

Southern Vietnam

Pre-Release Community based Survey

Agency brief

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1. Introduction

The objectives of this document are to:

- Provide an explanation of the project purpose and scope.
- Outline and provide instructions for the survey plan.
- Provide information on timeline and milestones.
- Outline the requirements for the written proposal the agency will submit to WMP.

2. About the World Mosquito Program

The World Mosquito Program (WMP) is a not-for-profit initiative that works to protect the global community from mosquito-borne diseases. Our *Wolbachia* method is a safe, natural and effective way to combat the threat of mosquito-borne diseases, such as Zika, dengue and chikungunya.

The World Mosquito Program introduces *Wolbachia* into *Aedes aegypti* mosquitoes, the primary vector for dengue, Zika and chikungunya. Once *Wolbachia*-carrying mosquitoes are released into the community, they breed with wild mosquitoes and pass *Wolbachia* to their offspring. Over time, the percentage of mosquitoes carrying *Wolbachia* grows until it remains high without the need for further releases.

Wolbachia-carrying mosquitos have a reduced ability to transmit viruses to people, decreasing the risk of outbreaks. Our *Wolbachia* method is safe for people, animals and the environment. Unlike most other initiatives, our *Wolbachia* method is natural and self-sustaining.

The WMP's first project site was established in northern Australia in 2011. Following many years of laboratory research and field trials with promising results, the World Mosquito Program is now operating in 11 countries around the world, including Vietnam. Our global approach can help to protect local communities from mosquito-borne diseases.

In Southern Vietnam, the WMP works in partnership with Pasteur Institute in Ho Chi Minh City and Action On Poverty in Vietnam to implement the *Wolbachia* method in My Tho and Thu Dau Mot that are two dengue high-risk cities.

This project has been undergoing the preparation before releasing mosquitoes and monitoring including conducting a baseline survey and carrying out the campaign to reach the target groups in local communities.

The purpose of this brief is to solicit proposals from qualified research companies/institutions to organise a Pre-release community household survey in My Tho, Tien Giang and Thu Dau Mot, Binh Duong Provinces.

3. Scope of work

1. To conduct the Households survey is to evaluate public awareness and support for a release of *Wolbachia* mosquitoes to assist the final evaluation of community readiness for the release.
2. To obtain the written household informed consent from the selected households.

The pre-release surveys is expected to be conducted within a month prior to release.

The pre-release survey will apply a quantitative data collection method. The 8 wards (including Ward 1 - 8) in My Tho city and 5 wards (including Phu Hoa, Phu Cuong, Phu Loi, Hiep Thanh and Chanh Nghia) in Thu Dau Mot city, with a total population of 280,000 with 71,228 households (HH), will be the target of this survey.

The total expected sample size of the HH survey is 2,160 HHs (1,080 HHs at each site).

The main tasks and responsibilities of the WMP project in Vietnam and the survey research agency are outlined below.

Table 1. List of deliverables for a community-based survey

Deliverable	Description
World Mosquito Program will provide:	
Objectives and target population	A description of the survey objectives and the administrative (or other) boundaries of the target populations living within the release area.
Questionnaire	<ul style="list-style-type: none"> • English questionnaire and its translation. • Building the final questionnaire in the Kobo platform. • Household Informed Consent Form (ICF)
Data collection tool	The data will be collected using KoboToolbox, an online data collection for surveys. The link to KoboToolbox will be provided by WMP.
Approved survey plan	A plan covering all the deliverables and approved by the relevant authorities.
Survey Agency will provide:	
Sampling method and sample size	<p>A description of the chosen sampling method and sample size.</p> <p>Please note that WMP in Vietnam may provide a proposed sampling method and sample size having reviewed the project proposal and consulted with the local IA team, Global IA team or Global C&E team.</p>
Sample selection	<p>A description of the individuals and /or households who will participate in the survey.</p> <p>Please note that WMP in Vietnam may provide a proposed sample selection having reviewed the project proposal and consulted with the local IA team, Global IA team or Global C&E team.</p>
Analysis approach	A description of the results or information wanted from the research and how confidence intervals will be calculated for key results.
Questionnaire	Modifying the WMP questionnaire to adjust with the Southern Vietnam context and testing of the questionnaire in the field and providing feedback to WMP if any update is required. WMP will update the questionnaire in the Kobo platform.
Data collection tool	Kobo platform which will be provided by WMP

Field training, support, and quality assurance	Recruitment and training of the interview team, planning and conducting field logistics, ensuring quality control procedures. Quality assurance of the process should ensure: <ul style="list-style-type: none"> • That all data collectors perform consistency checks to ensure that questionnaires are fully consistent and complete before they leave a respondent's household. • The security and confidentiality of the data and data collection.
Raw data	Excel spreadsheet of all the answers collected to every question.
Analyses of the data	Tables and/or graphs of quantitative results for each question in the survey, and any other information you want from the research.
Findings	A conclusion and recommendations based on results.
Survey Report	Covering objectives, method, results, findings and appendices (including the survey plan, questionnaire, area map and raw data).
Summary presentation	Charts and explanations of selected results and findings in order to effectively engage and inform the target audiences and community.

4. Survey plan

This section outlines the components of the community-based survey design for the agency to use as a reference.

4.1 Objectives

The general objectives of the HH pre-release surveys are to:

- To measure public awareness and acceptance for a release of *Wolbachia* mosquitoes to assist the final evaluation of community readiness for the release;
- To measure the effectiveness of different communication and engagement activities.

4.2 Target population

Inclusion criteria for HH pre-survey respondents are:

- Be aged between over 18 and approximately 70 years.
- Have lived in the release area for at least 03 months and will live there for the next 9 months.
- Provide verbal or written informed consent to participate in the survey.

Survey respondents must NOT:

- Be excluded on the basis of their gender, disability or social inclusion status.
- Work for WMP or a market research agency.
- Be other household members who had experience of participating in the baseline survey.

4.3 Sampling method, sample size and how to choose a sample

The survey sample must be representative of the local community within the release areas. This is best achieved using a random selection of 'units' (individuals) from the 'population of interest'. Ideally, every individual living in the release area should have the same probability (likelihood) of being selected.

WMP recommends using two-stage cluster sampling, a total sample size of 1080 respondents from 108 clusters with 10 respondents per cluster that would enable us to estimate the main survey outcome (% awareness) within a 5% margin of error, with 95% confidence.

Note: WMP recommends this sample size (108 clusters x 10 respondents per cluster = 1080 total respondents) for both the baseline and pre-release survey. If resource constraints mean a smaller total sample size is required, you have two options:

1. To survey fewer participants per cluster, but from more clusters.
2. To accept a larger margin of error.

Please consider gender, disability and social inclusion (GEDSI) standards when defining survey samples.

4.4 Translation and testing

The agency will use the WMP [Community-based survey questionnaire](#). The questionnaire will collect information following:

- Awareness of the WMP name, brand and method.
- Acceptance of WMP *Wolbachia* mosquito releases in the release site.
- How people learned about WMP.
- Which WMP communication method drew the most attention.
- Understanding of the WMP method.
- Preferred communications methods.
- Demographic information of survey respondents.

The questionnaire also asks the age and sex of survey respondents and up to five other demographic details that might be important in project site context. The short length of the template aims to keep the interest of respondents and accuracy of responses.

The agency will translate, back-translate and pre-test the questionnaire to ensure it will be easily understood. Consult WMP if you wish to change or add questions to your questionnaire.

4.5 Data collection

Survey data will be collected using [KoBoToolbox](#), a free suite of tools for data collection, analysis, and management. Both surveys will be conducted using electronic tablets. This enables staff to collect and transmit data from the field to a cloud-based server, which allows real-time monitoring of data quality.

4.6 Analysis approach

Choose at least one graph and/or table to analyse and describe each the following:

1. % people aware of the WMP (name, logo and method).
2. % people supportive of mosquito releases.
3. The WMP communication method/s that most people hear about the project from.
4. The WMP communication method/s that draw the most attention from people.
5. What people understand about how the *Wolbachia* method works.

6. The communication method/s most people prefer to receive news from.

Numbers 1 and 2 above represent the most important findings. For these, include confidence intervals around them. This means calculating the margin of error based on your actual results.

All data analysis and presentation should follow GEDSI standards.

5. Key milestones

The pre-release survey process will last within 25 working days from 27 Dec 2021 to 28 Jan 2022. Please see the timeline below.

Milestones	Time
Announcement of agency recruitment	10 - 17 Dec 2021
Finalizing shortlist of agency	20 Dec 2021
Selected agency present research design to WMP	20 - 23 Dec 2021
Announcement of agency selection	24 Dec 2021
Contract settled (1st payment settlement)	27 Dec 2021
Conducting field research in My Tho city and Thu Dau Mot city	3 - 14 Jan 2022
Analysing data and writing report Revising/Reviewing by PI and WMP	21 Jan 2022
Submitting final report	24 Jan 2022
Final report approved (final payment)	28 Jan 2022

6. Proposal requirements

If you would like to be considered, please send a technical proposal with the following information to **Ms. Cao Thi Hanh Dzung** at email address dung.cao@wmprojects.org by **17 Dec 2021**.

6.1 Introduction to your agency

- Brief history of your agency.
- Details on agency size, billings, offices within Vietnam and international affiliations (if appropriate).
- Departments and/or structure of the agency, including human resources, strategy development, creative, account management. Highlight the key personnel in each discipline.
- Indication of core services and preferred disciplines that you will offer WMP.

6.2 Experience

- Provide a case study demonstrating your expertise and experience in identifying key consumer insights, developing a survey strategy based on these insights, and implementing it.
- Outline any current or previous works you are undertaking related directly to the requirements as outlined in Section 3 and the survey plan outlined in Section 4.

6.3 Survey proposal

- Your proposal for how you will meet the scope of work outlined in Section 3 and the survey plan outlined in Section 4.
- How you plan to involve and collaborate with WMP.
- Outline of personnel who will be deployed on project and their experience.
- Identification of potential risks and challenges for implementation, and your proposed mitigations.

6.4 Fees

- Outline all fees and costs associated with the provision of service.
- Breakdown all expenditure into categories, for example, capital expenditure, travel, personnel expenditure, stationery, communications etc.
- Indicate payment terms and any applicable local, regional, national or government taxes.
- The budget proposed by the consultancy agency shall include professional fees, domestic travel costs, cost of meetings with stakeholders and beneficiaries and supply costs of the consultant team or institution.
- Payment will be transferred to the agency's bank account with the following schedule:
40% of contract value will be paid upon an approval for the inception report
60% will be paid upon agreement for the final report
- Consultancy rates should be no more than the cost norms stipulated by the effective UN-VN guidelines for financing local costs in the development cooperation. Other expenses will follow [WMP-SVN cost norm](#) policy.

6.5 Referees

- List three current clients as referees including contact details.