



Consultancy - Strategic Communications Partner for Livestock Disease Prevention and Vaccination – Kenya, Tanzania, Nigeria.

Background

Livestock disease remains a major constraint to smallholder livelihoods, food security and economies across Africa. While effective vaccines exist for many priority livestock diseases, farmer demand for vaccination remains low and responses to disease are often reactive, with treatment sought after animals become sick rather than vaccination used to prevent disease in the first place.

Through the Veterinary Innovations Transforming Animal Health & Livelihoods (VITAL 2) programme, GALVmed is working across Kenya, Tanzania and Nigeria to strengthen private-sector-led livestock vaccine markets. A central pillar of the programme is increasing demand for vaccination by repositioning preventative vaccination as a routine livestock management practice rather than an emergency response to disease outbreaks, and elevating livestock disease prevention as a national priority.

This requires more than awareness campaigns. It requires a sustained national conversation that builds trust in vaccination, counters misinformation, elevates credible technical voices, and shifts the frame through which farmers, communities, and decision-makers understand disease prevention. Effective campaigns will work primarily through community-embedded voices, including farmers, veterinary paraprofessionals, and community animal health workers, paired with the voices of agrovets and others in the distribution value chain, alongside the careful engagement of political and policy opinion leaders whose voices shape the national conversation on livestock health.

GALVmed already works with implementing partners, commercial partners and government veterinary services to deliver programme activities. It now seeks to engage a strategic communications partner to convene, coordinate and drive an integrated national disease prevention and vaccination awareness agenda across these partners, the media and other stakeholders, ensuring that existing partner efforts are amplified rather than duplicated.

Purpose of the assignment.

To serve as GALVmed's strategic communications partner in designing, coordinating and implementing a national communications campaign that shifts the narrative on livestock disease from reactive treatment to preventative vaccination, and cultivates sustainable demand for vaccination by strengthening public confidence.

The communications partner will work closely with VITAL 2 implementing partners, commercial partners, government veterinary services and other strategic stakeholders to coordinate messaging, amplify existing initiatives and drive a coherent national conversation.

While the core focus is livestock vaccination and disease prevention, the campaign will connect to adjacent conversations, particularly around antimicrobial resistance, livestock productivity and private-sector participation in animal health, where these strengthen the primary narrative.



Objectives:

The campaign will:

- Reposition preventative vaccination as normal and expected livestock management in national conversation, rather than as an intervention responding to outbreaks.
- Generate sustained demand for preventative vaccination by influencing farmer attitudes, social norms and trusted sources of advice.
- Build community trust in vaccination by centring community-embedded voices as primary carriers of the message.
- Coordinate messaging and delivery through implementing partners, commercial partners and the government veterinary services, so the campaign amplifies rather than duplicates existing partner activity.
- Engage political and policy opinion leaders, parliamentarians, county-level political figures, farmer union leadership and agricultural sector commentators to champion preventative vaccination as a national priority and shape the environment in which vaccination is discussed. Where appropriate, this may involve partnering with institutions that have strong links in the political space (e.g., DLCI in Kenya).
- Respond to and pre-empt misinformation as it emerges, with methodology tailored to the specific narratives circulating in each target country.
- Strengthen coordination with existing media initiatives, such as Shamba Shape Up in Kenya and comparable platforms in other countries, so the campaign is amplified rather than competing.

Note: this assignment focuses on strategic communications, stakeholder engagement, and narrative change. While the communications partner may recommend selective use of paid media where justified, the primary emphasis is on influencing national and community conversations through partnerships, trusted voices and existing communication platforms rather than large-scale media buying.

Duration: the engagement is scoped as a phased strategic partnership, with each year anchored around a distinct campaign designed to build on the momentum of the previous. The initial contract will cover the first twelve months, including strategic design, first-year campaign delivery and evaluation. Continuation will be scoped based on the outcomes and learnings from the first year. Proposals should cover the first twelve months and briefly outline how the approach could evolve in subsequent years.

Proposal requirements:

If you are interested in this assignment, please send us (Beatrice.Ouma@galvmed.org) a brief (max 3 pages) expression of interest by **1 September 2026**.

Firm profile and track record

- Brief profile of the firm and its Africa-based delivery capacity



- Two or three examples of previous work most relevant to this assignment, particularly campaigns involving partner coordination, community-embedded voice strategies, political and policy engagement or narrative change.

Understanding of the assignment

- Your reading of the strategic challenge and what an effective campaign would need to do differently from standard national awareness campaigns.
- What would success look like at the end of the first twelve months.

Proposed approach and methodology

- Your proposed approach to delivering against the objectives, including how you would coordinate through implementing partners, commercial partners, and Government Veterinary Services rather than parallel to them.
- Your methodology for community-embedded voice work and for political and policy opinion leader engagement.
- Your approach to responding to and pre-empting misinformation as it emerges.

Team and country capacity

- Team composition and named lead individuals who will deliver the assignment.
- In-country capacity, networks, presence in Kenya, Tanzania and Nigeria

Fee proposal

- Fee proposal for the first twelve months.

Selected firms will be invited to a discussion where the next steps will be shared.