



## CONSULTANCY NOTICE - EXTENSION

*(Open to national and international candidates)*

Position Title:	<b>Consultancy for the mid-term monitoring and evaluation of the behaviour change communication campaign “Think Before You Go” to promote safe migration and prevent trafficking in persons</b>
Duty Station:	<b>Home-based</b>
Type of Appointment:	<b>Consultancy Contract</b>
Estimated Start Date:	<b>As soon as possible</b>
Closing Date:	<b>5PM, 07 April 2024</b>
Reference code:	<b>VN2024/HN/006 (C)</b>

### 1. Context

Trafficking in persons (TIP) is a rapidly growing illicit industry, posing a significant global concern and increasingly recognized as pressing in Viet Nam. Women, men, girls, and boys are trafficked domestically and internationally for various exploitative purposes, including sexual exploitation, forced labour, forced marriage, criminal activities, and slavery.

Under the Prevention outcome of the "Tackling Modern Slavery from Vietnam" project funded by the UK Home Office, IOM has spearheaded the "Think Before You Go" campaign since 2019. This initiative employs behaviour change communications (BCC) to promote safe migration and prevent TIP through community outreach events and diverse media platforms, in collaboration with local community advocacy groups (CAGs). The campaign has notably heightened awareness of TIP in targeted communities and facilitated access to information on safe migration and TIP prevention. Building on this success, the third phase (August 2022 to March 2025) focuses on bolstering interventions, strengthening institutional capacity at the central level and fostering behavioural changes at grassroots levels across eight communes in Hai Phong, Nghe An, Ha Tinh, and Quang Binh. Based on IOM's previous research and stakeholder consultations, during this implementation phase, targeted populations are segmented into three age-groups for tailored approach, including (i) youth with no/low skills at schools (<18 years old), (ii) people at young working age (<39 years old) and (iii) parents or community leaders (<59 years old).

Conducting a mid-term monitoring and evaluation (M&E) for the "Think Before You Go" campaign is imperative. As the project enters its third phase with enhanced interventions at various levels, including institutional capacity enhancement and grassroots behavioural changes, assessing the impact becomes essential for refining and optimizing future programming. By generating evidence through M&E, IOM seeks

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to identify what strategies are working well and where adjustments are needed to better address the needs of different demographic segments within the target populations. Ultimately, the M&E exercise serves as a learning tool, providing valuable insights to inform decision-making and strengthen efforts in preventing TIP and promote safe migration.

## 2. Objective

The Consultant(s) will conduct a mid-term M&E exercise for the “Think Before You Go” campaign with a focus on on-site interventions in target communities to determine whether the approach implemented during this phase have proven effective in achieving the campaign's objectives. Specifically, it seeks to measure the immediate impact of the revised strategies on raising awareness of TIP and promoting safe migration practices. The exercise will focus on identifying the strengths and weaknesses of the updated approach, assessing its reach and influence, and providing actionable insights to optimize campaign efforts for maximum impact during this phase of the project.

## 3. Scope and methodology

The primary focus of this exercise is to measure the tangible impacts resulting from on-site interventions under “Think Before You Go” campaign, covering the period from September 2023 to the commencement of data collection. Specifically, it will closely examine and record the changes observed within the target communities as a direct consequence of the campaign's implementation. This includes documenting shifts in awareness levels regarding TIP and discernible alterations in migration behaviours towards safer practices.

Among the eight target communes for activity implementation, the three communes of Luu Kiem (Hai Phong), Bao Thanh (Nghe An), Duc Trach (Quang Binh) will be the primary focus for this exercise.

The methodology, data collection and analysis, and deliverables will adhere to gender-responsive principles. Initial indications on the methodology are presented below. However, the complete mixed-methods approach should be further developed by the Consultant and IOM during the inception phase of the assessment.

Data collection methods are composed of:

**Document review:** Desk review of relevant project documents, project reports, publications and other materials including but not limited to:

- Project documents: proposals, theory of change, interim reports, Prevention Deep Dive;
- Tools and guidelines developed under the Prevention component: TMSV3’s M&E framework for Prevention, BCC monitoring package, skills development for youth training packages;
- Other relevant interventions related to TIP prevention.

**Primary data collection:** Surveys and interviews to capture the insights from audiences and actors engaging in the Think Before You Go campaign. Of which, initially

sample size along with data collection frameworks are:

- **Follow-up KAP** (Knowledge, Attitude and Practice) survey with 10% community members who attended on-site outreach events in the three selected communes. This survey includes questions that measure immediate shifts in knowledge, attitudes and current or intended behaviours related to migration, along with overall feedback for the campaign (maximum 300 samples/3 communes with IOM and Women’s Unions’ support as enumerators).
- **IDIs** (In-depth Interview) with a maximum of 10% of respondents from the follow-up KAP, specifically targeting outliers from each of the three age groups in the three selected communes. These semi-structured interviews are to gather case stories that effectively represent the impact of the campaign (maximum 30 IDIs).
- **FGDs** (Focus Group Discussion) with CAG members who attended trainings under the project and are actively engaged in project activities, including Women’s Union officials, Youth Union officials or youth representatives, village or commune leaders, and representatives from local labour and cultural departments. The FGDs serve to capture firsthand experiences and insights from practitioners, who are empowered under the project, regarding their roles as influencers in promoting safe migration and preventing TIP. These discussions will identify good practices, challenges encountered, and innovative approaches implemented by CAG members to further enhance the impact of the campaign (3-6 FGDs).
- **Add-on FGDs** with selected community members from all four target provinces who joined at least one on-site outreach events under the Think Before You Go campaign. These FGDs aim to gather insights into the campaign’s broader impact within target communities, including any observed changes in social norms, community dynamics, and attitudes towards irregular migration (4 FGDs).
  - o Hai Phong: Focusing on group (i) <18 years old and group (ii) <39 years old.
  - o Nghe An: Focusing on group (i) <18 years old and group (ii) <39 years old.
  - o Ha Tinh: Focusing on group (ii) <39 years old and group (iii) <59 years old.
  - o Quang Binh: Focusing on group (i) <18 years old and group (iii) <59 years old.

#### 4. Tasks, deliverables, and timeline

No	Timeline	Tasks	Deliverables	Maximum working days
1	April	Development of tools, including: (i) Follow-up KAP with 10% of on-site audience engaging in	- Three (03) follow-up KAP questionnaires tailored for three selected communes	7

		TBYG campaign (ii) IDIs with 10% of follow-up KAP respondents (iii) FGDs with CAG members and on-site audience	- One (01) IDI question set with adjustments for each age group - One (01) FGD question set for CAG members - One (01) FGD question set for on-site audience with adjustments for each age group - One (01) report outline (maximum 03 pages)	
2	April – May	Data collection and analysis	- Data sets with summary of key findings - PowerPoint presentations to present initial findings for IOM validation and clarification	<b>10</b>
3	June	Reporting writing	- One consolidated report (maximum fifteen pages, excluding annexes) evaluating the impact of the campaign	<b>8</b>
			<b>Total working days</b>	<b>25</b>

##### 5. Performance indicators for evaluation of results

- Clear understanding of the scope of the assignment;
- Demonstrated professional competence and understanding of the subject matter of the consultancy;
- Offered different options to solve problems to meet partner's needs;
- Results obtained during consultancy were consistent with the agreed Terms of Reference;
- Provided an environment in which audience were confident;
- Encouraged all people involved in the discussions;
- Accurately judged the amount of time and resources needed to accomplish a task;
- Collaborated effectively with people from varied cultures and professional background;
- Defended the values of the Organization in the daily consultancy activities;
- Identified the key issues and came to the heart of the problem quickly.

##### 6. Required competency and experience

- Advanced degree in Sociology, Anthropology, Communications, Development, or other fields relevant to the issues of safe migration and trafficking in person;

- Demonstrated experience in carrying out similar assessments;
- Proficiency in conducting qualitative research;
- Proven ability in synthesizing data and information in a logical and systematic manner;
- Exceptional writing skills, with the ability to articulate complex findings in clear and concise English;
- In-depth understanding of the local context in Viet Nam, particularly as it pertains to safe migration promotion and TIP prevention;
- Familiarity with the terminology, language, and style used by IOM and the UN;
- Ability to align communication and reporting with the standards and guidelines of IOM and the UN; and
- Capable of completing required tasks within the timeframe set.

Interested candidates are required to submit their proposal (not exceeding 5 pages excluding resumes) with the following details:

- A Technical Proposal which includes a breakdown of inception phase and data collection methodology and the suggested approach to be used in the assessment. A brief explanation of data collection, analysis and report writing phases should also be included, along with a draft work plan and timeline.
- A Financial Proposal with a cost breakdown, including travel, interpretation and accommodation costs if required. Travel expenses shall be based on the most direct route and economy fare. Quotations for business class fare will not be considered.
- The Technical Proposal shall also include updated CVs of the expert(s) to be part of the assessment, and electronic copies/links of two most recent and relevant evaluations/publications/research performed by the applicant.

***How to apply:***

Completed applications, including cover letter, proposal, CV and copies of diplomas and certificates may be delivered to the IOM Mission Office in Hanoi at 304 Kim Ma, Ba Dinh District, Ha Noi or submitted electronically to [iomvietnamhr@iom.int](mailto:iomvietnamhr@iom.int) referring to this Consultancy Notice's Position Title.

Applications are non-returnable and only short-listed candidates will be contacted.

***Posting period:***

From 01.03.2024 to 17.03.2024 – Extended until 07.04.2024

***Female consultants are encouraged to bid for this required service. Preference will be given to equally technically qualified female consultants.***