing and commercial complementary foods.
- **Mechanism Design:** Develop a formal structure for monitoring code violations, outlining the workflow from detection to legal sanctioning.
- **Institutional Strengthening:** Build the technical capacity of the MoPHP to lead the monitoring process.
- **Governance Framework:** Draft specific Terms of Reference (ToRs) for government bodies and multi-sectoral stakeholders involved in monitoring and enforcement.
- **Tool Development:** Create and validate standardized tools for both routine monitoring and periodic national assessments of code implementation.

Work Assignments Overview	Deliverables/Outputs	Delivery deadline to complete the deliverable
Inception & Analysis	Inception Report detailing methodology, situational analysis of the 2002 Code, and work plan.	30/11/2026
Code Update and Governance Framework	Draft of the updated Yemen BMS Code aligned with WHA resolutions and commercial complementary food standards. Detailed ToRs for the National Monitoring Committee and relevant stakeholders for sanctioning violations. Operational Manual for the National BMS Monitoring Committee with mechanism for implementation. Develop specific guidance for implementation of the BMS Code during humanitarian emergencies, including regulation of donations, emergency infant feeding support, partner coordination, and procurement in line with international recommendations.	25/12/2026
Monitoring Toolkit and Capacity Building	Development of standardized monitoring and periodic assessment tools (digital/paper-based): · Hospital BMS compliance checklist · Health facility inspection checklist · Pharmacy checklist · Supermarket checklist National BMS Code Implementation Guideline and Standard Operating Procedures Development of full Training materials package and development of National cascade	25/01/2027

	implementation plan conducted for MoPHP and partners.	
Digital Reporting System	Design a standardized electronic reporting mechanism for BMS Code violations, compatible with DHIS2 or other national health information systems.	25/02/2027
Advocacy Package	Develop a complete advocacy package to facilitate high-level government endorsement, resource mobilization, and stakeholder engagement, including: policy brief, advocacy presentation, minister briefing package and Parliament briefing package	15/03/2027
Final Roadmap Knowledge generation and learning - Based on the findings and analyses generated through this assignment, the consultant will develop one peer-reviewed manuscript in collaboration with the UNICEF Nutrition Technical Team	Final consolidated report including a 2-year operational costed roadmap for Code enforcement and operationalization and scale-up of the updated Yemen BMS Code The plan should define strategic priorities, implementation phases, institutional responsibilities, timelines, resource requirements, estimated budgets, financing options, coordination mechanisms, monitoring indicators, and risk mitigation measures to support sustainable national implementation. Lead the submission and publication process in high-impact international journals · One peer-reviewed manuscript drafted and submitted to high-impact journals based on the situation analysis and desk review ·	15/04/2027

	Reviewer response and resubmission support	
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Payment Schedule:

Payment will be made on submission and acceptance of deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant.

Important Notes

- Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations and UNICEF’s policies and procedures and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.
- Contracts are conditional upon the selected candidate's willingness to comply with any current or future vaccination requirements that may be established by UNICEF, where applicable. Failure to comply with applicable vaccination requirements, where required and without an approved medical exemption by UNICEF, may result in the withdrawal of the consultancy offer or termination of the contract in accordance with the General Terms and Conditions of Contract.
- UNICEF offers reasonable accommodation for consultants with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.

QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES (CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT

Minimum requirements:

- **Education:** Master’s degree or PhD in Public Health, Medicine, Nutrition, Maternal and Child Health, or another related field.
- **Work Experience:**
 - Direct experience in updating the National BMS Code and development of the Implementation and monitoring Mechanism for the International Code of Marketing of Breast-milk Substitutes.
 - Minimum 10 years of professional experience in nutrition policy, legal framework development, and IYCF programming.
 - Proven track record in drafting legislative or regulatory documents in a public health context.
 - Facilitation skills: Experience leading high-level consultative workshops with government and UN agencies.

- Proven experience in the development, review, adaptation, implementation and/or monitoring of public health policies, regulatory frameworks or legislative instruments, particularly related to the International Code of Marketing of Breast-milk Substitutes
- **Language Requirements:** Fluency in Arabi and English is required
- **Knowledge/Expertise/Skills:**
 - Demonstrated experience conducting comprehensive nutrition and BMS Code, particularly with an emphasis on nutrition outcomes for infants and young children.
 - Extensive experience developing operational frameworks, theories of change, and monitoring and evaluation systems in the context of nutrition programming.
 - Demonstrated experience facilitating and leading high-level consultative stakeholder workshops, engaging with diverse actors including government, UN agencies, civil society, and private sector partners.
 - Strong analytical skills, particularly related to nutrition, breastfeeding practices and Violation of BMS Code analysis, knowledge of current best international practices and global guidelines and proficiency in workshop design, stakeholder engagement, consensus-building, and facilitation skills.
 - Excellent interpersonal and communication skills with demonstrated ability to engage effectively with diverse stakeholders.
 - Strong writing, reporting, and documentation skills, with the capacity to produce concise, high-quality analytical reports and strategic documents under tight deadlines.

Qualified candidates are invited to submit the following documents via the online recruitment portal, TMS (Talent Management System):

- An up-to-date TMS profile and curriculum vitae (CV)
 - Cover letter
 - A separate financial proposal (only acceptable in the format of the linked template) (**attach the financial template to be completed**)
 - **A detailed technical proposal : A technical proposal of approximately 5–6 pages (excluding annexes) outlining the proposed methodology and approach for updating the Yemen BMS Code; developing the monitoring and enforcement mechanism and associated tools; conducting stakeholder consultations and capacity-building activities; and presenting a proposed workplan and timeline for completion of the assignment.**
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