

## TERMS OF REFERENCE (TOR)

### **Recruitment of Expert / Consultant Team for Content Development and Design of the "Handbook on Nutrition Care and Early Childhood Development for Children Aged 0–6 Years"**

- **Project:** Nutrition Program for Early Childhood Development for Children Under 6 Years Old in Special Circumstances and at Risk of Entering Special Circumstances in Ho Chi Minh City
- **Implementation Location:** Ho Chi Minh City, Vietnam
- **Consultancy Duration:** August 1, 2026 – September 15, 2026

## **I. PROJECT BACKGROUND**

The project "**Early Childhood Development for Children in Special Circumstances and Those at Risk of Entering Special Circumstances in Ho Chi Minh City**" is implemented by the Ho Chi Minh City Association for Children's Rights Protection (HACR) with funding from the **Taiwan Fund for Children and Families (TFCF)**, running from June 2024 to October 2026.

The project aims to improve the nutritional status, health, and holistic development during early childhood for children from families in special circumstances or at risk of entering special circumstances. This is achieved through monthly nutritional support packages, Social and Behavior Change Communication, and training to enhance knowledge on nutrition, caregiving, and child protection for parents, caregivers, and community stakeholders.

Within this framework, HACR plans to develop a "**Handbook on Nutrition Care and Early Childhood Development for Children Aged 0–6 Years**" to provide basic, easy-to-understand, and highly practical knowledge regarding nutrition, healthcare, and growth monitoring during early childhood.

The handbook is expected to serve as a practical guide for parents, caregivers, social workers, child protection collaborators, grassroots health workers, and community-based organizations/individuals supporting children.

To execute this activity, the Project Management Board (PMB) is selecting a qualified expert or consultant team to develop the professional content and complete the graphic design of the handbook.

## **II. CONSULTANCY OBJECTIVES**

## **2.1. General Objective**

To develop and finalize the **Handbook on Nutrition Care and Early Childhood Development for Children Aged 0–6 Years**. The publication must be technically accurate, easy to understand, practical, and visually appealing to assist parents, caregivers, and community workers in improving their knowledge and skills in early childhood nutrition care.

## **2.2. Specific Objectives**

The consultant/consultant team will carry out the following tasks:

- Review and finalize the handbook outline provided by the PMB.
- Draft the complete text in Vietnamese based on updated professional reference materials.
- Design layout, illustrations, visual icons, color schemes, and complete page composition.
- Finalize ready-to-print design files and digital publishing formats.
- Revise products based on feedback from the PMB and peer reviewers until official acceptance.

## **III. SCOPE OF WORK**

The consultant or consultant team will be responsible for the entire content development and graphic design process, including but not limited to:

### **1. Review and Outline Finalization**

- Review background materials provided by the PMB.
- Examine the structural outline.
- Propose adjustments, additions, or re-organization to ensure logical, scientific flow tailored to the target audience.

### **2. Professional Content Drafting**

Draft all handbook contents in Vietnamese, ensuring:

- Technical and medical accuracy.
- Clear, readable language suitable for parents and caregivers with varying literacy levels.
- Practical orientation with illustrative examples where appropriate.
- Cultural appropriateness and alignment with child care conditions in Vietnam.

Content must reference and align with official documents from:

- Ministry of Health (MOH)
- National Institute of Nutrition (NIN)
- World Health Organization (WHO)
- United Nations Children's Fund (UNICEF)
- Other valid technical guidelines and credible scientific documents.

Note: All technical data and professional recommendations must properly cite their source materials.

### **3. Design and Formatting**

Create a modern, friendly design appropriate for the target audience, including:

- Cover design
- Overall layout and page formatting
- Color palette system
- Custom icons, infographics, and illustrations
- Page arrangement and typesetting
- Preparation of print-ready files and digital versions (e.g., PDF)

All visual assets, icons, and design resources must comply with copyright laws. Any copyrighted images or AI-generated visual content must receive prior approval from the PMB.

### **4. Revisions and Finalization**

The consultant is expected to:

- Attend technical meetings when requested.
- Incorporate feedback from the PMB.
- Perform up to **02 rounds of revisions** based on consolidated feedback.
- Finalize products as required prior to formal acceptance.

### **5. Tentative Content Structure**

The handbook is expected to cover:

1. Introduction to the project and the importance of early childhood nutrition.
2. Developmental milestones from birth to 6 years old.
3. Nutrition during the first 1,000 days of life.
4. Breastfeeding practices.
5. Appropriate complementary feeding.
6. Nutrition for children aged 2–6 years.
7. Monitoring physical growth and development.

8. Prevention of malnutrition.
9. Care for children during common illnesses.
10. Personal hygiene and food safety.
11. Warning signs requiring immediate medical facility visits.
12. Practical guide for parents and caregivers.
13. Annexes: Growth charts, immunization schedules, and other supporting information.

## **6. Deliverable Requirements**

- **Language:** Vietnamese
- **Length:** Approximately 30–50 pages, A5 size
- **Coloring:** Full color
- **Format:** Highly visual, scannable, practical, and easy to apply
- **Output File:** Ready for professional printing and digital PDF distribution

## **7. Intellectual Property Rights**

All technical content, drafts, images, graphic designs, source files, layout files, and products created under this contract will become the sole property of the **Ho Chi Minh City Association for Children's Rights Protection** upon acceptance.

The consultant/team shall not use, publish, transfer, or distribute any part or the entirety of the deliverables to any third party without prior written consent from the PMB.

## **8. Acceptance of Deliverables**

Deliverables are deemed complete when:

- They fulfill all requirements in the TOR.
- Revisions have addressed all agreed feedback.
- Written approval is granted by the PMB.

## **IV. CONSULTANT REQUIREMENTS AND SELECTION CRITERIA**

### **4.1. Eligible Applicants**

The PMB encourages independent experts, consultant teams, or consulting entities with relevant capacity and experience to apply.

For teams or consulting entities, one focal point person must be designated as the primary contact for working with the PMB.

### **4.2. Qualifications and Experience**

#### **a) Professional Experience**

- At least **3 years of experience** in nutrition, public health, pediatrics, maternal and child health, early childhood development, social work, behavior change communication (BCC/SBCC), or related fields.
- Proven experience in developing communication materials, manuals, IEC/BCC toolkits, or community handbooks.
- Demonstrated ability to translate technical knowledge into simple, accessible language for general audiences.
- Prior experience working with development organizations, NGOs, government agencies, or child-related projects is an advantage.

#### **b) Graphic Design Capacity**

- Graphic design and page formatting expertise for communication publications.
- Proficiency in designing infographics, icons, and custom illustrations.
- Capacity to deliver print-ready files following professional press standards.

#### **c) Education**

- Bachelor's degree or higher in nutrition, public health, medicine, nursing, social work, health education, communications, or related fields.
- For consultant teams, it is recommended to include at least:
  - **01 expert** in nutrition/health specialization.
  - **01 designer** in charge of graphic layout and illustration.

#### **d) Key Skills**

- Research, synthesis, and technical editing skills.
- Ability to work independently and collaboratively.
- Time management and deadline compliance.
- Receptive to feedback and responsive to revision requests within requested timelines.

### **4.3. Evaluation Criteria**

Valid applications will be evaluated based on a Combined Technical and Financial Evaluation method.

| <b>No.</b>   | <b>Criteria</b>                                                          | <b>Maximum Score</b> |
|--------------|--------------------------------------------------------------------------|----------------------|
| 1            | Experience in executing similar consultancy assignments                  | 25                   |
| 2            | Technical capacity of the expert / consultant team                       | 25                   |
| 3            | Technical proposal (approach methodology, implementation plan, schedule) | 25                   |
| 4            | Quality of sample work/previous similar publications                     | 15                   |
| 5            | Financial proposal                                                       | 10                   |
| <b>Total</b> |                                                                          | <b>100</b>           |

- The PMB may invite candidates for an interview or presentation on their technical proposal (if needed) prior to final selection.
- The PMB reserves the right to negotiate scope of work, timeline, and budget with the top-ranked candidate before contract signing.

#### **4.4. Responsibilities of the Consultant**

- Fulfill all tasks described in this TOR and the signed contract.
- Ensure accuracy, objectivity, and timeliness of all content.
- Maintain active communication with the PMB throughout implementation.
- Adhere to agreed progress schedules.
- Incorporate PMB feedback into final revisions.
- Maintain strict confidentiality regarding project data and documents during and after the contract period.
- Hand over all complete deliverables as stipulated.

#### **4.5. Responsibilities of the Project Management Board**

- Provide initial outlines and background reference materials.
- Assign a technical focal person to coordinate with the consultant.
- Provide timely review and feedback on deliverables to ensure progress.
- Organize formal deliverable acceptance.
- Process payments in accordance with contract terms upon completion of milestones.

## V. BUDGET AND PAYMENT TERMS

### 5.1. Budget

- **Maximum Total Budget: 60,000,000 VND** (*Sixty million Vietnamese Dong*).
- This is a ceiling budget. Applicants must submit a financial proposal matching their proposed scope of work. The PMB will assess cost-reasonableness relative to technical proposal quality during evaluation.
- Financial proposals should clearly itemize costs including:
  - Expert consultancy fees
  - Content editing and writing fees
  - Graphic design and layout fees
  - Administrative fees (if applicable)
  - Applicable taxes and statutory costs
- Note: Printing costs for the handbook are excluded from this consultancy contract.

### 5.2. Contract Type

- Lump-sum contract.
- The negotiated total contract value will serve as the basis for payment and shall not be adjusted during execution unless agreed upon in writing by both parties.

### 5.3. Payment Milestones

Payments will be made via bank transfer in two installments:

- **1st Installment (30% of total contract value):** Upon signing of the contract AND official approval of the detailed outline by the PMB.
- **2nd Installment (70% of total contract value):** Upon completion of all deliverables, written approval/acceptance by the PMB, AND complete handover of content files, design files, source files, and related assets.

Personal Income Tax (PIT) withholding or other legal tax obligations will be processed in accordance with current Vietnamese tax laws.

## VI. APPLICATION DOSSIER AND SUBMISSION DETAILS

### 6.1. Application Dossier

Interested candidates must submit:

#### **For Individual Experts:**

- Letter of Interest

- Updated Curriculum Vitae (CV)
- Copies of relevant degrees/certifications
- Technical Proposal (Approach methodology, Work plan, Schedule)
- Financial Proposal
- Portfolio listing at least 02 similar completed projects/publications (with links or sample files attached)

#### **For Consultant Teams / Consulting Organizations:**

- Organizational/Team Profile
- Business Registration Certificate (if applicable)
- CVs of key personnel
- Role assignment matrix among team members
- Technical Proposal
- Financial Proposal
- Portfolio of similar past projects/contracts

#### **6.2. Submission Deadline and Method**

1. **Format:** Electronic submission (PDF) sent to Email: **hbvqte.bqlda@gmail.com**
2. **Email Subject Line:** *Consultancy Application – Handbook on Child Nutrition Care 0–6 Years*
3. **Deadline: 12:00 PM, July 28, 2026**
4. Late or incomplete submissions may not be considered.

#### **6.3. Selection Process**

The selection workflow is expected to proceed as follows:

1. Receipt and administrative eligibility check.
2. Technical and Financial evaluation.
3. Interviews/Technical discussions (if required).
4. Contract negotiations.
5. Contract signing and project kickoff.

Only shortlisted applicants or those invited for negotiations will be contacted by the PMB.

#### **6.4. Contact Information**

For inquiries regarding the TOR or application process, please contact:

- **Project Management Board:** Ho Chi Minh City Association for Children's Rights Protection (HACR)

- **Phone:** 0767 527 423 (Ms. Tuyết)
- **Email:** hbvqte.bqlda@gmail.com