

TERMS OF REFERENCE

FOR PROFESSIONAL SERVICE TO CIRCULATE INFORMATION ABOUT SUPPORT SERVICES PROVIDED BY ANH DUONG HOUSE IN THANH HOA PROVINCE

1. BACKGROUND

Violence against women (VAW) is a manifestation of a pervasive human rights violation and happens in all countries, including Viet Nam. According to the VAW study in 2019, about 62.9% of ever-married women aged 15-64 reported that they had experienced some form of violence at least once in their lifetime by their husbands or intimate partners, while 50% of them did not talk with anyone about their violence experience, and 90.4% of them never sought help from formal service providers or the authorities.¹ Among all of the reasons that gender-based violence (GBV) survivors did not seek help is the lack of accessible supporting services. VAW affects not only individual victims and their families but also Vietnam's economic development. The overall productivity loss caused by VAW was estimated at 1.81% of GDP in 2018. The study results bring out the serious situation of VAW in association with the slight change in public awareness about this issue.

In general, the fundamental cause of VAW is gender inequality which translates into unequal power and control over resources between men and women. Traditional culture and gender stereotypes are major barriers to gender equality and ending GBV. The subordination of women, which fosters negative attitudes towards women and stereotypes, is deeply entrenched.

In this context, a one-stop service center called Anh Duong House (ADH) together with a toll-free hotline 18001744 supporting women and girls subject to violence in line with international standards has been established and operated by Thanh Hoa Social Work Center (SWC) since early 2022, providing integrated essential services including health care, psychological counseling, social welfare services, emergency shelters, police protection, legal and justice, and referral services under one roof. In addition, with financial and technical support from UNFPA, several communications activities to disseminate information about ADH and its hotline were conducted in Thanh Hoa province i.e leaflets, and video broadcasting via Thanh Hoa TV in 2022. As a result, in 2022, there were already 23 GBV survivors sheltered in ADH and 79 survivors in the community received assistance from ADH services, and 1,253 calls to the hotline. To further reach GBV survivors with a disability, since 2022 UNFPA has supported the ADH Thanh Hoa pilot of the Disability Inclusion Assessment tool followed by the development of an action plan for disability inclusion services at ADH Thanh Hoa.

In order to increase the accessibility of supporting services provided by ADH to a wider target group of women and girls subjected to violence, especially people with disabilities (PWD), it is crucial to continue circulating information about the ADH' services and hotline via diverse methods. Therefore, the UNFPA Country Office wishes to engage an entity on a professional service contract to produce and deliver communication products to introduce the hotline 18001744 and ADH.

2. PURPOSE/OBJECTIVES

The main objective of the professional service is to produce and disseminate information about ADH Thanh Hoa, including the hotline through variety of communication products, in order to increase the usage of supporting services provided by ADH.

¹ Results from the National Study on Violence against Women in Viet Nam: Journey for Change, 2019.

3. SCOPE AND FOCUS

3.1. To design and print 20,000 brochures introducing ADH with the following details:

- Adapt and design a new brochure based on the content of the existing brochure (provided by ADH Thanh Hoa)
- Dimension: H14,5cm x W42cm x 2 sides
- Specification: 4-color 2-sided printing, using imported ink to prevent color fading. Material: Foreign Couche paper, weight 250g/m²; 2-sided glossy lamination with folding (*kindly refer to attached image illustration for further detailed information*)
- Receiving Location: Thanh Hoa Social Work Center

3.2. To provide, design and print 400 adult helmets and 300 kid helmets with the following details:

- To provide the 400 adult helmets and 300 kid helmets:
 - Specification: Half helmet consists of 3 layers including hard plastic shell, inner foam and padding, with strap. The perimeter for adult and kid helmets is 58,5cm and 53cm, respectively. The helmet quality must be in compliance with the national technical standards on the helmet for motorcycles QCVN 2:2008.
- To design and print on the helmet's outer space to includes ADH Logo, the hotline number 18001744, and services provided by ADH (*kindly refer to the attached image illustration for further detailed information*)
- Receiving Location: Thanh Hoa Social Work Center

3.3. To develop voice news (to be broadcast on the loudspeaker in the community throughout Thanh Hoa) with the following details:

- The service provider will develop the voice news (content, recording, editing), design and print the USBs that stores voice news, and broadcast on the commune loudspeakers:
 - The content of voice news should focus on identifying violent acts/types of violence and advertising ADH's services and the related hotline, with maximum duration of 3 minutes
 - Specification of USB plastic cards: 2GB capacity/USB, dimension 84 x 52 x 2mm with the design of the ADH poster on 2 USB sides (*kindly refer to the attached image illustration for reference*).
 - The service provider will deliver the USB containing the voice news to 50 communes and broadcast the voice news on 50 commune loudspeakers 2 times/day for 15 consecutive days in May and June (*kindly refer to the commune list attached with tentative broadcast schedule*)

3.4. To design and print 900 Braille and normal poster package with the following details:

- Dimension: A3 (H42cm x W29cm) x 1 side
- Specification: non-slippery, non-glossy paper
- Each package includes 1 Braille poster and 1 normal poster (which PWD can to ask their relatives to read out the contents of the poster). The design of the poster should include ADH Logo, and the hotline number 18001744 and services provided by ADH.
- Receiving location: Thanh Hoa Social Work Center

All the above products must be approved by UNFPA and Thanh Hoa SWC before mass production. They will also be subject to UNFPA's inspection and acceptance prior to distribution to the receiving location.

4. IMPLEMENTATION

- All products of this contract are received by Thanh Hoa Social Work Centre and used in Thanh Hoa Province.
- Implementing time: From 10 May to July 2023

5. FINAL PRODUCTS

The final products are:

- Technical and financial proposals to deliver this ToR. The image illustration for each communication product should be mentioned in the technical proposal.
- 20,000 brochures, 900 Braille and normal poster package, 400 adult helmets and 300 kid helmets delivered to Thanh Hoa SWC.
- 50 USB plastic cards with voice news broadcasted on commune loudspeakers of 50 communes, wards, and towns in Thanh Hoa province

6. INTENDED USES & USERS

6.1 Intended uses:

- To circulate information about available supporting services of ADH in Thanh Hoa and the hotline 18001744

6.2 Intended users:

- *Primary users:* public, including PWDs and women and girls subjected to violence in Thanh Hoa province
- *Secondary users:* ADHs, policymakers, health settings, line agencies at the provincial level, and other organizations working on GBV in Thanh Hoa province

7. APPROACH AND METHODOLOGY

- The assignment will be conducted in a way that is gender and human-rights-responsive, inclusive, victim-centered approach.
- The interested service providers will submit a technical and financial proposal that includes a concrete implementation plan with detailed key deliverables, timeline, budget, and report.

8. ACCOUNTABILITIES

8.1. The selected service provider will:

- Be technically and contractually accountable to the UNFPA Country Office for all aspects of the assignment;
- Be responsible for completing and abide by all local regulations and procedures for permission to produce and deliver 20,000 brochures, 400 adult helmets and 300 kid helmets, 900 Braille and normal poster package, and 50 USB containing voice news to broadcast via loudspeakers in 50 communes/wards/towns;
- Deliver the tasks expressed in this TOR in close consultation and collaboration with the assigned officers from UNFPA;
- Consult and agree with UNFPA on the detailed plan and obtain UNFPA approval when required;

- Brief UNFPA on the progress of activity implementation against the planned timeframe;
- Consult UNFPA to address challenges and problems arising during the consultancy assignment; and
- Be responsible for the quality of the activities, and final products.

8.2. UNFPA Country Office (CO) will:

- Develop a contract for signature between UNFPA and the selected service provider; and
- Facilitate the selected entity in completing its assignment, as mentioned in the TOR;
- Approve sample products prior to mass production; inspect and accept the final products prior to distribution to receiving location.
- Monitor the progress and quality of the activity’s implementation, including the spot-check of actual broadcasting work.

8.3. Thanh Hoa Social Work Center will:

- Provide existing brochure for reference
- Provide the content for the helmet and Braille poster;
- Provide a letter to all communes in the province requesting them to broadcast the voice news on commune loudspeakers;
- Together with UNFPA, approve the sample products prior to mass production.
- Receive, inspect and accept the products upon delivery by the selected service provider.
- Support UNFPA to monitor the progress and quality of the activity’s implementation, including the spot-check of actual broadcasting work.

9. PROVISION OF MONITORING AND PROGRESS CONTROL

Monitoring and progress control will follow the below tentative schedule:

No	Activity	Tentative deadline
1	Sign the contract	W2 May 2023
2	Design, obtain UNFPA’s approval, and print 20,000 brochures and 900 Braille and normal poster package	4 th week of June 2023
3	Design, obtain UNFPA’s approval, and produce 700 helmets	4 th week of June 2023
4	Develop the voice news for UNFPA’s approval Purchase and store the voice news in the 50 USB plastic cards	4 th week of June 2023
5	Broadcast the voice news in commune loudspeakers of 50 communes, wards, and towns in Thanh Hoa province	4 th week of June 2023
6	Prepare a final report on the broadcast frequency and media reach	15 July 2023

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

10. REFERENCE DOCUMENTS

The design of the brochure and image illustration for reference will be provided to the selected agency.

11. QUALIFICATIONS

- Organizational capability (having a clear governing body and structure including organization chart and staff size for undertaking the consultancy work).
- Has appropriate management capacity including financial management system.
- Proven expertise and experience in conducting similar projects, preferably in Thanh Hoa province. A list of past and current projects with similar scope and value will be an asset.
- Has experience working with multi/bilateral programmes/projects, development agencies in Viet Nam and UNFPA will be an asset.

12. PAYMENT TERM

A contract for professional services will be signed between UNFPA in Viet Nam and the selected company for the performance of the contract during the period of 10 May to July 30, 2023. Full payment following the Contract of UNFPA General Terms and Conditions for contracts will be made upon submission of the request for payment with eligible invoice, one set of the final products, the official acceptance of UNFPA and Thanh Hoa SWC of the final products delivered to Thanh Hoa SCW, a report on the frequency of the voice news broadcasting and media reach verified by Thanh Hoa SWC, certified by UNFPA Programme Officer in charge, tentatively on July 20, 2023.

13. ESTIMATED BUDGET

The total budget for implementing this assignment is about \$10,000 which covers all costs to deliver this Term of Reference.

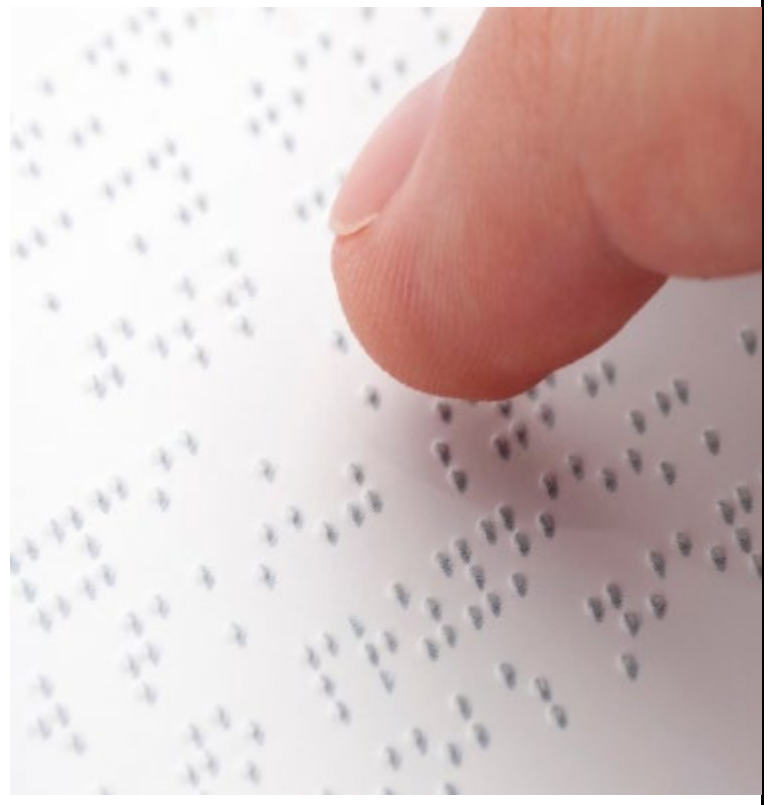
ANNEX I: SAMPLE ILLUSTRATION

No.	Product	Sample illustration
<p>1</p>	<p>Brochures introducing ADH</p> <ul style="list-style-type: none"> ● Quantity: 20.000 ● Adapt and design new brochure based on the content of existing brochure ● Dimension: H14,5cm x W42cm x 2 sides ● Specification: 4-color 2-sided printing, using imported ink to prevent color fading. Material: Foreign couche paper, weight 250g/m²; 2-sided glossy lamination with folding 	
<p>2</p>	<p>Helmets for adult and kid</p> <ul style="list-style-type: none"> ● Quantity: 400 helmets for adult, 300 helmets for kid ● Specification: Half helmet, consists of 3 layers including: hard plastic shell, inner foam and padding with strap. The perimeter for adult and kid helmet is 58,5cm and 53cm, respectively. ● The design should include ADH Logo, the hotline number 18001744 and services provided by ADH 	
<p>3</p>	<p>USB containing voice news:</p> <ul style="list-style-type: none"> ● Quantity: 50 ● Specification: 2GB capacity/USB, dimension 84 x 52 x 2mm with the design of the ADH poster on 2 USB sides 	

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Braille poster packages:

- Quantity: 900
- Dimension: A3 (H42cm x W29cm) x 1 side
- Specification: non-slippery, non-glossy paper
- Each package includes 1 Braille poster and 1 normal poster
- The design of the poster should include ADH Logo, and the hotline number 18001744 and services provided by ADH.



ANNEX II: LIST OF COMMUNES WITH TENTATIVE BROADCAST SCHEDULE

No.	Location	Number of USB	Tentative broadcast duration
Hoàng Hóa District			01 - 15 June, 2023
1	Hoàng Quý	01	
2	Hoàng Hợp Commune	01	
3	Hoàng Thành Commune	01	
4	Hoàng Đạo Commune	01	
5	Hoàng Lộc Commune	01	
6	Hoàng Đông Commune	01	
7	Hoàng Yên	01	
Ngọc Lặc District			01 - 15 June, 2023
8	Vân Am Commune	01	
9	Cao Ngọc Commune	01	
10	Minh Sơn Commune	01	
11	Minh Tiên Commune	01	
12	Nguyệt Án Commune	01	
13	Phùng Giáo Commune	01	
14	Phùng Minh Commune	01	
15	Phúc Thịnh Commune	01	
16	Thạch Lập Commune	01	
17	Thúy Sơn Commune	01	
Quảng Xương District			01 - 15 June, 2023
18	Quảng Trạch Commune	01	
19	Quảng Bình Commune	01	
20	Quảng Ngọc Commune	01	
21	Quảng Lợi Commune	01	
22	Quảng Nham Commune	01	
23	Quảng Giao Commune	01	
24	Quảng Lưu Commune	01	
25	Quảng Hải Commune	01	
26	Quảng Đức Commune	01	
27	Quảng Thái Commune	01	
Quan Hóa District			16 - 30 June, 2023
28	Hiền Kiệt Commune	01	

No.	Location	Number of USB	Tentative broadcast duration
29	Trung Thành Commune	01	
30	Thành Sơn Commune	01	
31	Nam Động Commune	01	
Lang Chánh District			01 - 15 June, 2023
32	Tân Phúc Commune	01	
33	Giao An Commune	01	
34	Giao Thiện Commune	01	
35	Trí Nang Commune	01	
36	Tam Văn Commune	01	
37	Lang Chánh Town	01	
Mường Lát District			16 - 30 June, 2023
38	Tén Tản Commune	01	
39	Mường Chanh Commune	01	
40	Quang Chiêu Commune	01	
41	Trung Lý Commune	01	
42	Mường Lát Town	01	
43	Mường Lý Commune	01	
44	Nhi Sơn Commune	01	
45	Pù Nhi Commune	01	
Sầm Sơn City			16 - 30 June, 2023
46	Bắc Sơn Ward	01	
47	Trung Sơn Ward	01	
48	Trường Sơn Ward	01	
49	Quảng Đại Commune	01	
50	Quảng Hùng Commune	01	
Total		50	