

## Terms of Reference

### Baseline Assessment and Formative Research for EORE Social Behavior Change Strategy for the Reaching At-Risk Populations through EORE Targeting (RAPPORT) Project

#### I. INTRODUCTION

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##### I.A. Overview of baseline assessment and EORE SBC Strategy Development

The baseline assessment and identification of Social and Behavior Change (SBC) approaches for Explosive Ordnance Risk Education (EORE) under the project ‘Reaching At-Risk Populations through EORE Targeting’ (RAPPORT) aims to evaluate the project's baseline values for planned performance indicators. It will also provide recommendations for designing interventions and monitoring the project's implementation. In addition, this assessment will inform appropriate and contextualized SBC approaches.. The identified SBC approaches will form the basis for developing the project EORE SBC guidelines, tools, and communication materials for community facilitators and target audiences.

This assessment will be conducted by external consultants. The field data collection will apply both quantitative and qualitative methodologies with related stakeholders including farmers and their families, district and provincial Departments of Labor, Invalids and Social Affairs (DOLISA), Military Focal Points at the provincial, district and commune levels in Quang Binh and Thua Thien Hue, and Vietnam Mine Action Centre (VNMAC).

##### I. B. BACKGROUND

Catholic Relief Services (CRS) is an international humanitarian agency with its headquarters based in the United States. CRS works to save, protect, and transform lives in need in more than 100 countries, without regard to race, religion or nationality. CRS began working in Vietnam in 1992 and established an office in Hanoi in 1994. CRS Vietnam assists local partners in the areas of Inclusion of People with disabilities, Mine Action, Disaster Risk Reduction and Management, and Community-based Climate Change Adaptation.

For 20 years CRS has been helping to ensure children in the most Explosive Ordnance (EO) contaminated areas in Vietnam are able to protect their lives from EO accidents.

“**Reaching At-Risk Populations through EORE Targeting (RAPPORT)**” is a 4-year project funded by U.S. Department of State – Bureau of Political-Military Affairs through its Office of Weapons Removal and Abatement with the goal that farmers and their families in high-risk EO-contaminated areas in Quang Binh and Thua Thien Hue are able to protect their lives from EO accidents. The project consists of two strategic objectives of (i) target groups experience reduced risk of EO accidents, and (ii) implementation of EORE is sustained at national and sub-national levels. The project started in October 2024 and will be implemented through September 2028 in 43 high-risk communes of 8 districts across Quang Binh and Thua Thien Hue provinces where EORE and clearance activities are lacking due to their mountainous and remote locations.

RAPPORT’s **Theory of Change** is: **IF** the farmers and their families in high-risk areas have EORE knowledge and skills; **IF** there is increased capacity and coordination from national to sub-national governments to implement EORE and strengthen the regulatory environment; **THEN** farmers and their families will be better able to protect themselves from EO accidents, **BECAUSE** effective SBC will take place among target populations with a strengthened enabling environment to sustain the impact.

### **Strategic Objective 1: Target groups experience reduced risk of EO accidents.**

- Intermediate Result (IR) 1.1: DOLISAs implement EORE SBC approach and guidelines for target groups: Key activities include (i) developing EORE SBC tools and guidelines; (ii) promoting EORE SBC tools and guidelines.
- IR 1.2: Core Groups adopt EORE SBC approach to educate the target groups about EO risks and safe practices. Key activities include (i) establishing core groups and (ii) strengthening capacity for core groups on EORE SBC tools and guidelines.
- IR 1.3: Target groups practice EORE safe behaviors. Key activities include (i) core groups conduct quarterly EORE SBC sessions and safe farming message sessions for target groups; (ii) core groups deliver quarterly EORE SBC sessions for at-risk groups through home visits; (iii) core groups organize EORE communication sessions through mass media at village and commune levels; (iv) core groups conduct quarterly sharing meetings among EORE peer groups at the commune level; and (v) core groups facilitate annual EORE communication events in collaboration with VNMAC and DOLISAs.

### **Strategic Objective 2: Implementation of EORE is sustained at national and sub-national levels.**

- Intermediate Result 2.1: National and sub-national actors are strengthened to support and sustain EORE SBC implementation. Key activities planned under this IR include (i) CRS conducts a capacity and needs assessment and develops a capacity-building plan for VNMAC and provincial DOLISAs; (ii) CRS conducts capacity building trainings for VNMAC and provincial partners/DOLISAs; (iii) CRS facilitates the establishment of an EORE training hub/technical network in coordination with VNMAC and provincial DOLISAs; (iv) CRS conducts semiannual coordination meetings with VNMAC and provincial partners to develop and implement action plans and (v) CRS supports Quang Binh and Thua Thien Hue DOLISAs to integrate EORE SBC approaches into annual implementation plans.
- IR 2.2: VNMAC and sub-national actors strengthen and promote the EORE National Program and guidance, National EORE Strategy and Standard Implementation. Key planned activities for this IR name (i) VNMAC submits recommendations on improving EORE National Program and guidance to the corresponding government agencies based on findings from a review the EORE National Program and guidance; (ii) VNMAC and others implement EORE standards; and (iii) VNMAC Coordinates Final Implementation of the National EORE Strategy.

## **II. PURPOSES OF THE ASSESSMENT**

The assessment will:

- i) Provide baseline values for planned performance indicators which will be used for initiating targets and tracking the project performance over the course of project implementation; and
- ii) Provide a representative picture of target audiences and related stakeholders involved in benefiting and implementing the project activities. This will include their knowledge, attitudes, practices, values, motivations and behaviors towards EO, which will be used to inform SBC approaches that will be designed to ensure optimum desired impacts.

## **III. ASSESSMENT QUESTIONS/OBJECTIVES**

The selected consultants will conduct the baseline assessment in order to answer the following questions but not limited to:

- 1) What is the benchmark for performance measurement prior to project interventions for key project indicators?

The majority of the planned performance indicators have baseline values of zero. A consistent data collection and calculation method for these indicators is required in order to ensure that expected results are comparable between baseline – midpoint – and endline. RAPPORT identified 3 main benchmark indicators for SBC component namely:

- a) Percentage of target groups report reduced exposure to EO
- b) Percentage of target groups have improved knowledge on EORE
- c) Percentage of target groups have improved attitude on EORE

Specific knowledge, attitudes, behaviors to be measured will be determined after consultation, desk review, and phase 1 data collection.

The suggested indicators below may be useful for consultants to design the data collection tools because these are associated with the three benchmark indicators above:

A. Individual Behavior Change level

- Percentage of target groups reporting an intention to adopt or continue desired behaviors
- Percent of target audience that reports receiving EORE SBC messages
- Percentage of target groups that report desired attitudes on EORE
- Percent of target audience that reports recommending their family and friends to use improved EORE SBC practices

B. Community Norm Change level

- % of community that hold “supportive attitudes” towards the “desired behaviors”
- % of community that can identify negative consequences of “risky behaviours”, positive consequences of desired behaviors

Final performance indicators for SBC component will be discussed and agreed with selected consultants, to include measures of prevalence of key attitudes and social norms and the drivers of these.

- 2) What is the current situation of EO and EO-related interventions in target areas? The consultant is expected to deep dive into following associated dimensions:

| No. | Dimensions               | Details (with appropriate geographic, ethnic, gender, age disaggregation)  |
|-----|--------------------------|--|
| 1   | EO vulnerability profile | <ul style="list-style-type: none"> <li>- At-risk groups and their characteristics (also the target groups)</li> <li>- Socioeconomic factors contributing to vulnerability such as social norms, social support, cultural traditions, political factors, intra and inter household gender roles.</li> <li>- Prevalence, frequency, scale and impacts of EO accidents in target areas</li> </ul> |
| 2   | Knowledge assessment     | <ul style="list-style-type: none"> <li>- Understanding and ability to correctly identify risks</li> <li>- Knowledge of safe behaviors to avoid mine incidents</li> <li>-</li> </ul>  |

|   |                                  |   |
|---|----------------------------------|---|
| 3 | Attitude and perception analysis | <ul style="list-style-type: none"> <li>- Attitude about the risks of mines</li> <li>- Perception of personal and community vulnerability (including values and motivations)</li> <li>- Perception of how widely risky/safe behaviours are practiced in their community</li> </ul>   |
| 4 | Practice and behavior analysis   | <ul style="list-style-type: none"> <li>- Frequency of risky activities (travel, farming in contaminated areas, etc.)</li> <li>- Drivers and barriers of key risky and safety behaviors and their supportive behaviors</li> <li>- Perceived self-efficacy to change behavior (how individual or communal are their decisions around EO, farming, etc.)</li> <li>- Information sharing and education about EO</li> </ul>  |
| 5 | Target group Identity            | <ul style="list-style-type: none"> <li>- Key norms and values (including sources of pride, worry, shame, acceptance)</li> <li>- Prevalent customs related to EO</li> <li>- Future aspirations of target group</li> <li>- Social sanctions feared by target group</li> <li>- Identity markers and social signifiers</li> <li>- Key influencers of target individuals, households, community</li> <li>- Trust in authorities for safety regulations and guidance</li> </ul> |
| 6 | Communication and outreach       | <ul style="list-style-type: none"> <li>- Preferred communication platforms (loudspeaker, radio, television, community meetings/events, social media)</li> <li>- Trusted sources of information</li> </ul>   |

3) What are appropriate approaches for designing and implementing SBC strategies to achieve the expected goal?

Based on the findings from the formative research, the proposed SBC approaches should cover but not limited to the followings:

- Identification of desired attitudes, behaviors and practices
- Recommend SBC strategies to be implemented. The proposed SBC approaches should provide cost-effectiveness strategies to enable desired behaviors to discourage dangerous practices of farmers, via improved enabling environment and improved social norms in the target communities.
- Recommended SBC messages and communication platforms

#### IV. METHODOLOGY

Methodology for this assignment should combine both qualitative and quantitative sides, including data collection methods, tools, sampling strategy, data analysis plan. The consultant should propose a cohesive data collection strategy that includes quantitative and qualitative data and appropriate sampling plan<sup>1</sup>. The final methodology will be reviewed and approved by the CRS Vietnam Program Manager. The following methods are expected to be applied, but not limited to:

<sup>1</sup> It is noted that the project activities will cover 43 communes in 8 districts of Thua Thien Hue and Quang Binh provinces with an estimate of population of 220 thousand. It is expected that the selected consultant will use

- Desk review of the project proposals and related documents, EO-related policies/strategies/action plans, mapping of affected/high risk areas/people, existing non-EORE SBC research or analysis applicable to project communities, if available, etc.
- Quantitative surveys using structured questionnaires with target farmers, their family members and community members in target areas.
- Other behavioral and social norm research tools particularly for the formative research, which may include barrier analysis, in-depth interviews, structured story FGDs, social mapping, ranking exercises, etc.

## V. DELIVERABLES

The consultant(s) will be expected to deliver the following:

- Detail study plan, including questionnaires, tools, and discussion/interview guides.
- Datasets and Analysis files.
- Presentation of assessment results, include use of visuals, such as tables and chart. Use of interactive visualization dashboards is preferred (in English and Vietnamese)
- Set of baseline values for identified performance indicators in compliance with the Project Monitoring Plan and prevalence for all the key attitudes, norms, and drivers captured in the assessment upon which the RAPPORT team utilizes for calculating and reporting the key performance indicators.
- Baseline Report (in English and Vietnamese): A comprehensive report of a maximum of 40 pages for the main part detailing findings, conclusions, and recommendations, including:
  - Executive summary
  - Methodology
  - Key findings on individual and community awareness, risks, practices as well as prevalence for all the key attitudes, norms, and drivers captured in the assessment upon which the RAPPORT team decides which of these should be the key performance indicators for SBC component
  - Recommendations for project implementation
  - Annexes with raw data and instruments used
- Formative research report (in English and Vietnamese) highlighting the key findings and providing recommendations for EORE SBC approach for the project. This report may include: a specific behavioral theory of change, suggested SBC approaches to target desired behaviors for each target group, indicative EORE SBC messages and communication channels, etc. All of those will help the project team design and implement appropriately SBC strategies.

## VI. TIMELINE

The baseline assessment is expected to be conducted over a period of approximately 10 weeks, including preparation, fieldwork, analysis, and reporting. Specific milestones include:

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appropriate sampling strategies to generate a representative picture after consulting with and getting approval of the CRS's Program Manager and MEAL team.

| ACTIVITIES  | PERSON IN CHARGE   | ESTIMATED LOE  | DUE DATE   |
|---|--|--|------------|
| <b>Desk review</b>  | Consultants  | 5 days<br>- Team leader: 3 days<br>- Team members: 2 days                | 27/12/2024 |
| Finalize methodologies, tools, and assessment plan  | Consultants, in consultation with CRS's UXO and MEAL teams | 6 days<br>In which:<br>- Team Leader: 3 days<br>- Team members: 3 days   | 07/01/2025 |
| Conduct assessment including field works  | Consultants, CRS's UXO and MEAL teams                      | 16 days<br>In which:<br>- Team Leader: 6 days<br>- Team members: 10 days | 13/01/2025 |
| Analyze data and compile documents including the first draft report   | Consultants  | 15 days<br>In which:<br>- Team Leader: 5 days<br>- Team members: 10 days | 21/01/2025 |
| Conduct validation meeting (virtual or face-to-face) with project key stakeholders on the initial findings and recommendation | Consultants  | 4 days<br>- Team Leader: 2 days<br>- Team member: 2 days                 | 28/01/2025 |
| Complete the final report and the final formative research report with recommendations for SBC approaches                     | Consultant   | 7 days<br>- Team Leader: 3 days<br>- Team members: 4 days                | 18/02/2025 |
| <b>Total</b>  |  | <b>53 days</b>   |            |

## VII. QUALIFICATIONS OF THE CONSULTANT(S)

The consultant team (which includes at least 01 SBC expert) should possess:

- Experience in conducting surveys and research in similar contexts.
- Significant experience in inclusive Social Behavior Change formative research is required. Experience in SBC formative research in relevant ethnic minority communities is preferred.
- Knowledge of mine action and UXO issues in Vietnam is preferred.
- Strong analytical and reporting skills.
- Familiarity with ethical considerations in research involving vulnerable populations.

## VIII. EVALUATION CRITERIA

- Relevant qualifications and experience
- Technical proposal:
  - Good understanding of ToR.

- Appropriate approach aligns with requirements of consultation and approval processes, including information on the research/data collection methodology.
- Clear and detailed workplan, with clear roles and responsibilities identified of the consultancy team
- Satisfactory timeline.
- Financial proposal: reasonable and relevant to experience.
- Combined technical and financial scores: Competitive.

## **IX. ETHICAL CONSIDERATIONS**

All survey activities will adhere to ethical standards, ensuring informed consent, confidentiality, and sensitivity to the needs of affected people and communities.

## **X. APPLICATION REQUIREMENTS**

Interested consultants or agencies are requested to submit the proposal in English.

- Applications should include:
  - ✓ Letter of Expression of Interest.
  - ✓ A copy of the business license (if any)
  - ✓ Company profile (if any)
  - ✓ A concise technical proposal, including an overview of the data collection methodologies and tools proposed.
  - ✓ A tentative work plan
  - ✓ Financial proposal with a detailed breakdown of the daily rate in Vietnam Dongs with VAT/PIT included
  - ✓ CVs of key personnel demonstrating relevant capacity and experience
  - ✓ 2 similar assessment reports written by the applicant.
  - ✓ Minimum 2 references for similar assignment.

Interested institutions and individuals are invited to submit your applications, duly signed and stamped (if any) via email to Catholic Relief Services (CRS) at [vn\\_rfp2@crs.org](mailto:vn_rfp2@crs.org).

Closing date for submission: by **December 15, 2024**.