

TERMS OF REFERENCE

BASELINE STUDY ON PUBLIC AWARENESS ON VIOLENCE AGAINST WOMEN AND CHILDREN, 2022

1. BACKGROUND

Violence against women (VAW) and violence against children (VAC) impede the realisation of human rights and undermine the achievement of sustainable development for all, leaving no one behind. The issues are increasingly recognized by the government as ones among major challenges. Viet Nam commits to addressing violence against women and violence against children by strengthening national policy and legislative commitments and frameworks the Law on Gender Equality (2006), the Law on Domestic Violence Prevention and Control (2007), the Law on Children (2016), and a number of specific national intervention programmes.

Despite strong national normative standards and foundational programmes of intervention, the prevalence of VAW and VAC remains concerningly high. According to the 2019 National Study on Violence Against Women in Viet Nam, almost two-thirds of women aged 15-64 reported that they had experienced at least one form of violence in their lifetime at the hands of their husband or intimate partner. Yet violence remains hidden: most women (90.4 percent) had never sought help from service providers or the authorities for addressing violence, and around 50% of women did not discuss their violent relationships with anyone. Compared to the data from the first national VAW study in 2009, while the proportion of women reporting lifetime and recent physical and psychological violence is lower, more women are reporting lifetime sexual violence by a husband, in particular younger women¹. The reported prevalence of sexual violence by a non-partner has also increased.

Similar with VAW, VAC remains widespread. According to the Multi-Indicator Cluster Survey on Women and Children in 2014, 68 per cent of Vietnamese children aged 1-14 experience violent discipline by household members. However, violence against children is under reported in official case statistics. In 2018, 2000 cases of child abuse were reported, of which 75 percent involved sexual abuse². One in five children report being physically punished at school³ and two in three children aged 1-14 experience physical or psychological punishment at home⁴.

UNICEF, UNFPA and UN Women are partnering with the government and social organizations, and the Australian Government, in a joint programme “**Elimination of Violence against Women and Children in Viet Nam from 2021 to 2025**”. **This programme will focus particularly on the violence that women and children experience in the family, while acknowledging and linking to efforts to address both gender-based violence and violence against children more broadly.** The overall goal of the proposed programme is to contribute to ensuring women and children in Viet Nam, including those most vulnerable, are able to live a life free of violence through strengthened prevention strategies and multisectoral responses. The programme includes the following four key outcomes:

- **Outcome 1:** Evidence based laws and policies, increased resource allocation and strengthened coordination and accountability structures promoted and supported to prevent and respond to

¹ MOLISA, GSO and UNFPA (2020) Results of the National Study on Violence against Women in Viet Nam 2019-Journey for Change.

² MOLISA (2018) Report on child sexual abuse

³ Innocenti Research Centre (2016) Undermining Learning: Multi-Country Longitudinal Evidence on Corporal Punishment in Schools

⁴ General Statistics Office and UNICEF (2014) Viet Nam Multiple Indicator Cluster Survey

violence against women and children, in line with national and international standards and commitments

- **Outcome 2:** A strengthened and more effective multi-sectoral response (including systems, capacities, and service provision) delivers increased access to quality essential services for victims and survivors of violence.
- **Outcome 3:** More effective violence prevention, gender and social norm change promoted through innovative evidence-based communication, awareness raising, advocacy and community mobilization
- **Outcome 4:** Improved research, data collection and analysis and knowledge exchange inform an evidence based-approach to prevent and respond to violence.

Within the framework of the joint programme, UNFPA will conduct a baseline study on public awareness on VAW and VAC at the national level and in selected programme provinces for the purpose of monitoring and evaluation of interventions of this programme. Therefore, the UNFPA is seeking one consultancy institution to design and conduct this baseline study from December 2022 – April 2023. An endline study is planned to be undertaken at the end of the joint programme in 2025.

2. PURPOSE/OBJECTIVES

The overall objective: To design and conduct a baseline study on the public awareness on VAW and VAC in three selected provinces (Điện Biên, Đà Nẵng, Hà Nội). The study will provide baseline data and baseline analysis for the monitoring and evaluation of the project “**Elimination of Violence against Women and Children in Viet Nam 2021-2025**”.

The specific objectives are to:

- Provide surveyed data for analysis of the public knowledge, attitude, and practices on VAW and VAC, particularly domestic violence (DV) against women and children by the time of the study.
- Provide baseline data for the monitoring and evaluation of the project interventions on raising public awareness on VAW and VAC, particularly DV against women and children in the programme areas.
- Provide recommendations for designing the project interventions, particularly the joint activities, and effectiveness indicators for the programme.

3. FINAL PRODUCTS

The institution is required to provide the following deliverables:

- A study proposal that addresses all requirements of this TOR with budget estimation, in English;
- A detailed work plan for the assignment submitted within 1 week of signing the contract both in Vietnamese and English;
- Study tools including questionnaires, interview guidance, sampling frame and survey manuals, (survey manual is in Vietnamese) both in Vietnamese and English.
- Study pre-test report and revised tools after pilot testing both in Vietnamese and English;
- Delivery of training for data collection including the study methodologies, questionnaires, interview guidance, monitoring and supervision for data collection, and using CAPI for data collection;
- Training report both in Vietnamese and English;
- Clean data set (raw data) and transcripts of interviews ready for analysis;
- A baseline report outline, baseline reports (drafts and final) both in Vietnamese and English;

- Presentations of reports including key findings and recommendations for programme interventions at the validation workshops to obtain feedback, and dissemination workshop.

4. INTENDED USES AND USERS

4.1 Intended uses:

- To set up baseline data for monitoring and measuring public awareness changes regarding VAW and VAC, particularly DV. This will be used for analyzing in the end-line study (planned in 2025).
- To provide recommendations for designing VAW and VAC interventions, particularly the joint activities in the programme areas.

4.2 Intended users:

- *Primary user:* MOLISA, MOCST, VFU, DFAT, UNICEF, UN Women and UNFPA; programme provinces.
- *Secondary user:* Programmers, policy-makers, professionals, researchers, managers and others who are concerned about the situation of VAW and VAC would also find information and evidence useful in their specific work.

5. SCOPE AND FOCUS

5.1 Scope and focus:

The baseline study will cover all specific objectives of this consultancy assignment, focusing on:

- Measuring knowledge, attitude/perception and practice (KAP) of local authorities on VAW and VAC, and on available support services;
- Measuring the KAP of the public including women and men both married and unmarried, LGBT+ community, and persons with disabilities in urban and rural areas, in different ethnic groups on VAW, VAC especially in the family environment, and on available support services;
- Measuring the KAP of service providers on VAW and VAC, and on available support services.

5.2. Geography:

- The intervention areas: Hà Nội, Đà Nẵng and Điện Biên provinces

5.3. Time:

The assignment will start in December 2022. It is anticipated that the baseline study will be completed by end-April 2023. The institution will be required to integrate comments by UN agencies and government partners in all the study documents. The work will require travels to selected provinces to field test the tools, collect data and monitor the implementation of the study.

6. PROCESS AND METHODOLOGY

6.1. Approach

- The base line study will utilize mixed methods and draw on quantitative and qualitative data to take advantages of both methods.
- Integrates gender intersectional and human rights principles throughout the study process;
- Data will be disaggregated by relevant criteria (wherever possible): age, gender identity, ethnic minority, location, disability, etc.;
- All study subjects should participate on a voluntary basis with consent. Individual identity and information from the interviews will be strictly confidential and used only for the study purpose.

6.2. Methodology:

A detailed methodology has to be included in the technical proposal, including the study approach and sampling design. The sampling design should use the most updated population data from the 2019 Population Census or the population data from the selected provinces.

Below are suggestions for the methodology used for the baseline study

Data collection: the baseline study will use a multiple-method approach including: (i) literature review/document review; (ii) secondary data analysis; (iii) survey at household and individual and household levels; (iv) focus group discussions and in-depth interviews, including local authorities/service providers and relevant stakeholders; and (v) case studies. The study team need to combine these methods in a way that uses the comparative strengths of one approach to correct for the relative weaknesses of the others. It is encouraged to apply electronic devices (smart phones/tablets) in data collection to ensure quality and transparency of data collected.

The research should strictly follow the guideline of ethics and safety recommendations for researching violence against women by WHO “Putting Women First: Ethical and Safety Recommendations for Research on Domestic Violence Against Women”. All study subjects should participate on a voluntary basis. Information from the interviews will be analyzed and disseminated ensuring confidentiality and the protection of individual identity.

Data analysis: The study team will use a variety of methods to ensure that the results of the data analysis are credible and evidence-based. Triangulation techniques should be systematically applied throughout the study process which means the researchers must double or triple check the results of the data analysis by way of comparing the information obtained via each data collection method and through different data sources (e.g. compare results obtained through interviews with government staff with those obtained from beneficiaries or from statistical data).

The baseline study will use a variety of validation mechanisms to ensure the quality of data and information used for analysis including internal team-based reviews, regular exchanges with the UN programme officers/managers, M&E experts, and focus groups with a relevant audience.

The study team will identify limitations to the study and ways to mitigate them.

7. ACCOUNTABILITIES

7.1 The selected consultancy institution will:

- Be technically and contractually accountable to UNFPA Country Office for all aspects of the assignment;
- Deliver the tasks of this TOR. They will be expected to work closely with the UNFPA gender team leader at all time, under overall management of the UNFPA Assistant Representative;
- Be expected to brief UNFPA, UNICEF, UN Women and their related Government partners (if needed) on the progress of the baseline study after each milestone set in the timeframe;
- In case any difficulties happen during the consultancy assignment, the selected consultancy institution need to consult UNFPA to address the problems;
- With the consultation and support from UNFPA, UNICEF, UN Women and MOLISA, the selected institution will communicate with relevant local agencies of three selected provinces for collecting the data and information in the field;
- Be responsible for the quality of the report, expected results and deliverables.

7.2 UNFPA Country Office (CO) will:

- Develop the TOR for sharing with UNICEF, UN Women, and government partners for technical inputs and finalize the TOR;
- Develop a Sub-contract for signature between UNFPA and the selected consultancy institution;

- Work with UNICEF, UN Women to provide necessary background documents relating to the VAW/VAC programme in Viet Nam and other VAW/VAC related documents (research reports, policy brief, factsheet, etc.);
- Provide financial support to carry out the consultancy assignment;
- Monitor the progress and quality of the consultancy assignment;
- Coordinate with UNICEF, UN Women, and provide consolidated comments on the study products including detail workplan, tools, outline and draft reports of the consultancy assignment before they are finalized;
- Arrange workshops to provide feedback on the findings.

7.3 UNICEF, UN Women, and MOLISA will:

- Provide support for the contractor to work with selected provinces in piloting and fieldwork at all study sites;
- Provide necessary support and monitoring during the fieldwork at study sites;
- Provide relevant documents on the programme;
- Provide comments and feedback on the drafts of baseline reports and other study products.

8. PROPOSED WORK PLAN

The selected institution will conduct the study and deliver relevant products in close consultation with UNFPA, UNICEF, UN Women and its Government partners as per the following tentative timeframe:

	Task	Deadline
1	Develop detailed technical proposal including study design, suggested indicators for baseline study methodologies and tools, and implementation process, etc. (in English)	4 th week of December 2022
2	Prepare a detailed work plan for the assignment, including desk review of related documents (in English and Vietnamese)	1 st week of February 2023
3	Develop and revise (based on UNFPA and partner comments) the survey tools including questionnaires for quantitative survey, interview guidelines (in English and Vietnamese), survey manuals, and training materials (in Vietnamese)	3 rd week of February 2023
4	Pre-test of questionnaires	3 rd week of February 2023
5	Finalize questionnaires (in Vietnamese and English), and prepare survey manuals, training materials and conduct training (in Vietnamese)	1 st week of March 2023
6	Fieldwork in three selected provinces	3 rd week of March 2023
7	Data checking and cleaning, and interview transcribing	4 th week of March 2023
8	Data analysis and preliminary results (in English and Vietnamese)	1 st week of April 2023
9	Presentation(s) of preliminary results to UNFPA, UNICEF, UN Women and relevant stakeholders, and revision based on comments (in English and Vietnamese)	3 rd week of April 2023
10	Writing draft report and sharing with UNFPA, UNICEF, UN Women and Government partners (in English and Vietnamese)	4 th week of April 2023
11	Finalization of baseline report based on comments from UNFPA, UNICEF, UN Women and its Government Partners	1 st week of May 2023

Note: *This schedule will be updated following the contract signature*

During the development of the baseline report, second or third drafts of the report may be required based on the quality of the draft report.

9. BACKGROUND DOCUMENTS

The following documents will be provided to the selected consultancy institutions or the selected group of consultants:

- The background information on new programme “Elimination of Violence against Women and Children in Viet Nam 2021-2025”
- Country profile, factsheet, and related research report on VAW/VAC and other relevant documents and materials;

10. STUDY/RESEARCH TEAM

UNFPA is looking for a consultancy institution to delivery this assignment. The institution should clearly indicate the activities and deliverables each consultant of their team will be responsible for, and a team leader should be nominated.

10.1 Requirements for the institution:

- An established firm with at least 7 years practical experience in providing consultancy services in relevant areas in Viet Nam.
- Proven experience in designing and implementation of quantitative and qualitative studies/survey on gender-based violence, gender and development, and social sciences.
- Organizational capability (having clear governing bodies including organisation chart – staff size for undertaking the consultancy work), coordination and financial management (having appropriate project management capacity including financial management system).
- Experience working with multi-, bilateral programmes/projects, UN agencies, particularly UNFPA and/or other development partners as an advantage.

10.2 Requirements for key consultants:

One team leader and not more than 3 senior consultants, at least one member of the team has strong background and working experiences in designing and conducting research/survey and evaluation of gender issues:

- **An international Team Leader :**
 - Advanced PhD preferably in the field of gender and development and/or social sciences; in-depth studies of research methods are an advantage.
 - At least 8 years of working experience in designing and conducting research/survey and evaluation on gender, VAW, and VAC.
 - Experiences in management and leading quantitative study/survey
 - Understanding cultural, economic and political context related to gender, VAW/VAC of Viet Nam.
 - Very good training, facilitation and presentation skills.
 - Excellent English writing skills.
 - Excellent IT skills especially with the application of statistical software such as SPSS, STATA.
- **Team members:**
 - At least master degree, preferably in the field of gender and development and/or social sciences; in depth studies of research methods are an advantage.
 - At least 5-years of working experience in quantitative and qualitative analysis methodology on gender, and VAW/VAC.

- Understanding cultural, economic and political context related to gender and VAW/VAC of Viet Nam
- Experiences in training, coordination and management of data collection at the field
- Good IT skills especially with the application of statistical software such as SPSS, STATA.

11. REVIEW TIME REQUIRED AND PAYMENT TERM

A contract for professional services will be signed between UNFPA Viet Nam and the selected research institution.

- Payment will be made in three installments as follows:
 - **The first installment:** maximum of 25% of the contract value will be transferred to the contractor upon receipt of the final version of study tools including questionnaires, guidelines for interviews, survey and training materials.
 - **The second installment:** maximum of 25% of the contract value will be transferred to the contractor after completion of the field work.
 - **The third installment:** the remaining of 50% of the contract value will be disbursed after all final products are delivered by the contractor and accepted by UNFPA.
- Payments will be reduced by 10% if the submission of the report of expected outputs is delayed more than 20 days;
- If the draft report or products does not meet the quality requirements and needs a major revision, the contract will be terminated and consultancy firm will only receive 50% of the total remuneration.

ANNEXES

ANNEX A. Ethical Code of Conduct for UNEG/UNFPA Evaluations

Evaluations of UNFPA-supported activities need to be independent, impartial and rigorous. Each evaluation should clearly contribute to learning and accountability. Hence evaluators must have personal and professional integrity and be guided by propriety in the conduct of their business.

Evaluation team /Evaluators:

1. To avoid **conflict of interest** and undue pressure, evaluators need to be **independent**, implying that members of an evaluation team must not have been directly responsible for the policy-setting/programming, design, or overall management of the subject of evaluation, nor expect to be in the near future.

Evaluators must have no vested interests and have the full freedom to conduct impartially their evaluative work, without potential negative effects on their career development. They must be able to express their opinion in a free manner.

2. Should protect the anonymity and **confidentiality of individual informants**. They should provide maximum notice, minimize demands on time, and respect people's right not to engage. Evaluators must respect people's right to provide information in confidence, and must ensure that sensitive information cannot be traced to its source. Evaluators are **not expected to evaluate individuals**, and must balance an evaluation of management functions with this general principle.

3. Evaluations sometimes uncover evidence of wrongdoing. Such cases must be reported discreetly to the appropriate investigative body.

4. Should be **sensitive to beliefs, manners and customs** and act with integrity and honesty in their relations with all stakeholders. In line with the UN Universal Declaration of Human Rights, evaluators must be sensitive to and **address issues of discrimination and gender equality**. They should avoid offending the dignity and self-respect of those persons with whom they come in contact in the course of the evaluation. Knowing that evaluation might negatively affect the interests of some stakeholders, evaluators should conduct the evaluation and communicate its purpose and results in a way that clearly respects the stakeholders' dignity and self-worth.

5. Are responsible for the clear, accurate and fair written and/or oral presentation of study limitations, evidence based findings, conclusions and recommendations.

For details on the ethics and independence in evaluation, please see UNEG Ethical Guidelines and Norms for Evaluation in the UN System

<http://www.unevaluation.org/document/detail/2866>

https://www.unfpa.org/sites/default/files/admin-resource/Designed_Eval_Policy_FINAL_WEB.pdf

(UNFPA evaluation policy 2019)