

Situation analysis on Early Childhood Development in Thailand

Request for Proposals

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Background



- UNICEF Thailand is supporting the Office of Education Council (OEC), serving as the secretariat for the National Early Childhood Development Policy Committee, in enhancing national and sub-national governance, coordination, and implementation monitoring to advance ECD.
- Policy-makers should be aware of gaps and challenges at both national and regional levels for effective allocation of effort and investment in ECD
- A comprehensive ECD situation analysis will
 - provide valuable insights to guide Thailand's efforts in promoting an inclusive, equitable, and high-quality ECD system for all children.
 - aid the government in making informed policy decisions
 - contribute to the national implementation and monitoring of ECD services, enrich policy dialogues, and
 - guide future policy, programming, and investments in early childhood development.
- Plan to update the SitAn every 2-3 years
- Target: decision-makers, ECD service providers, and stakeholders

What the situation analysis will include?

The situation analysis will

- examine **access, coverage, quality, and equity** of ECD services across sectors and national and sub-national coordination mechanisms, focusing on the whole child's development according to the Nurturing Care Framework
- present **challenges and opportunities** to support the development of a comprehensive and coordinated strategy and enabling environment for the equitable expansion of quality ECD services in Thailand.
- provide essential **recommendations** to inform policies, strategies, and coordination aimed at improving early childhood outcomes and addressing existing disparities.
- Present a comprehensive inter-sectoral **monitoring framework** containing key ECD indicator for monitoring progress annually



Objectives of the assignment



The Contractor will:

- Assess the current status of ECD policies, services, and coordination mechanisms.
- Identify key gaps, challenges, and opportunities in the provision and coordination of ECD services.
- Propose a comprehensive inter-sectoral ECD monitoring framework.
- Provide actionable recommendations for policy and service improvement.

Methodology and design



- Mixed-method (qualitative and quantitative) study.
- must be conducted through a strong gender and equity lens
- ensure families and children from disadvantaged contexts and marginalized communities (such as poor households, underserved provinces, migrant families, and children with disabilities) are represented in the study.
- Involvement of the government ministries, civil society and other national stakeholders throughout the SitAn process is essential. Stakeholder involvement should be strategically planned and managed throughout the process.

Activities, Deliverables, Timeline

| Activities | Deliverables | Estimated timeline |
|--|---|-----------------------|
| Inception phase <ul style="list-style-type: none"> • Project kick off meeting • Initial desk review to assess availability of data/information. • Development of the inception report, including conceptual framework for the SitAn, research plan, data collection tools, and report structure • Presentation of the conceptual framework, research plan, tools, and report structure to UNICEF, OEC and key stakeholders. | Deliverable 1 - Inception report in Thai and English, including conceptual framework for the SitAn, specific tools for data collection, and report outline. | End of May 2025 |
| Data collection and analysis <ul style="list-style-type: none"> • Interviews and/or focus groups with key informants. • Secondary analysis of available data/information. In-depth desk-review of existing evidence regarding the situation of young children. This will include data/information on most disadvantaged and deprived groups of children. • Data analysis • Development of draft report (maximum 80 pages) to be reviewed by UNICEF, OEC, and other key partners | Deliverable 2 - Draft SitAN report in Thai | End of September 2025 |

Activities, Deliverables, Timeline

| Activities | Deliverables | Estimated timeline |
|---|--|--|
| Finalization <ul style="list-style-type: none"> Validation of the draft SitAn through workshop and report review Development of final comprehensive report for public dissemination and other deliverables | Deliverable 3 - Presentation of Summary of comments and response from the validation process Deliverable 4 - Final report in Thai and English Deliverable 5 - Summary report in Thai and English Deliverable 6 - PowerPoint Presentation in Thai and English. Deliverable 7 – Policy brief on key ECD challenges and recommendations in Thai and English | Mid-October 2025 (Deliverable 3) End of November 2025 (Deliverable 4-7) |

Structure/topics

Chapter 1 – ECD in Thailand

1. Background and context
2. Thailand within regional and global framework
 - Convention on the Rights of the Child
 - SDGs
3. Laws, policies, plans
 - Multisectoral
 - Sectoral
 - Enabling
4. Budget and investment
5. Governance and mechanism
 - 6 Ministries MOU
 - National ECD Policy Committee
6. Stakeholders/ Networks
 - Ministries
 - NGOs/ INGOs
 - Community
 - Local authorities

Chapter 2 – ECD situation analysis

- 2.1 Health and Nutrition
 - Antenatal and postnatal care
 - Immunization
 - Child health promotion
 - Access to healthcare
 - Growth monitoring and malnutrition
 - Breastfeeding
 - Complementary feeding
- 2.2 Responsive Caregiving and support for parents
 - Parental leave
 - Parental skill
 - Living arrangements
 - Parent-Child Relationship
 - Parental Wellbeing
- 2.3 Safety and Security
 - child protection
 - child injury
 - social protection
 - Clean and child-friendly environment

2.4 Opportunities for Early Learning

- Learning at home
- Childcare services for 0-2 years old (Access and quality)
- Early childhood education 3-6 years old (Access and quality, including learning activities, media and resources, environment, staffing, National ECD Standards)
- Child development - DSPM, ECDI 2030

2.5 Children in vulnerable situations (e.g. children with disabilities, poor children, migrant children)

- Access to rights, services

Chapter 3 – Overall analysis and policy recommendation

3.1 Overall analysis of Thailand's ECD implementation

3.2 Policy recommendation

Chapter 4 – Deep dive into the emerging issues

4.1 An emerging issue to be identified

Annexes - ECD monitoring Framework

Reporting requirements



- Work under direct supervision of UNICEF ECD Specialist, and in close cooperation with the Bureau of ECD, OEC.
- Regular meeting with UNICEF and OEC

Deliverables

- Inception report in Thai and English, including conceptual framework for the SitAn, specific tools for data collection, and report outline.
- Draft situation analysis report in Thai
- Final situation analysis report in Thai and English
- Summary report in Thai and English
- PowerPoint Presentation in Thai and English.
- Policy brief on key ECD challenges and recommendations in Thai and English

Submitting the proposal



- **Annex C** – Technical response form. (Do not include any financial information)
- **Annex D** – Financial response form.
 - All cost implications for the required service/assignment as per this TOR must be included , including any anticipated travel costs.
 - No costs can be added later.
- Additional or optional elements outside the defined deliverables as per this TOR, these should be clearly marked as such in both, the technical and financial proposal.
- The financial proposal should be all-inclusive

Evaluation criteria



Table 1: Evaluation Criteria and distribution of points

| CATEGORY | Max. Points |
|--|-------------|
| <ul style="list-style-type: none">• OVERALL RESPONSE<ul style="list-style-type: none">• Understanding of, and responsiveness to the requirements (5)• Understanding of scope, objectives and completeness of response (5) | 10 |
| <ul style="list-style-type: none">• METHODOLOGY<ul style="list-style-type: none">• Quality of the proposed approach and methodology (15)• Quality of proposed implementation plan, i.e. how the bidder will undertake each task to deliver the results under tight deadlines, and time-schedules (10)• Risk assessment - recognition of the peripheral problems and quality assurance mechanism/ methods to prevent and manage peripheral problems (5) | 30 |
| <ul style="list-style-type: none">• PROPOSED TEAM and ORGANISATIONAL CAPACITY<ul style="list-style-type: none">• Team members - relevant experience, skills & competencies (15)• Professional expertise, knowledge and experience with similar projects, contracts, clients and consulting assignments. (15) | 30 |
| TOTAL POINTS FOR TECHNICAL PROPOSAL (min. passing score = 49 points) | 70 |
| <ul style="list-style-type: none">• FINANCIAL PROPOSAL Full marks are allocated to the lowest priced proposal. The financial scores of the other proposals will be in inverse proportion to the lowest price. | 30 |
| TOTAL POINTS | 100 |



- **Note:** All reports as part of the deliverables (such as inception report, draft report and final report) must meet the quality standards of UNICEF.
- Methodological rigor will be given significant consideration in the assessment of the quality of deliverables. In the domain of ethical compliance, the research should be guided by **UNICEF Procedure on Ethical Standards in Research, Evaluation, Data Collection and Analysis** and when relevant the approval of an ethical review board will be a prerequisite for the research.
- (<https://www.unicef.org/evaluation/documents/unicef-procedure-ethical-standards-research-evaluation-data-collection-and-analysis>)
- Reports as part of the deliverables (including both Inception Report and Final Report) must meet the quality standards of UNICEF in line with **UNICEF Standard Operating Procedures for Research Studies and Evaluations**. The Final Report will need to be rated as satisfactory or above by UNICEF's quality assurance review facility.
- (<https://www.unicef-irc.org/files/upload/documents/UNICEF-%20Quality-Assurance-Research.pdf>)

Thank you



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