

Requesting Section: Communication, UNICEF Thailand Country Office

Assessment of UNICEF's national campaign to promote online safety for children and young people in Thailand (RFPS)

1. Background

UNICEF – the United Nations Children's Fund was established on 11 December 1946 to help children affected by World War II. Soon after, in 1948, UNICEF began its work in Thailand. Since then, UNICEF has been working to ensure the rights and well-being of every child in the country.

The rapid expansion of digital technology and internet access have greatly impacted the lives of children and youth in Thailand. As of 2023, over 85% of Thai people use the internet¹ while around 94% of 12-17-year-olds are internet users.² Children under five also regularly use connected electronic devices. As children and young people spend more time online, they also face increased risks and harms in the digital world, from online sexual exploitation and abuses, cyberbullying, online grooming, sexual solicitation, to the creation and sharing of sexual abuse images etc. Children are also vulnerable to hate speech, mis- and disinformation, and online abuses on social media platforms.

Among different types of online risks children may face in the online world, online sexual exploitation and abuse (OCSEA) is one of the most pressing issues in Thailand, with around 9% of internet users aged 12-17 fallen victims of OCSEA, such as being coerced into sexual activities or having their sexual images shared without consent.³ Additionally, 11% of children aged 9 to 18 reported experiencing online harassment and sexualized comments.⁴ The number of Cyber Tipline reports related to child sexual abuse material (CSAM) from Thailand has also been increasing, with the US National Centre for Missing and Exploited Children (NCMEC) receiving over 589,000 reports in 2021 alone. Online grooming is a growing issue, with children particularly vulnerable due to unsupervised use of technology. However, only a small percentage of children who have experienced online abuses reported it while one third of them tell nobody at all. This is due to lack of awareness about where to turn for help and discomfort in disclosing the abuse. Recent research by UNICEF, INTERPOL and ECPAT shows that almost half of children in Thailand do not know where to report the abuse nor access the support services. Social workers and police view the low reporting rates as a result of parents and caregivers' low awareness of the risks of online harms.

To raise awareness and knowledge of the children as well as parents and caregivers about online safety as well as to promote safe practice to reduce risks, UNICEF Thailand is launching a public campaign, focusing on sextortion. The campaign also aims to normalize the conversation around sextortion and reduce stigma related to discussion on the issues especially with regards to reporting of incidents by those who have experienced the violation. The campaign will engage Thailand Safe Internet Coalition and relevant stakeholders from government agencies, civil society, and private sectors, working to promote safe digital environment in Thailand. The campaign is planned to run from October 2023 to March 2024. The primary target of this campaign is children aged 13-19 years old and secondary target are parents and educators. The campaign assets will be disseminated through social media channels of UNICEF Thailand, Thailand Safe Internet Coalition, Department of Children and Youth as well as in the network. During October-December

¹ Data Reportal (2023). [Digital 2023 report on Thailand](#).

² ECPAT, INTERPOL, and UNICEF (2022). [Disrupting Harm in Thailand: Evidence on Online Child Sexual Exploitation and Abuse](#). Global Partnership to End Violence against Children.

³ Ibid.

⁴ Internet Foundation for the Development of Thailand. Child Online Protection Guidelines 3.0 – 2022.

2023, the campaign will be promoted mainly online while in January-March 2024, some on-site activities will be organized together with Thailand Safe Internet Coalition.

2. Objectives, Purpose & Expected Results

The purpose of this assessment study is to gauge the effectiveness of the National public advocacy Campaign on Protecting Children and Young People from Online Risks launched by UNICEF in October 2023. The company will conduct a public awareness and perception survey after the campaign to measure the impact on the campaign key audience's awareness around sextortion, reporting channels, and safe practice, in comparison to baseline data. In particular, the changes in their knowledge, attitude, and practices (KAP) towards the issue will be measured.

The assessment should inform UNICEF Thailand how the campaign, beyond the output based KPIs (e.g. media coverage and social media reach and engagement metrics) has contributed to the increased knowledge and awareness of the audience on sextortion and online safety, the importance of talking about it, actionable preemptive measures to stay safe online and available channels to report online abuse and exploitation cases as well as seek support services, if needed. The assessment will also capture the campaign key audience's attitude towards sextortion and online abuses, and capture impact of the campaigns in shifting attitudes and practices based on the goal of the online safety campaign.

Additionally, the assessment will gather audience feedback on the campaign content and identify the channels through which they received the content, as well as assess perception towards UNICEF's brand image on issues related to online safety.

The findings of the campaign assessment will inform UNICEF's future programmes to promote child online protection and online safety among children, parents, and caregivers, thereby improving programme interventions and outreach, and will provide valuable lessons learned for future campaigns on online safety.

3. Description of the assignment

The assignment will involve conducting qualitative and quantitative surveys, with a mix of both open and close ended questions as necessary. A professional and experienced data collection and market research agency is required to conduct this assessment, and the technical proposal shall identify a sample size, sampling methodology and tools to achieve minimum levels of statistical representativeness.

The assessment is expected to inform UNICEF of the following:

As related to young people's Knowledge, Attitude and Practice (KAP) on Online Safety,

- Has the campaign contributed to increased awareness and knowledge of key target audiences on sextortion and online safety?
- How effective was the campaign in shifting public attitude (children and their caregivers e.g. parents and teachers) towards online safety in general and sextortion in particular?
- How effective was the campaign in shifting public practices (children and their caregivers e.g. parents and teachers) towards online safety in general and sextortion in particular?
- Has the campaign contributed to increased knowledge of reporting channels and available public services (including hotlines, helpline, mental health support services among others) for prevention and response of sextortion?
- Has the campaign contributed to increased knowledge of key audiences on precautionary measures to stay safe online, prevent the risks of sextortion, and ways to respond if they or someone they know experience sextortion or other types of online harms?

- What are some other relevant indicators to be considered in assessing change in awareness knowledge and practices (KAP) related to sextortion as a result of the online safety campaign?

As related to the campaign,

- How effective was the campaign in shifting public perception and attitudes?
- Has the campaign increased knowledge of sextortion and online safety issues, preventive measures and available resources for information and support services?
- What was the feedback on the campaign content, formats, channels, and engagement/volunteering activities?
- Has the campaign influenced audience opinion and perception of UNICEF's role in supporting children and young people and / or providing trusted resources in support of children and young people?

The survey sample shall be geographically representative, covering key audience segments and taking into account representative sample of marginalized or hard to reach segment such as disabled and disadvantaged groups (should reflect a campaign key audience):

1. Young people in Thailand (age 13-19)
2. Adults: Parents and caregivers of children (age 0-19) including teachers and extended family members

The contractor will be responsible for:

- Developing an inception report with age-appropriate methodology for campaign assessment, including developing a questionnaire in English and translation into Thai
- Identifying the target audience and ensuring that the sample size is statistically representative for a reliable assessment
- Designing and conducting the quantitative surveys and analyzing the Thai-language data collected
- Designing and conducting qualitative surveys (focus groups in-depth interviews)
- Preparing a written report, as well as a summary deck, based on survey findings (from quantitative and qualitative surveys) with analysis of lessons learned and recommendations for future campaigns
- Carrying out all other aspects of project management not listed above but critical for the assessment process

UNICEF will be responsible for:

- Reviewing and approving the proposed inception report
- Providing background information on sextortion and campaign activities to support the development of the survey tools
- Provide contacts of supporters (Thailand Safe Internet Coalition and other partners) to be included in the study sample/survey
- Input and approval on the questionnaire development
- Input and approval on the reporting specifications

Assessment design must follow the minimum standards and procedures outlined in **UNICEF Procedure on Ethical Standards in Research, Evaluation, Data Collection, and Analysis** including procedures on minimizing harms and maximizing benefits, informed consent, privacy and confidentiality, and professional conduct. The ethical considerations emphasize the importance of respect for and protection of child rights for the best interests of the child, non-discrimination and participation. The company will include ethical considerations and mitigation strategies in the inception report.

4. Deliverables

Deliverable 1 - Audience study design and methodology		
1.1	Inception report (in English) including project plan, methodology, ethical consideration, limitations and mitigation plan, and timeline.	2 weeks from signing of contract - tentatively in December 2023
Deliverable 2 - Post campaign study		
2.1	Post campaign questionnaire developed (in English and Thai), field tested, and approved (including preparation of the Thai materials necessary for the survey)	After the campaign launch - tentatively in January 2024
2.2	Questionnaire in Thai launched and post campaign field work	After the campaign completion tentatively in March 2024
2.3	Draft data analysis report (draft written report and draft presentation in English and Thai)	one month after field work tentatively in early April 2024
Deliverable 3 – Final report		
3.1	Final analysis of data collected – Written report and presentation <ul style="list-style-type: none"> Final report in English and Thai Annexes in English Final Executive summary (3 pages max.) in English and Thai Final PowerPoint presentation in English and Thai 	One month after field work - tentatively at the end of April 2024

5. Reporting requirements

- Frequent contact with UNICEF to ensure clear communication, expectations and update on project progress and performance
- Bi-Weekly progress meetings and approval of plans, tools and materials are expected throughout the contract period
- Methodology and tools to be reviewed and cleared by UNICEF before field work is rolled out
- Timely completion of deliverables

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>)

6. Location and duration

Location:

- The assignment will be completed at the contractor's premises.
- The contractor is expected to interact with key stakeholders regularly in Bangkok and in the selected target provinces in Thailand (for qualitative survey) as needed. A minimum of 8 focus group discussions will be conducted.
- If in-country travel is required under this assignment, particularly to collect information in the target provinces. The contractor will be responsible for acquiring resources and facilities required for their completion, including travel arrangements with travel budget supported by UNICEF.
- In a circumstance that travel is prohibited due to safety concern or other restrictions. In that case, the contractor shall adopt virtual communication tools to obtain adequate information for the research.

Duration: December 2023 – May 2024. The additional duration is given to ensure sufficient time for the completion of invoicing and payment process.

7. Mandatory Requirements and Desirable Qualification

Mandatory

- Proven track record in campaign impact assessment or market research, minimum 5 years, including audience perception and attitude
- The bidder must have proven knowledge of mixed methods – qualitative and quantitative - research data collection and analysis and proficiency in data analysis tools and statistical applications.
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- Expertise in designing opinion, perception, knowledge and/or attitude research tools with capacity for targeted online data collection and analysis
- Expertise in brand perception measurement
- Access to research panels at scale to ensure quality of research findings
- Possess qualified team members to support in all required tasks
- Ability to work under tight deadlines, flexibility, and creativity
- The bidder must understand UNICEF Procedure on Ethical Standards in Research, Evaluation, Data Collection and Analysis and be able to conduct an ethical review according to UNICEF' s requirement.
- Ability to develop the research tools in Thai and ability to conduct surveys and studies with Thai audience, either directly or through a local implementing partner for international companies
- The bidder must have experienced team members who would be dedicated/available to UNICEF to deliver distinguished end-product with a high standard. The team members should possess fully qualified members and meet below qualification.

Project Lead/ Lead Researcher

- Advanced university degree in Social Sciences, Gender Studies, or a related field. A doctorate would be an asset.
- At least 7 years of experience in conducting research in related fields.
- Expertise in the issue relating to parenting practice and gender equality/equity.
- Be able to travel and work in the provinces in Thailand which will be selected for the research.
- Good understanding of rights-based programming.
- Ability to work in diverse and multicultural environments.
- Excellent and proven English and Thai communication and writing skills.

Research team member

- Good understanding of Thai social media landscape Thailand
- Have at least 3 years' experience in field of research, preferably social and behavior change research
- Good command of English and Thai communication and writing skills.

Desirable

- Company/ Institution based in Thailand
- Experience of working with UNICEF, UN agencies or international organizations
- Good understanding of youth and online safety issues in Thai country context

8. Evaluation process and methods

The evaluation panel will first review each response for compliance with the mandatory requirements of this RFPS. Failure to comply with any of the terms and conditions contained in this RFPS, including provision of all required information, may result in a response or proposal being disqualified from further consideration. Kindly also refer to the detailed instructions in the main LRPS document.

Each valid proposal will be assessed by an evaluation panel first on its technical merits and subsequently on its price. For this RFPS, the weight allocated to the technical proposal is 80 % (i.e. 80 out of 100 points). To be further considered for the financial evaluation a minimum score of 56 points is required. Only proposals with a score of 56 or more points in the technical evaluation will be financially evaluated (i.e. the financial proposal will be opened). For further details and the distribution of points kindly refer to **table 1** below.

The weight allocated to the financial proposal is 20 % as per the following: the maximum number of 20 points will be allotted to the lowest technically compliant proposal. All other price proposals will receive points in inverse proportion to the lowest price. Commercial proposals should be submitted on an all-inclusive basis for providing the contracted deliverables as described in the TOR.

The proposal(s) obtaining the overall highest score after adding the scores for the technical and financial proposals is the proposal that offers best value for money and will be recommended for award of the contract.

Table 1: Evaluation Criteria and distribution of points

CATEGORY	Max. Points
1. OVERALL RESPONSE <ul style="list-style-type: none">• Understanding of scope, objectives and completeness of response (5)• Overall concord between UNICEF requirements and the proposal that address the assignment's scope and objectives (5)	10
2. METHODOLOGY <ul style="list-style-type: none">• Quality of the proposed approach, methodology, and insight gathering process (15)• The proposed implementation plan demonstrates effective execution plan of activities and well-planned timeframe (15)	30
3. PROPOSED TEAM and ORGANISATIONAL CAPACITY <ul style="list-style-type: none">• Qualified and experienced team and capacities to undertake all roles and responsibilities of this initiative (10)• Ability to develop the research tools in Thai (5)	40

<ul style="list-style-type: none"> Proven track record of company's expertise, knowledge and experience as listed under the qualification requirements (25) 	
TOTAL POINTS FOR TECHNICAL PROPOSAL (min. passing score = 56 points)	80
4. 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.	20
TOTAL POINTS	100

9. Administrative issues

- Bidders are requested to provide a detailed technical proposal in **Annex C** – Technical response form. The technical proposal must include all information needed to fully evaluate the proposal against the requirements and evaluation criteria outlined in section 7 and 8 of this TOR.
- Bidders must ensure not to include any financial information in the technical proposal.
- Bidders are requested to provide the detailed cost proposal in **Annex D** – Financial response form. All cost implications for the required service/assignment as per this TOR must be included. No costs can be added later.
- If the bidder wishes to include 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 bidder is required to include the estimate cost of travel in the financial proposal noting that i) travel cost shall be calculated based on the most direct route and economy class travel, regardless of the length of travel and ii) costs for accommodation, meal and incidentals shall not exceed applicable daily subsistence allowance (DSA) rates, depending on the location, as promulgated by the International Civil Service Commission (<https://icsc.un.org/>).
- Unexpected travels shall be treated as above.

10. Payment Schedule

No.	Payment	Tentative schedule	Remarks
1.	20%	December 2023	Upon submission of deliverable 1
2.	50%	Mid-April 2024	Upon submission of deliverable 2
3.	30%	End of April 2024	Upon submission of deliverable 3

- The payment schedule must be based on completed deliverables.
- If the bidder wishes to propose an alternative payment schedule, it must be included in the financial proposal. The final payment schedule is to be reviewed and agreed with UNICEF.
- Payment terms 30 days net upon receipt of approved invoice.