



Hiring a Consultancy Firm to Carry out the Final External Evaluation of the 2020-2024 Strategy for the Promotion of Healthy Ageing in the ECOWAS Region, and to Draw up a New 2026-2030 Strategy.

Terms of reference

I. INTRODUCTION, BACKGROUND AND RATIONALE

WAHO has set itself an ambitious vision for 2030, which is to work towards achieving the best health and well-being indices on the African continent across the Economic Community of West African States (ECOWAS). This vision fits in perfectly with both ECOWAS's Vision 2050 and the Sustainable Development Goals that all United Nations member states have committed to achieving by 2030, for a better world and so that no one is left behind. SDG 3 calls for "enabling all people to enjoy a healthy life and promoting well-being for all at all ages".

Following instructions from the June 2017 ECOWAS Assembly of Health Ministers (AHM) in Abuja, WAHO developed 2020-2024 Strategy for the promotion of healthy ageing in the ECOWAS region. The strategy was adopted in May 2019 by the AHM in Cotonou. The strategy, whose implementation began in 2020, expired in 2024. To facilitate the development of a new strategy for the promotion of healthy active ageing in the ECOWAS region, it is important to evaluate the strategy that has just expired in order to draw lessons that will guide the development of the ECOWAS 2026-2030 strategy for healthy active ageing.

To this end, WAHO wishes to engage the services of a consulting firm to carry out this activity.

II. EVALUATION OBJECTIVES

Overarching objective

The overall objective of the assignment is to assess the implementation of the ECOWAS Healthy Ageing Strategy 2020-2024 with a view to developing the new Healthy Active Ageing Strategy 2026-2030 for the community.

Specific objectives

Specifically, the evaluation aims at achieving the following objectives:

1. Assess the approach and rationale behind the development of the 2020-2024 strategy.
2. Determine the relevance, effectiveness, efficiency, impact, and sustainability of the interventions contained in the strategic plan and their contributions to the results achieved in the countries supported in terms of promoting healthy aging.

3. Draw out the positive points and shortcomings (negative points) of the interventions, as well as the success factors and challenges in implementing the strategic plan.
4. Based on the results of the assessment, draw up a new strategy for healthy active ageing in the ECOWAS region by 2030.

III. DESCRIPTION OF THE CONSULTING MISSION

The 2020-2024 ECOWAS strategy for the promotion of healthy ageing included 5 strategic priorities, 10 objectives and 14 expected outcomes summarized in the table below:

Table I: Strategic priorities, objectives and expected results of the ECOWAS 2020-2024 strategic plan for healthy ageing

N°	Strategic priorities	Specific objectives	Expected outcomes
1	Policies and strategies to protect and promote the health of the elderly	1. Strengthen national frameworks for social protection and health promotion for the elderly, as well as the coordination and management of their care.	1. National frameworks for social protection and health promotion for the elderly have been strengthened, and the supervisory bodies in charge of elderly have been clearly identified and institutionalized in each ECOWAS country. 2. Each country has set up an institutional fund to finance programs to promote the health of the elderly.
		2. Federating seniors' associations in the ECOWAS region	3. A West African federation of the elderly is set up by WAHO
		3. Support the development and implementation of national strategic plans for elderly care	4. Strategic plans for the health of the elderly (SPA) are drawn up and implemented by ECOWAS countries
2	Strengthening health care for the elderly in the West African region	4. Tailor healthcare systems to care for the elderly by integrating geriatrics into health pyramids	5. Geriatric care units are set up and equipped in 30% of public PHF facilities in the 15 ECOWAS countries. 6. A national reference centre for geriatrics and

N°	Strategic priorities	Specific objectives	Expected outcomes
			gerontology is built in each of the 15 ECOWAS countries.
		5. Facilitate access to care services for the elderly in healthcare facilities	7. Policies to exempt and subsidize health care and benefits for the elderly are promoted in the ECOWAS region.
3	Training and research in geriatrics and gerontology (GG)	6. Strengthen the skills of medical, paramedical, social and community health workers in caring for the elderly	8. A WAHO regional program for basic and continuing medical and paramedical training in geriatrics-gerontology (GG) is set up in 2020.
		7. Strengthen information, communication and research in the field of ageing	9 A regional centre for health information and research on aging is set up by WAHO in 2024. 10 A regional network of West African researchers on human ageing is set up
4	Valuing and empowering seniors	8: Develop the potential of seniors in the ECOWAS region by 2024	11 Older people are well represented in socio-educational activities in the ECOWAS region.
		9. Improve care for the frailty, disabilities and loss of autonomy of older people	12. a regional seniors' empowerment program is set up
5	Management and coordination of strategic plan implementation	10. Set up a system for implementing, monitoring and evaluating the regional strategic plan	13. a mechanism for implementing, monitoring and evaluating the strategic plan is in place and operational 14. a monitoring and evaluation plan for the SP for healthy ageing is drawn up

The total estimated cost of the five-year Regional Strategic Plan for Healthy Ageing in the ECOWAS region is eleven billion seven hundred and sixty-nine million three hundred thousand (11,769,300,000) CFA francs, or about 23,536,600 USD (1 USD for 500 FCFA).

The mission to be entrusted to the consultancy firm includes the following key steps:

Step 1: Assessment of the implementation status of the ECOWAS Healthy Ageing Strategy 2020-2024

Step 1a: Literature review

As a first step, the consultancy firm will carry out a literature review to assess the implementation status of the strategic plan both at regional level (WAHO) and in ECOWAS member states. This involves, among other things, verifying that there is a strategic plan in the countries and in the region, the assessment made by the stakeholders of this strategic plan, and the extent to which the plan has been used by the countries in drawing up their national plans.

Step 1 b: Field visit

In a second phase, with the support and guidance of WAHO staff and in collaboration with WAHO Liaison Officers in the countries involved, the consultancy firm will conduct field visits to 5 countries (2 French-speaking, 2 English-speaking and 1 Portuguese-speaking, all to be selected based on criteria to be defined by consensus), for in-depth interviews and the collection of additional data.

Stage 2: preparation and online validation of the assessment report

The firm will then draw up the assessment report and have it validated online by WAHO.

Step 3: Drafting and validation of the 2026-2030 strategic plan for healthy active ageing in the ECOWAS region

Based on the findings, conclusions, and recommendations, as well as the lessons learned from the assessment, the Firm will develop a draft ECOWAS 2026-2030 strategy for healthy active ageing.

This draft strategic plan will be validated by the various national and regional stakeholders during a three-day regional workshop.

Step 4: writing articles

At the end of this assignment, the consultancy firm is to draw up and submit to WAHO two articles, one on the challenges of providing health services to the elderly in the ECOWAS region, and the other on the factors facilitating and limiting medical care for the elderly, and the expectations and proposals of stakeholders for improving this care.

IV. TASKS

The tasks to be performed by The Consultancy Firm include, but are not limited to, the following actions:

1. Take ownership of these terms of reference and submit to WAHO a technical and financial proposal, specifying the methodology and tools for evaluation and schedule for carrying out the assignment.
2. Validate the methodology and tools at a virtual methodological scoping meeting with WAHO.
3. Conduct a field visit to five countries (two French-speaking, two English-speaking and one Portuguese-speaking) to collect the data required for the evaluation. The criteria for selecting the countries will be agreed upon and may be guided by a quick survey
4. Conduct in-depth interviews with the various stakeholders on the factors facilitating or challenging the effective implementation of the strategic plan in the countries to be visited, on the one hand, and on the other, on the factors facilitating and limiting the medical care of the elderly, the expectations and proposals of the stakeholders for improving this care.
5. Submit a draft assessment report to WAHO for validation.
6. Finalize and submit the evaluation report, considering WAHO's inputs and recommendations.
7. Develop and submit to WAHO for input the draft 2026-2030 strategic plan for healthy active ageing in the ECOWAS region.
8. Prepare, with the support of WAHO, a regional workshop to validate the strategic plan.
9. Finalize the strategic plan, integrating the contributions, inputs, and recommendations from the validation workshop.
10. Draft and submit two articles to WAHO
11. Pass on to WAHO all outputs resulting from this assignment (assessment report, final strategic plan, final versions of the two articles and any other documents or documentation garnered in the course of this assignment).

V. METHODOLOGY

This is a quantitative and qualitative cross-sectional study involving a desk review and in-depth interviews. The target countries are the 12 ECOWAS member states for the desk review, and 5 countries will be visited for the in-depth interviews (the choice of countries to be visited may be guided by the results of the rapid survey). The Firm will be supported by appropriate WAHO staff for the field visit to the 5 countries.

The selected consultancy firm will carry out its assignment under the technical coordination of WAHO's Mother and Child Health Professional Officer (PO/MCH) and the supervision of the Director, Department of Healthcare Services.

VI. DELIVERABLES

- The final report on the evaluation of the 2020-2024 strategic plan.
- The final ECOWAS 2026-2030 strategic plan for healthy active ageing.
- The final versions of both articles

- Final report on mission execution

Deliverables must be submitted at least 3 weeks before the end of the contractual deadline, and any delay that is not specifically substantiated by circumstances acceptable to WAHO or by force majeure will automatically result in a downward review of the Firm's fees, without prejudice to the outright termination of the contract relating to the assignment in accordance with the terms of the contract.

Similarly, the firm is entitled to complain if WAHO's response is delayed.

VII. PROFILE OF THE CONSULTING FIRM

This assignment will be entrusted to a consulting firm with proven experience in the evaluation of strategies/projects/programs/interventions in the health field (public health, epidemiology). The firm must also have experience in drawing up public health documents, in particular strategic plans.

The firm is required to have at least 4 experts with the following profiles:

- **Head of mission**, holding a Master's degree or equivalent in public health, or in Epidemiology, Statistics or a related discipline from a recognized university. He/she must have at least 10 years' proven experience in the field of evaluation, including evaluation of strategic plans or policy documents, development of strategic plans or health policy documents. He/she must have a good knowledge of the health sector in Africa and in the ECOWAS region. He/she must have good experience in the evaluation and development of public health programs and strategic plans, with particular emphasis on the health of the elderly.
Knowledge of WAHO activities would be an added advantage.
Must be fluent in French and English. Knowledge of Portuguese would be an asset.
- **Expert Statistician**, with a Master's degree in Statistics or equivalent. He/she must have at least 7 years' proven experience in the field of evaluation, including the evaluation of strategic plans or health policy documents, or the development of strategic plans or health policy documents.
Must be fluent in French and English. Knowledge of Portuguese would be an asset.
- **The expert Epidemiologist**, holds a Master's degree in epidemiology or equivalent. He/she must have at least 7 years' proven experience in the field of evaluation, including the evaluation of strategic plans or policy documents, or the development of strategic plans or policy documents.
Must be fluent in French and English. Knowledge of Portuguese would be an asset.
- **The geriatrics-gerontology expert**, with a Master's degree in geriatrics-gerontology or equivalent. He must have at least 7 years' proven practical experience in the field of geriatrics and gerontology. He/she must have experience in evaluating strategic plans and developing health policy documents or strategic plans.
Must be fluent in French and English. Knowledge of Portuguese would be an asset.

VIII. DURATION AND SCOPE OF THE ASSIGNMENT

The contract is for 120 Men/Days spread over a period of nine (9) months.

The mission will cover the 12 ECOWAS countries, with a field visit in 5 countries to be selected. The methodological scoping meeting will take place online. The validation of the

assessment report will also take place online, and finally the validation workshop on the ECOWAS 2026-2030 strategic plan for healthy active ageing will take place in the lead consultant's country of origin and will run for three days.

The consulting firm will include in its technical bid a provisional timetable to carry out the assignment.

XI. FINANCING

The mission will be funded from the WAHO 2025 budget line **W400334 Elderly Healthcare services**.

The estimated cost of the 4-stage mission described above is **USD 50,000**, to be disbursed in 3 tranches:

1. 10% on signing the contract.
2. 45% on presentation of the evaluation report on the implementation of the ECOWAS 2020-2024 strategic plan for healthy ageing, validated by authorized WAHO entities.
3. 45% upon submission of the ECOWAS 2026-2030 strategic plan for healthy active ageing with the two articles, validated by the authorized WAHO entities.