

**COMUNIDADE ECONOMICA DOS
ESTADOS DA AFRICA OCIDENTAL**

**ECONOMIC COMMUNITY OF
WEST AFRICAN STATES**



**COMMUNAUTE ECONOMIQUE
DES ETATS DE L'AFRIQUE
DE L'OUEST**

**TERMS OF REFERENCE FOR THE DEVELOPMENT OF A 15 MINUTE VIDEO E-DOCUMENTARY
ON THE PROBLEM OF ILLICIT DRUG SUPPLY AND DRUG ABUSE IN WEST AFRICA:
STRENGTHENING THE PUBLIC HEALTH APPROACH**

August 2023

I. BACKGROUND

Illicit drug supply as well as drug use and dependence are dynamically developing phenomena in West Africa. It poses public health, developmental and security problems and is associated with criminal behavior, poverty, violence, significant health problems and social exclusion. To develop evidence-informed policies and actions for effective evaluation, countries need to have a mechanism in place to regularly monitor the extent, patterns and trends of drug supply and drug demand as well as regional and national responses to address this growing problem.

Preliminary assessments of the drug situation in the region reflect that efforts to stop or reduce production and trafficking of illicit drugs (supply reduction) by Law enforcement is less effective if not combined with prevention of drug use and treatment of drug dependence (demand reduction). Therefore, there is the need for a coordinated public health-oriented approach from the health and law enforcement sector to address drug use and dependence. This reinforces the need to establish mechanisms in countries that will be able to not only assess local situation but also provide clear indication for the type of responses needed to address in a comprehensive way drug use both from supply and demand angles.

As part of the efforts to deal with the drug and organized crime situation, the ECOWAS Heads of State and Government, adopted and endorsed the ECOWAS Political Declaration on the Prevention of Drug Abuse, Illicit Trafficking, and Organized Crime in West Africa and the ECOWAS Drug Action Plan to Address Illicit Drug Trafficking, Organized Crime *and Drug Abuse in West Africa, 2016 – 2020*. Guided by these two legal instruments, the ECOWAS Commission continues to implement programmes to achieve the stated objectives.

2 Program Objectives

The overall objective of the ECOWAS' drug program is to considerably reduce the incidence of drug trafficking, drug abuse and related organized crimes on peace, security, economic and human development in ECOWAS Member States. The immediate objective (or purpose) of the drug Programme is to gradually establish a sustained regional capacity to monitor, coordinate and harmonize drug policies in West Africa in line with the ECOWAS Political Declaration, and Regional Action. To achieve this objective, four main results are envisaged for the duration of the Regional Action Plan, namely,

1. Improved ECOWAS drug advisory, monitoring, and coordination capacity
2. Harmonized data on drug abuse epidemiology and data collection
3. Identification and diffusion of good regional practices on drug prevention and treatment
4. Improved regional law enforcement and judicial cooperation.

Thus, ECOWAS drug prevention and control activities are based on the ECOWAS Political Declaration and the Regional Action Plan to Address Illicit Drug Trafficking, Organized Crime,

and Drug Abuse in West Africa. Over the years, the implementation activities have been axed on the following five pillars as recommended by the Political Declaration and the Regional Action Plan adopted by Heads of State:

- a. Data collection on aggregate drug supply and demand reduction
- b. Capacity building for core drug prevention educators and drug treatment professionals.
- c. Drug treatment and rehabilitation infrastructural support
- d. Drug prevention and sensitization activities
- e. Policy support.

ECOWAS Commission's intervention in the Five Key Pillars of Intervention are described as follows:

1. Drug treatment and rehabilitation infrastructural support. Relying on empirical research and needs assessment conducted by ECOWAS in 2019, between 2019 and 2022, the Commission has completed support to six drug treatment and rehabilitation centers in ECOWAS Member states (Togo, Sierra Leone, Lagos, Sokoto, Burkina Faso and Ghana). In addition to the six centers, two more centers located in Niger and Kano are currently being rehabilitated. In the 2023 approved budget, four additional centers in The Gambia, Cote d'Ivoire, Enugu, and Liberia were earmarked to receive ECOWAS support to renovate their drug treatment and rehabilitation centers and procurement process is in progress.

The support to Member States is accompanied by advocacy visits which are used to hand over the completed facilities and enhance ECOWAS visibility. Even though the centers for 2023 are four, only two advocacy visits (Enugu and Cote d'Ivoire) have been scheduled to be undertaken. The high-level advocacy activities provide the platform to deliberate with and sensitize stakeholders on the need to include drug prevention and control programmes in their community budget and planning.

2. West African Epidemiology Network on Drug Use (WENDU) - Prior to the establishment of the WENDU Project, access to reliable and comparable data on illicit drug supply and use in West Africa was a huge challenge. The West African Epidemiology Network on Drug Use has made it possible to have information and data that can guide drug use prevention and control in the region. The collation, analysis, and dissemination of the WENDU Report is aligned to the objective of the ECOWAS Regional Action Plan which mandates the ECOWAS Commission and the Member States to develop and maintain a sustainable system of relevant, valid, and reliable data on drug use, illicit drug trafficking and related organized crime in West Africa. The availability of the data promotes programming, policy, and advocacy to effectively address the social, health and economic consequences of substance abuse and illicit drug trafficking in West Africa.

So far the ECOWAS Commission has published **2014 -2017**, **2018 - 2019**, and **2020 -2022** WENDU reports highlighting the latest estimates and trends on drug abuse and drug supply, as well as trafficking in substandard, spurious, falsified, and counterfeit medicinal products in West Africa. The reports provide data on drug use patterns and emerging trends to serve as a guide in the design and implementation of adequate responses that address both drug demand and

supply by practitioners and policymakers. The report is based on data collected by the WENDU National Focal Points (NFPs) in each ECOWAS Member State and Mauritania.

3. Capacity building for core drug prevention educators and drug treatment professionals.

The ECOWAS Commission has been collaborating with the Global Drug Demand Reduction Programs Division of the Bureau of International Narcotics and Law Enforcement Affairs (INL), United States on Universal Prevention and Treatment Curricula (UTC/UPC) training for health professionals and Core Drug Educators in West Africa. The training comprises 8 modules and an international credentialing examination. Under this activity, 181, professionals from 7 ECOWAS Member States (Benin, Burkina Faso, The Gambia, Ghana, Niger, Nigeria, and Togo) have been trained and certified as International Addiction/Prevention professionals. These trained and certified professionals carry out evidence-based drug prevention and treatment activities in their respective countries.

Member countries who are undergoing the UTC training for **2023** are Mali and Sierra Leone who are at the final stages of the training.

4. Drug prevention and sensitization activities

The training of core drug educators goes hand in hand with sensitization programmes aimed at strengthening youth resilience to illicit drug use while considerably reducing the incidence of drug use and its vulnerabilities amongst high school students. The sensitization, which uses the Universal Drug Prevention Curriculum, targets groups and professionals who regularly interact with and have influence among young people in the course of their work. These include counselling units of the Ministry of Education, Civil Society Organizations in drug prevention, Media, Ministry of Health, National Drug Law Enforcement Agencies, religious organizations, and youth groups. The activities have high-capacity building and multiplier effect as the core educators are trained, certified, and equipped to step down the training and coordinate sensitization programs nationally. Member states who have benefited from sensitization activities include Benin, The Gambia, Liberia, Nigeria, Sierra Leone, and Guinea Bissau. The sensitization activities have huge visibility for the ECOWAS Commission as part of the program is carried out on the TV/Radio through the local languages.

5. Policy support – Support to the development of National Drug Policy

This is the 5th pillar of the Drug division's activities. It involves policy directions for our Member States. Under this activity, the Division, with its development partners has supported 14 out of the 15 ECOWAS Member States to develop National Drug Master Plans (NDCMPs) to serve as guides for the implementation of drug control activities. The only Member State yet to develop a drug master plan is Burkina Faso, due to the political situation in that country. Activities carried out in the member states are now informed by their respective NDCMPs.

Documentary for Sensitization

Development of drug sensitization documentaries is indeed part of the Drug Division's prevention activities and two documentaries on drug sensitization have already been produced and disseminated. The first documentary was produced in 2011 while the latest was produced in 2019 and is available on the ECOWAS website (ECOWAS Media).

II. SCOPE OF THE ASSIGNMENT

In collaboration with the Department of Human Development & Social Affairs, Communication Directorate of the ECOWAS Commission, as well as relevant Member states' WENDU Focal Points, the selected consultant shall solicit content and develop a 15 minutes video documentary to reflect the challenges of illicit drug supply and drug abuse in the ECOWAS region as well as the ECOWAS Commission's support to the ECOWAS Member States to tackle substance abuse and efforts towards evidence-based services for drug use disorders and related diseases. The sensitization documentary would not only feature the drug problems in our region but also highlight innovative solutions and the interventions in addressing the problem.

The consultant would be expected to do a desk review of ECOWAS Regional Reports and other Global Reports such as the UNODC World Drug Report prior to the interviews.

The specific tasks under this consultancy are as follows.

A. INTERVIEWS

Regional Level

- Interview the President of the Commission, Commissioner, Human Development & Social Affairs, Director Humanitarian & Social Affairs and Staff of the Drug Division in the ECOWAS Commission to collect information on ECOWAS's rationale and vision of the ECOWAS Drug Prevention and Control Programme and some the achievements, as well as the Quick impact project.
- Interview a number of Key Resource Persons and Partners – Like the Colombo Plan Master Trainers.

National Level

- Interview WENDU Focal Points
- Interview ECOWAS Representatives in Member States.

Community Level – Interview a selected Number of Beneficiaries

- Those trained under the COLOMBO Plan.
- Interview recipients or Users of facilities.

B. VIDEO AND PHOTO SHOOTS AT PROJECT SITES

- Conduct video and photo shoots of the following project sites: The Pilot sites Enugu (Nigeria), The Gambia, Togo, and Benin.

C. DEVELOPMENT OF A 30 MINUTE DOCUMENTARY

- Develop a 15-minutes documentary.

III. DURATION AND EXPECTED DELIVERABLES OF THE ASSIGNMENT

The expected duration of the assignment is 4 months starting from the date of contract signing. The expected deliverables are as follows:

- One 15-minute documentary to reflect the challenges of illicit drug supply and drug abuse in the ECOWAS region as well as the ECOWAS Commission's support to the ECOWAS Member States to tackle substance abuse and efforts towards evidence-based services for drug use disorders and related diseases. Ensure the sensitization documentary not only features the drug problems in our region but also highlights innovative solutions and the interventions in addressing the problem.

IV. EXPERTISE REQUIRED

The requirements for the consultancy are as follows:

- Minimum Master's degree in Development Communication, Mass Communication, or related fields.
- Minimum of 7 years of professional experience in Communications relevant for this assignment.
- Extensive experience in developing high quality communication and promotion products in the ECOWAS sub-region.
- Demonstrable experience in conducting at least 2 similar assignments or productions for an international organization, a donor-funded project, or a public/private entity.
- Must have demonstrable experience of collaborating with multiple partners to develop communication products.
- Proficiency in one of the official languages of ECOWAS. (English, French or Portuguese).

V. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

The selected Consultant will report to the Communications Directorate of ECOWAS Commission, and under the overall supervision of the Director Humanitarian & Social Affairs of the ECOWAS Commission.

VI. LOGISTICS AND ADMINISTRATIVE INFORMATION.

- The Consultant shall be coordinated from the ECOWAS Commission in Abuja – Nigeria.

- Any required activities outside of the ECOWAS Commission, and Abuja shall be discussed with the Communications Directorate and the Directorate of Humanitarian & Social Affairs for necessary logistical arrangement to be made.
- The Consultant shall provide its own equipment and tools (Computer, Printer, Camera, Internet etc) for the implementation of this assignment.

VII. OWNERSHIP AND RIGHTS

All documents and information collected, as well as products developed as part of the execution of the assignment will be the property of ECOWAS Commission.

VIII. SUBMISSIONS

The required submission package for this Expression of Interest (EOI) includes:

- Updated CV.
- Technical proposal
- Samples of Communication products developed in 2 recent similar assignments.

NOTE: Relevant travel outside of Abuja shall be discussed and approved by the Communications Directorate in consultation with the Directorate of Humanitarian & Social Affairs. Tickets and per diem as relevant, shall be discussed and provided separately in line with relevant Guidelines of the ECOWAS Commission.

IX. CONSULTANCY PAYMENTS

The selected Consultant will be paid based on the effective ECOWAS exchange rate (where applicable), and only after approving authority confirms the successful completion of each deliverable as stipulated in the Terms of Reference.