

TERMS OF REFERENCE

Self Efficacy Survey

Project "Ethnic minority (EM) adolescents and young people aged 11-24 in Ha Giang province are protected from becoming victims of child early and forced marriage (CEFM)" for the period from 2023-2027

Location:	02 project Lower Secondary Schools for ethnic minority students in Tuyen Quang province 02 comparable non-intervented schools in Tuyen Quang province
Survey conducting period:	July to Early November 2026

1. About Plan International

Founded in 1937, Plan International is a development and humanitarian organization that advances children's rights and equality for girls. We strive to advance children's rights and equality for girls all over the world. As an independent development and humanitarian organization, we work alongside children, young people, our supporters, and partners to tackle the root causes of the challenges facing girls and all vulnerable children. We support children's rights from birth until they reach adulthood and enable children to prepare for and respond to crises and adversity. We drive changes in practice and policy at local, national, and global levels using our reach, experience, and knowledge. Plan International has been working in Vietnam since 1993. Plan International Vietnam (PIV) works across the three thematic areas inclusive social services, climate and disaster resilience, and economic empowerment in Hanoi, Lai Chau, Tuyen Quang, Quang Tri and Quang Ngai, and is currently expanding operations to Da Nang and Can Tho.

For over 85 years, we have rallied other determined optimists to transform the lives of all children in more than 80 countries. We won't stop until we are all equal. Our work supports marginalised children and youth, especially adolescent girls, to start life and grow up physically and mentally healthy and as adolescents so they are leading the way to shape their own future. We believe girls have the power to change the world. Our ambition is to work alongside them and together take actions so that two million girls, young women, and young people to realize their rights and build a green and sustainable future by 2027.

2. Project Background and Objectives

Background

Child, Early, and Forced Marriage (CEFM) is a harmful practice, a form of gender-based violence, and a violation of children's rights and the rights of girls and women. CEFM among the ethnic minority (EM) groups is common, with prevalence rates as high as 59.7% among the H'Mong; and 37.8% among the Dzao, which are the two largest EM communities in Tuyen Quang province (formerly Ha Giang province before July 1, 2025). CEFM is caused by many interrelated issues and involves diverse risk factors and therefore requires addressing multiple sectors. A situation analysis of adolescents and young people on the topic CEFM demonstrates key issues as (1) Increase of unwanted pregnancies and high abortion rates; and (2) Increased number of cases of violence against children and young people, especially during the COVID-19 pandemic;

Given that situation on CEFM of EM children and young people is complicated and requires multi-sectoral and diverse approaches, the main causes leading to key issues faced by EM children and young people are recognized below:

- (1) Lack of opportunities and resources for EM children, adolescents and young people to be active agents of change to address issues affecting them;
- (2) Gender norms and harmful practices on Sexual Reproductive Health and Rights (SRHR) and CEFM strongly remain in adolescents, young people, parents and teachers;
- (3) CEFM and school drop are perceived to affect each other;
- (4) Poor living conditions in boarding schools, including WASH systems in Ha Giang;
- (5) Weak incorporation of child protection mechanisms among schools and communities;

The project goal and its interventions aim at providing strong support for the local government's commitments and national programmes on CEFM and EM community development in the coming years. The project is aligned with key national policy frameworks, including the Socio-Economic Development Programme for Ethnic Minority and Mountainous Areas for the 2021–2030 period (Phase I: 2021–2025), the National Target Programme on Sustainable Poverty Reduction 2021–2025, the National Strategy on Gender Equality 2021–2030, and the National Action Plan on Reproductive, Sexual and Mental Health for Adolescents and Youth 2021–2025. The project also contributes to the implementation of the Education Development Strategy to 2030 with a vision to 2045, which prioritises inclusive, equitable, and quality education, particularly for disadvantaged and EM children.

Objectives

Overall, the project supports EM adolescents and young people aged 11-24 years in Tuyen Quang province to be protected from becoming victims of CEFM. By the end of March 2027, the project has four specific objectives:

SO1: EM young people have increased capacity to be youth activists on shifting CEFM norms and harmful practices.

- o **Result 1.1:** Adolescent girls and boys in 8 boarding schools have increased understanding about the risks of CEFM and knowledge on SRHR (through Comprehensive Sexual Education - CSE);
- o **Result 1.2:** Young people in communities have sufficient knowledge and skills on child protection and SRHR;

SO2: The condition of boarding schools is improved to meet minimum child protection standards for adolescent girls and boys.

- o **Result 2.1:** Dormitory facilities at boarding schools are improved to meet minimum child protection standards;
- o **Result 2.2:** School counselling services in boarding schools are improved to provide SRHR for adolescent girls and boys;

SO3: Parents/caregivers, teachers and school staff have increased capacity to protect adolescent girls and boys from CEFM.

- o **Result 3.1:** Parents and caregivers have raised their awareness on SRHR and CEFM;
- o **Result 3.2:** Teachers, school staff and healthcare workers are sensitised on child protection and SRHR to accompany adolescents on ending CEFM;

SO4: A school and community child protection mechanism is developed / strengthened to tackle

CEFM.

- o **Result 4.1:** The child protection mechanism at schools is developed/ strengthened to prevent CEFM;
- o **Result 4.2:** The cooperation between schools and communities is increased to respond to CEFM cases;

3. Purpose of the self efficacy survey

3.1 Purpose:

The survey aims to assess the **impact** of the project on the **self-efficacy of project students and adolescents** after three years of intervention, starting from 1 April 2023. The results are expected to generate strong **evidence and reliable data** to inform and support **UNIQLO's fundraising strategy**.

3.2 Scope of work suggested by UNIQLO:

The Self Efficacy Survey required by UNIQLO covers the results from:

A) Students who participate in school lessons on CSE (Result 1.1) and

B) Members of Youth Economic Empowerment and COC clubs who attend the communication and leadership training courses (Result 1.2).

To achieve for the statistical requirement, the questionnaire with the beneficiaries will be conducted as below:

- For A), **2 target schools** (one from previous Xin Man district and the other from Hoàng Su Phi district) **100 target students** from one school. That means 200 students in total.
- For B), **150 members** would be targeted.

NOTE: Regarding B), those members are not the same A) students as above. And 50% of members would be possibly coming from previous Xin Man and the rest of them from pre-Hoàng Su Phi district.

The total numbers of Targeted A) + B) would be **350 students/youths**.

In respect to the data disaggregation, the Survey is required at least "gender", "age group", "school type".

3.3 Project geographical coverage and Target groups to be covered

The Self-Efficacy Survey will be selectedly conducted in 02 project lower secondary schools and 02 comparable non-intervented lower secondary schools in the same location, as follows:

02 project lower secondary schools	02 comparable non-intervented lower secondary schools
1. Pố Lồ at Thành Tín commune (former HSP)	1. Bản Nhùng at Hoàng Su Phi commune (former HSP)
2. Tả Nhiu at Nám Dẩn commune (former Xin Man)	2. Ché Là at Nám Dẩn commune (former Xin Man)

Table 1: Schools will be selected to survey

Below are the total number of lower secondary students who are directly benefited from all project interventions:

Targeted school name	Commune	Lower secondary project students	
		Girl	Boy
<u>Ta Nhiu Primary and Secondary Boarding School</u>	Nam Dan	146	145
Nam Dan Secondary Boarding School		151	136
Nan Ma Secondary Boarding School	Pa Vay Su	164	156
Chien Pho Secondary Boarding School	Ban May	162	164
<u>Po Lo Secondary Boarding School</u>	Thang Tin	128	146
Tan Tien Secondary Boarding School	Tan Tien	107	119
Ban Luoc Secondary Boarding School	Hoang Su Phi	135	155
Tu Nhan Primary and Secondary School		73	107
Total		1,066	1,128

Table 2: Number of project students

4 Methodology

4.1 Survey design

The Self-Efficacy Survey is designed as a **post-intervention assessment** with a **comparison group**, in order to examine the extent to which the project has contributed to changes in adolescents' and young people's self-efficacy. The consultancy will utilize an **evaluation grid and scoring system** for the self-efficacy survey (please see the Annex - Generalised self efficacy questionnaire). The design compares:

- **Intervention group:** students in two project lower secondary schools and members of COC/YEE clubs who participated in project activities.
- **Comparison group:** students and youths in two non intervened lower secondary schools and area from the same locations.

This quasi-experimental comparison allows the project to assess differences in self-efficacy outcomes between groups that were exposed to the intervention and groups that were not, without requiring baseline or panel tracking. The design is cost-efficient, feasible for field implementation, and meets UNIQLO's evidence requirements for assessing project impact.

4.2 Sampling methodology

- **School Students (Project and Comparison Schools)**

A **Simple Random Sampling** approach will be used in each school. From the official student roster, **100 students** will be randomly selected in each **intervention school** and **100 students** in each **comparison school**. This sample size provides acceptable precision for school-level estimates and achieves approximately a 5–6% margin of error when data from the two project schools (n=200) are combined.

- **COC/YEE and Community Members**

Reaching the originally proposed 150 members may not be feasible due to out-migration and irregular work schedules among youths. Therefore, the survey will use a minimum required sample of 40 COC/YEE members/location, and 40 young people/Youth Union members in the community selected through **systematic random sampling** from the most updated club and young people/youth union

member lists available in each commune. This reduced sample remains sufficient for group-level comparison (intervention vs. non-intervention youth) and for producing reliable descriptive findings (gender, age group, location), meeting UNIQLO's requirement for robust, comparable evidence on self-efficacy outcomes across beneficiary types.

School type	Commune	Total number of Secondary students			Total number of Secondary Boarding students		
		Girl	Boy	Total	Girl	Boy	Total
Pố Lồ Secondary School	Thăng Tín	128	146	274	109	100	209
Tả Nhìu (Primary and Secondary/liên cấp)	Năm Dăn	151	136	287	99	88	187
Chế Là (XM)		130	143	273	73	75	148
Bản Nhùng (HSP) (Primary and Secondary/liên cấp)	Tân Tiến	87	109	196	35	45	80

Table 3: Number of students at schools selected for the survey

Method	Sample of project schools/communes		Sample of comparable non-intervented schools/commune	
Questionnaires	100 students	Pố Lồ school	100	Bản Nhùng school
	100 students	Tả Nhìu school	100	Chế Là school
	20 COC and YEE	Thăng Tín commune	20 Young people / youth union member	Hoang Su Phi commune
	20 COC and YEE	Năm Dăn commune	20 Young people / youth union member	Năm Dăn commune
Total	240		240	

Table 4: Number of samplings (Name of the newly merged communes)

4.3. Data collection method

Data will be collected through a combination of quantitative and qualitative methods to ensure both breadth and depth of information:

a. Structured questionnaire (KOBO Tool)

A digital self-efficacy questionnaire will be administered using KOBO Toolbox to minimize data-entry errors, improve data accuracy, and accelerate data processing. The questionnaire will be completed by:

- 200 students participating in CSE lessons, 200 students in comparable schools, and
- 80 members of COC/YEE clubs and youth people/youth union members in the community.

The questionnaire will capture key disaggregation variables including gender, age group, school type (project vs. non-intervented).

b. In-depth interview for case stories

At least two case stories will be collected through semi-structured interviews with selected students/youths who demonstrate notable changes in confidence, leadership, or decision-making as a result of project participation. These qualitative insights will complement the quantitative data and provide narrative evidence to support communication and fundraising purposes.

4.4. Numerators

Local numerators will conduct the data collection. Number of numerators are as follows:
3 people per school * 4 schools = 12 people

Numerators	Survey Secondary schools
3 secondary teachers Pố Lò	Ban Nhung
3 secondary teachers Tân Tiến	Pố Lò
3 secondary teachers Tả Nhìu	Chế Là
3 secondary teachers Năm Dăn	Tả Nhìu

Table 3: Number of numerators

4.5.Data quality assurance

To ensure the reliability and validity of the survey data, the following data quality assurance measures will be implemented:

- Enumerator training: Local enumerators will receive 2 hour training on data collection protocols, Kobo usage, consent procedures, and safeguarding requirements.
- Pilot testing: A small pilot (approximately 6 respondents) will be conducted to test the questionnaire, identify unclear items, and refine the tool before full deployment.
- Field supervision: Project staff will conduct direct supervision of at least 10% of data collection activities to ensure adherence to protocols, resolve technical issues, and verify consistency in data recording.
- Daily data checks: Data will be reviewed daily for completeness, logical accuracy, and potential outliers. Any inconsistencies will be cross-checked and corrected promptly with enumerators.
- Secure data management: All data collected through Kobo will be stored in password-protected systems and handled following Plan International's Ethical MERL Policy.

4 Ethics and Child Protection

PIV is committed to ensuring that the rights of those participating in data collection or analysis are respected and protected, in accordance with [Ethical MERL Framework](#) and our [Global Policy on Safeguarding Children and Young People](#). A risk assessment will be conducted by the safeguarding focal points and the consultant team before implementing the baseline survey to mitigate foreseen risks for children, youths and participants in the survey.

Note: Before implementing data collection, the project team must complete the Safeguarding and Risk Assessment (SRA). This risk assessment will ensure that the survey will be considered all stages of the project participants' engagement in order to prevent harm and ensure their safe participation in MER. Completing the risk assessment at the start of the MER initiative will help to ensure that any area of risk that could cause an accident, incident or harm are identified early on so that appropriate mitigation measures and thorough child and young person's safeguarding procedures are put in place.

5 Timeline

Note: The total consultancy person-days are fixed at 08 and do not require to travel to the field. Consultants/ experts who are interested in taking this consultancy, please submit the proposal package in English via email to: Van.PhamThiHong@plan-international.org. The deadline for submitting the proposal package will be no later than **9:00 AM (ICT), 22 July 2026**. Only short-listed consultant groups will be contacted for interview.

No.	Key Tasks	Milestone	Estimate working days
1.	Term of Reference (Sampling, SRA, schedule, cost)	16/3	
2.	Feedback of JNO about TOR	23/3	
3.	Public Announcement for consultancy	15 – 22 July	
4.	Contract, Approved Safeguarding and Risk Assessment	End of July	
5.	Self-Efficacy Tools in English, then Vietnamese (Developing, Testing, Revising, finalizing) including creating Vietnamese and English questionnaires on KOBO toolbox.	Mid of August	2.5
6.	Feedback of JNO / UNIQLO about proposed Questionnaires	Early September	
7.	Testing will be done by numerator at field as guided by the consultant. The testing results will be shared to the consultant	Mid - September	
8.	Training numerator + Revise the tested tool	End of September 2026	01
9.	Conducting the data collection: The consultant is not required to go to the field. All data collection using the KOBO Toolbox will be conducted by local enumerators.	Early November 2026	
10.	Data collection monitoring will be implemented by Plan International Vietnam/PIV;		
11.	Quality control: The consultant will be responsible for conducting data quality assurance (QA)		0.5
12.	Data analysis	End of December 2026	02
13.	Writing the report	End of January 2027	02
	Total working days		08

6. Qualifications and Experience of the Consultants

PIV is looking for a consultant/expert with strong records in conducting evaluation related to SRHR, participatory development and methodologies, asset-based community development, gender expertise, child marriage prevention, youth activism, particularly in Vietnamese and mountainous,

ethnic minority community's context. The consultant/ expert will need respect and credibility within the field, excellent knowledge of monitoring and evaluation in theory and practice, and a good understanding of policy work.

Required Competencies:

- Demonstrable expertise (5 to 10 years) on community participatory development and empowerment, asset-based community development, community engagement and sexual reproductive health and rights (SRHR) or/and comprehensive sexual education (CSE).
- Demonstrable experience (5 to 10 years) in designing and conducting quantitative and qualitative research/evaluation of complex programs and ability to conduct high quality research, meet deadlines and respond to requests and feedback provided timely and appropriately;
- Strong analytical skills and previous experience in data entry using statistical analysis software, Kobo tool box
- Experience in undertaking participatory research and consultations Knowledge of Vietnam governance and ethnic minority cultural context.
- Knowledge of women's and children's rights: previous experience conducting research with children and vulnerable groups in ethnic minority would be considered an asset;
- Excellent and demonstrated understanding of Child Protection and ethical issues in research.
- Excellent written and verbal communication and reporting skills in English

ANNEX: Genaralised-Self Efficacy Questionnaire

Genaralised-Self Efficacy Questionnaire for UNIQLO project in Vietnam	Strongly Agree	Agree	Disagree	Strongly Disagree
1) Compared to other people, I tend to worry a lot.				
2) When I do something, I often worry that it might not go well.				
3) I tend to dwell on small mistakes.				
4) I often recall my failures or unpleasant experiences and end up feeling down.				
5) I often feel at a loss and don't know what to do.				
6) When I'm about to do something, I end up thinking about many things.				
7) After doing something, I often feel like I've failed.				
8) When things turn out differently from what I expected, I don't know what to do.				
9) I'm the shy type.				
10) Even when it's something I don't want to do, I do my best.				
11) I proactively take on any challenge.				
12) When I make plans, I believe I can accomplish them.				
13) Once I decide to do something, I start right away.				
14) I'm not good at taking the initiative.				
15) I believe I can overcome difficulties, no matter what they are.				
16) Even when I set goals, I can't follow through with them.				
17) I can remember more things than my friends.				
18) I think I'm fairly capable.				

