Title of the activity: Technical support for enforcement of alcohol advertising and enforcement in Nepal
Duration of activity: 90 working days (November 10 to 31 December 2022)
Location: Kathmandu, Nepal

Context
Alcohol use is a significant public health problem in Nepal. The Multisectoral Action Plan for the Prevention and Control of NCDs Nepal 2022-2025 (MSAP) has prioritized alcohol control with a well-defined target to reduce by prevalence of harmful use of alcohol by 10% by 2025. Worryingly, the trends of alcohol use are going in the opposite direction. The 2019 Nepal NCD STEPS showed an upward trend of alcohol use as compared the 2013 survey - current drinkers increased from 17% to 21% and a steep rise in heavy episodic drinking from 12% to 38%.

The MoHP in December 2021 has requested the WHO Representative to Nepal to provide necessary technical and financial support to implement the WHO SAFER initiative to strengthen alcohol control in the country. WHO along with SAFER partners and MOHP launched the Nepal SAFER Initiative on 19 April 2022, making Nepal the second country globally (along with Uganda) to participate as a WHO SAFER-focused country. The SAFER Advisory Committee was formed to guide the implementation of the Nepal SAFER Initiative. On 23 May 2022, Nepalese delegation to the World Health Assembly in Geneva participated in a Side Event and committed to prioritize and implement high-impact and cost-effective strategies and interventions.

International SAFER partners comprising WHO, UNDP, Movendi International and Vital Stratgeus visited Nepal from 16-21 October to advocate on strengthening public health oriented alcohol control response and develop a road map for implementing the SAFER package in the country. The laws and regulatory measures on alcohol are inadequate. The 2018, Public Health Service Act, 2075, section 45 stipulates, alcohol advertisement and promotion will not be allowed. The MOHP The law is still remains unenforced. WHO will provide technical support to the relevant stakeholders to implement cost effective alcohol control interventions in the country.

Objective
Support MOHP to implement the 2018 Public Health Act, Section 45, related to alcohol advertising and promotion

Develop related directive and guideline for implementation and enforcement of the 2018 Public Health Act, Section 45.
**Deliverables**

1. Notification directive of Section 45 of the Public Health Act 2018 drafted
2. Implementation guidelines for Section 45 of the Public Health Act 2018
3. Briefings conducted to key enforcement teams including provincial agencies related to the enforcement of the Act.

**Duration and timelines**

The activity should be completed in 40 working days spread over five months.

**Profile and required experiences**

1. Agency or the entity with the prior legal experiences working in the areas of alcohol and tobacco with demonstrated proof of credible related work undertaken.
2. The agency should be functioning with legal experts with good knowledge of the political, legislative and economic structure in relation to the prevention and control of harmful use of alcohol.
3. Demonstrated experience in management and implementation of projects/programmes.
4. Experience in working with multi-stakeholder partnerships.
5. Experience of gathering evidence from published or grey literature and ability to synthesize it.

**Working modality**

The selected agency/entity will work in close coordination with the NHIECC (MOHP), Advertising Broad and the NCD and Mental Health Unit of WHO Country Office.

The agency/entity will provide support to the NHEICC, MOHP for provincial briefings through a hybrid of online and onsite modalities.

**Technical Supervision**

The agency/entity will undertake the tasks under the overall guidance of WHO Representative of Nepal and the technical supervision of the Team Lead for NCDs and Mental Health.

**Payment schedule**

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<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>25%</td>
<td>Upon receipt of inception report</td>
</tr>
<tr>
<td>50%</td>
<td>Upon completion draft ministerial notification directive and draft execution guideline</td>
</tr>
<tr>
<td>25%</td>
<td>Upon completion provincial briefings and webinars and submission of the final implementation report</td>
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