

TERMS OF REFERENCE

Consultancy to Conduct RANAS-Based Behavior Change Study for Context-Specific WASH Practices

1. BACKGROUND INFORMATION:

Habitat for Humanity Vietnam (HFHV), established in 2001, is committed to improving the living conditions of vulnerable communities through a holistic and community-based housing approach. HFHV’s interventions are anchored in the principles of inclusion, affordability, resilience, and active participation of local stakeholders. Over the past two decades, HFHV has supported thousands of families across Vietnam, working closely with government authorities and communities to promote access to safe, affordable housing and adequate sanitation.

Despite national efforts to improve rural sanitation and water access in recent years, challenges persist in ensuring that poor and near-poor households in disadvantaged areas not only have access to hygienic WASH infrastructure (toilets, clean water) but also consistently adopt and maintain proper usage behaviors. While infrastructure may exist in some areas, behavioral, financial, and contextual barriers continue to hinder effective use and maintenance. Issues such as low risk perception, limited behavioral motivation, lack of awareness, and entrenched social norms contribute to the problem.

In response, HFHV is implementing a community-based WASH project funded by JTI in partnership with local authorities in six communes across two provinces - Hoa Thuan, Hoa Hung, and Giong Rieng in An Giang province, and Phuoc Tra, Tra Giap, and Tra Doc in Da Nang city. The project supports both the construction of hygienic latrines and water supply systems and seeks to promote context-specific behavior change to ensure the effectiveness and sustainability of WASH improvements.

To ensure that the behavior change interventions are evidence-based and contextually appropriate, HFHV will apply the RANAS model (Risk, Attitude, Norm, Ability, Self-regulation) - a well-established framework used to analyze the psychological and contextual factors influencing WASH behaviors. Importantly, the specific target behaviors (e.g., hygienic latrine use, handwashing, safe water storage) will be identified based on findings from an initial scoping assessment in the six communes.

Through a two-phase approach (preliminary scoping, followed by qualitative and quantitative behavioral assessments), the project will identify key behavioral determinants and develop tailored interventions that address the most influential drivers of behavior in each locality.

2. OVERAL OBJECTIVES:

The objective of this consultancy is to support HFHV in applying the RANAS model to inform the design of evidence-based behavior change interventions that promote adoption and sustained practice of relevant WASH behaviors in each target commune. Specifically, the consultancy aims to:

- Conduct a preliminary WASH scoping to understand current WASH behaviors and challenges in the six target communes.
- Assess specific WASH behaviors to be prioritized for change, using RANAS-based qualitative and quantitative tools.
- Identify psychological and contextual factors influencing behavior by comparing determinants between practicing and non-practicing households.
- Design a tailored behavior change intervention package based on findings.
- Provide capacity-building for HFHV and local partners to implement and monitor the interventions.

3. SCOPE OF WORKS & TIMELINE:

No.	Tasks	Deliverables	Details	Proposed Timeframe
1	Conduct initial WASH behavior scoping	Preliminary behavior scoping report	Rapid assessment of current WASH practices and barriers in 6 communes to identify most relevant behaviors	Week 1
2	Literature review & qualitative study design	Study design note, FGD/IDI guide	Review existing data, develop tools to explore behavior and context	
3	Conduct qualitative data collection & analysis	Qualitative findings report	FGDs/IDIs with both adopters and non-adopters; identify behavioral determinants	Week 2 & 3
4	Develop RANAS-based quantitative questionnaire	Structured questionnaire & sampling plan	Design based on qualitative insights and RANAS framework	Week 4
5	Train enumerators and pilot survey	Training materials & pilot report	Pilot test and refine questionnaire with community input	
6	Supervise quantitative data collection	Cleaned dataset	Household surveys across 6 communes with ~200–300 respondents	Week 6
7	Analyze quantitative data	Statistical analysis report	Regression and comparative analysis of determinants	Week 7
8	Design behavior change intervention	Behavior change intervention package	Context-specific interventions addressing key behavioral drivers	Week 8
9	Final reporting	Final consultancy report	Consolidated report with findings, strategy, and tools	Week 9

10	Orientation for implementation teams	Training materials & summary	Deliver training/workshop for HFHV and partners	Week 10
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4. QUALIFICATION:

The consultant(s) will be required to meet the following qualifications:

- Advanced degree in public health, behavioral science, WASH, or related field
- Proven experience applying behavior change models (especially RANAS) in WASH or health contexts
- Strong background in both qualitative and quantitative research design and analysis
- Familiarity with Vietnam’s rural WASH context is highly preferred

5. APPLICATION:

Interested candidates should submit the following:

- Curriculum Vitae (CV) highlighting relevant experience
- Technical proposal outlining methodology, timeline, and team composition
- Financial proposal detailing consultant fees and any associated costs (specify number of working days)
- Samples or portfolio of similar work

Note: These documents in English or Vietnamese are accepted.

How to apply: Applications should be submitted via e-mail to procurement@habitatvietnam.org with the subject line “[Your name] _RANAS-Based WASH Behavior Change Study Consultancy”, no later than **22 September 2025**.

6. SAFEGUARDING

6.1. Reference check requirement	A reference check on the successful applicant (at least 02 referees) will be conducted for safeguarding purposes to ensure the successful applicant does not have a history of exploitation and abuse in working with vulnerable groups, especially with People with Disability (PWDs), children, and women. Habitat Vietnam reserves the right to withdraw from signing the consultancy contract with the applicant if the reference check yields concerning results.
6.2. Criminal record requirement	Aside from the reference check, a police certificate (lý lịch tư pháp) will be required, and HFHV will also do a terrorism check.

6.3. Signing Codes of Conduct	If selected, the consultant team is expected to sign two Codes of conduct (Ethical Covenant and Child Protection) with HFHV to ensure community safeguarding during the assignment implementation.
6.4. Safeguarding due diligence.	As a requirement, SG due diligence will be conducted on the partner before the service contract is signed. This is applied only to the contract holder of an organization/company. In case the consultant is an individual, this requirement is not applied.