Communication for behavioural and social change intervention to reduce harmful social norms contributing to violence against children

Institutional Contract

Terms of Reference

Combating violence against children became an increasing part of the Government's agenda since the Government announced its commitment to be a Pathfinding country under the Global Partnership to End Violence against Children[1]. In September 2016, the Government of Georgia adopted a decree on Child Protection Referral Procedures[2]. This state coordination mechanism mobilized all state agencies working with children and municipalities to identify refer and respond to violence against children in a cohesive way. Implementation of this mechanism was strongly supported by the EU-funded Human Rights for All project (2016-2019).

Violence against children in families[3], residential care, foster care[4] and educational institutions[5] remain a significant problem with 68.8 per cent of children experiencing violent discipline, with 5 per cent being regularly and severely beaten at home.[6] The data shows that children with functional difficulties are three times more exposed to severe psychical punishment and are at higher risk of any forms of punishment, being it psychological or psychical. MICS 2018 data indicates that only 28.2 per cent of Georgian parents use positive (non-violent) methods of child upbringing.

The MICS data in Georgia also shows significant differences in rates of violent discipline by region. The highest rate of physical punishment was reported in Kvemo Kartli at 40 per cent, and the lowest in Imereti (Racha-Lechkhumi and Qvemo Svaneti) at 24 per cent. The highest rate of psychological punishment was reported in Guria and Shida Kartli at 74 per cent, and the lowest in Samtskhe –Javakheti at 56 per cent.

The age of child is considered an important predictor of violent discipline. Previous research has found that younger children are more likely to experience violent punishment than older children.[7] To examine the association between age and the prevalence of violent discipline, children were divided in the MICS into four age groups: between 1 and 2, between 3 and 4, between 5 and 9, and between 10 and 14 years of age. The data analysis results in Georgia show a similarity with the general trend previously reported by large scale comparative analysis of the prevalence of violent discipline in different countries: the association between age and violent discipline is not linear. Rather, the prevalence of violent discipline initially increases with age – it peaks between 5 and 9 years of age – and then falls in the older age groups.

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[1] For more information about the Partnership visit http://www.end-violence.org/about-us
[2] Order # 437 by the Government of Georgia on the Approval of the Child Protection Referral Procedures; 12 September 2016, Tbilisi.
[3] Based on 2018 Georgia MICS (Multiple Indicator Cluster Survey), 68.8% of children in Georgia are subject to any forms of violent disciplining. (report available at https://www.unicef.org/georgia/reports/2018-georgia-mics-multiple-indicator-cluster-survey)
[4] "Monitoring of Child Care System – Effectiveness of Alternative Care Special report", report developed by the Public Defender's Office; 2018
[5] PDO report "Violence Against Children in General Educational Institutions", special report of the Public Defender, 2017
[6] National Statistics Office of Georgia. 2019. Georgia Multiple Indicator Cluster Survey 2018, Survey Findings Report. Tbilisi, Georgia: National Statistics Office of Georgia.
[7] CHILD DISCIPLINARY PRACTICE IN GEORGIA, Multiple Indicator Cluster Survey, UNICEF, November, 2020,The secondary analysis was prepared by the Education Policy and Research Association (EPRA) and is based on the Georgia Multiple Indicator Cluster Survey (MICS)

However, some differences are observed while comparing the rates of violent discipline across two subgroups: physical and psychological punishment. In particular, the peak for physical punishment is between 3 and 4 years of age, and the peak for psychological aggression is between 5 and 9 years of age. Rates of physical punishment range from the lowest 19 per cent, between 10 and 14 years of age, to the highest 43 per cent, between 3 and 4 years of age. Rates of psychological punishment range from the lowest 48 per cent, between 1 and 2 years of age, to the highest 72 per cent, between 5 and 9 years of age.

When accounting for the place of residence and other characteristics of a child, such as sex and disability, the factor of age remains significantly associated with the likelihood of being a subject of violent discipline. The attitudes of caregivers towards violent forms of punishment is an important dimension to take into consideration while studying and interpreting parental discipline practices. Various studies illustrate that the use of physical discipline is strongly predicted by parents' positive attitudes about it   Also, endorsing the use of these forms of punishment predicts a decreased likelihood of perceiving and reporting child abuse. Thus, understanding reasons for parents' use of physical discipline, and helping to change parents' attitudes about it, are important steps in reducing its prevalence.

The Child Discipline Module in the MICS asked the mother (or primary caregiver) of each child if she believed that in order to raise that child properly, she needed to physically punish him or her. The majority of parents in Georgia don't accept or support the idea of physical punishment. Only 7 per cent of mothers/caregivers consider physical punishment as a necessary method. That is significantly lower than the percentage of children, between 1 and 14 years of age, who are subjected to this disciplinary method. Therefore, the data indicates that physical punishment is applied by some parents despite their negative attitude towards the practice.

At the same time, the results illustrate a strong correlation of the positive attitude towards physical punishment with the actual violent practice. Children are more likely to experience physical punishment by any member of the household if their mother/primary caregiver thinks that this form of discipline is necessary.

Analysis of social norms in regards to violence against children by UNICEF[8] studied social norms which are at the root of violence against children in Georgia and indicated that the VAC is defined by styles of upbringing present in society: acceptance of physical and psychological punishment methods by both parents and teachers in raising children and low level of response towards physical violence. Using abusive methods when raising children is a social norm. There is a widespread notion in society that families/schools still turn to child punishment (physical/psychological), and that society expects the same from them, otherwise they will be met with contempt.

The study showed that in addition to the attitudes, perceptions and beliefs that define the social norm of violence against children, another factor hampering the change of the norm is lack of knowledge about positive methods of upbringing. The parts of society that are conscious of negative effects from violent methods admit that in many cases they do not know how to resolve the problematic situations.

With this in mind, UNICEF is planning to support the Ministry of IDPs from the occupied territories, labour, health and social affairs of Georgia in developing and implementing a

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[8] ANALYSIS OF SOCIAL NORMS IN RELATION TO VIOLENCE AGAINST CHILDREN; November, 2016, UNICEF
https://www.unicef.org/georgia/reports/analysis-social-norms-relation-violence-against-children

communication for behavioral and social change intervention to reduce harmful social norms contributing to the violence against children so that citizens, communities, professionals, parents and children are increasingly supportive of child rights approaches and non-violent methods of child disciplining and thus contributing to the change of public attitude and creation of a child welcoming environment in Georgia.

The Proposed Concept:

UNICEF seeks to select and contract a local organization to support the development and implementation of interventions to address the existing harmful practices, public perceptions and attitudes so that citizens, communities, professionals, parents and children are increasingly supportive of child rights approaches and non-violent methods of child disciplining. The proposed concept implies the following approaches:

- Integrated communications, programme and advocacy interventions to achieve systemic social and behavior change.
- Based on the existing studies/evidence of the beliefs and attitudes, identify characteristics, contexts and challenges of target populations to ensure proper targeting and planning of a complex programme responding to drivers of violence against children (VAC).
- Facilitate multi-level, integrated communications intervention with the aim to achieve and sustain social and behavioral change outcomes.
- Combine a national campaign with community-based group activities to achieve better results than stand-alone interventions.
- Working with journalists and other professionals as well as parents, family members, peers and communities (including formal and informal leaders)
- Evidence generation and analysis to determine the most effective and sustainable means of addressing harmful social norms contributing to violence against children and achieving social and behaviour change – as measured not only at the end of an intervention, but over the long term.

More specifically, proposed interventions are meant to:

- Improve understanding of what constitutes VAC and how it impacts children, families and communities.
- Raise awareness about the interlinked nature of VAC, especially among vulnerable groups.
- Increase knowledge and skills related to preventing and responding to violence.
- Strengthen capacity and confidence of individuals, families and communities to demand and use available VAC-related services.
- Enhance skills to voice perspectives and negotiate safer choices;
- Transform the attitudes that normalize and accept VAC;
- Promote new norms where all children are better protected, cared for and respected.
- Create an enabling environment where homes, schools and communities are safe spaces for children to grow, learn, play and thrive;

- Promote the social responsibility to prevent violence; and advocate for policy changes related to VAC

Objective:

Citizens, communities, professionals, parents and children are increasingly supportive of child rights approaches and non-violent methods of child disciplining.

Outcome:

Citizens, communities, professionals, and parents increasingly apply sound approaches to positive up-bringing and respect children's rights (including the right of girls and boys to grow up free of violence in a family environment), while children are increasingly aware and claim their rights.

Specific target groups to be involved:

Children under the state care, peers, parents, caregivers, teachers, people employed in alternative care, community and religious leaders, national and local political leaders, celebrities and opinion makers, media - at local, regional and national levels.

Specific tasks:

- Design and implement a **communication for behavioral and social change intervention(s)** targeting harmful social norms contributing to violence against children in three selected regions of Georgia.
- **Assess, measure and document achievements** and constraints for improved actions to determine the most effective and sustainable means of addressing stigma harmful norms of violence against children and achieving social and behaviour change – as measured not only at the end of an intervention, but over the long term**.**

Activities and deliverables:

Activity #1

In close coordination with key stakeholders, plan and design communication for social/behavior change intervention(s) targeting harmful social norms contributing to violence against children in three regions of Georgia (proposed and justified based on the existing evidence).

The plan shall reflect the following features:

(a) a clear vision, timelines /milestones and measurable indicators for change on realization of the child rights against violence.

(b) use community and media platforms as well as service-based facilities like schools and health clinics to address harmful attitudes, norms and practices related to violence against children through communication for social change approaches, working with communities, professional groups and promoting positive parenting practices;

(c) propose integrated interventions to support parents, caregivers and families through education and dialogue about positive parenting uniting professionals like teachers, health workers, social workers and parents against negative attitudes, misconceptions, and norms related to parenting and child development.

e) target professionals and parents with information and skills to realize their responsibilities and rights in protecting children from violence and to engage with communities to support.

(d) provide children and adolescents with the skills to cope and manage risks and to seek appropriate support through digital platforms and formal and informal educational institutions, both nationally as well as locally.

(e) support setting and mainstreaming of improved community platforms, enabling collective action and community dialogue to end/minimize harmful traditional practices by engaging community leaders and local opinion makers to enhance both demand and accountability for protection of the rights of a child and to end VAC.

Deliverable: a plan for the communication for social/behavior change intervention(s) with clear vision, time-bound implementation plan/milestones and measurable indicators for change to battle stigma and harmful norms of violence against children in three regions of Georgia (proposed and justified based on the existing evidence).

Activity #2:

Implement the intervention(s) in accordance to the developed and approved plan

Deliverable: monthly reports developed and presented to the key stakeholders.

Activity #3:

Develop and distribute IEC materials for parents, children, community members

Deliverable: education materials (e.g. on positive parenting, assertive communication, behavior management techniques, on hotline/helpline for children, etc.) are developed and endorsed by UNICEF and the Ministry of IDPs from the occupied territories, labour, health and social affairs of Georgia.

Activity #4:

Assess, measure and document impact and constraints of the intervention against control regions and provide recommendations on the sustainability of the changes achieved.

Deliverable:

Tools and plans for assessing, measuring, and documenting achievements and constraints designed and endorsed by key stakeholders

Medium term assessment conducted measuring and documenting achievements and constraints against control regions and suggesting recommendations for improvements/adjustments

Activity #5:

Develop and present a final report reflecting measurable behavior change indicators including: % of female and male children and adolescents know about violence and are aware of their rights and % of children adolescents years who know some place they can seek assistance in cases of physical or sexual violence, by sex and age, with recommendations for follow up actions

Deliverable: final report reflecting measurable behavior change indicators and recommendations on sustainable models for effective programmes to battle stigma and harmful norms of violence against children.

Visibility:

Information about the project will be disseminated through campaign and related publicity materials, reports and publications will acknowledge the role of the donor.

Qualifications:

- Minimum 5 years of successful work experience in developing and implementation of communication for social change strategies and campaigns.
- In-depth knowledge of the methodological and analytical approaches of social research.
- Demonstrated understanding of social issues in Georgia, in particular social norms and cultural practices around the child rights, child welcoming environment, better parenting, disability, violent behaviors and practices.
- Attentiveness to details and compliance with timelines.
- Proven experience of effective communication and networking at central and local government level, with communities and professional organizations.
- Excellent presentation and report writing skills in English and Georgian.
- Demonstrated human and institutional capacity of managing large scale projects and donor funds.

Timeline and milestones:

A plan for the communication for social/behavior change intervention(s) with clear vision, time-bound implementation plan/milestones and measurable indicators for change to battle stigma and harmful norms of violence against children in three regions of Georgia (proposed and justified based on the existing evidence).	September 2021
Monthly reports developed and presented to the key stakeholders	Throughout the implementation period
Education materials (e.g. on positive parenting, assertive communication, behavior management techniques, hotline-helpline for children, etc.) are developed and endorsed by UNICEF and the Ministry of IDPs from the occupied territories, labour, health and social affairs of Georgia	October - December 2021
Tools and plans for assessing, measuring, and documenting achievements and constraints designed and endorsed by key stakeholders	November 2021
Mid-term analysis of the campaign to carry out modifications, if needed and produce the mid-term report.	March 2022
Final report reflecting measurable behavior change indicators and recommendations on sustainable models for effective programmes to battle stigma and harmful norms of violence against children.	By the completion of a project

Supervision: the work of the organization will be directly supervised and guided by UNICEF Communication for Development Officer in consultation with the Child Protection Specialist.

How to apply In order to be considered for an award, your technical and financial proposals should be hand delivered in separate sealed envelopes and placed in the locked Tender Box located at the Ground Floor of UN House, 9 Eristavi Street, Vake, Tbilisi 0179, Georgia NO LATER than <mark>XXXX</mark>, 2021.

Proposal evaluation: proposals will be assessed first on its technical merits (weight: 70%) and subsequently on its price (weight: 30%). Responses deemed not to meet all of the mandatory technical requirements will be considered noncompliant and rejected at this stage without further consideration. The proposal with the best overall value, composed of technical merit and price, will be recommended for approval.

Technical Proposal shall include:

Cover letter; Company's profile; Project proposal; Description of the proposed work plan (including M&E plan), timeline, and working methodology; and CVs of suggested experts.

Financial Proposal should include: Proposed budget with indication of proposed fees (in GEL). Information regarding organization's bank account issued by Bank (stamped); and filled VMIP Vendor Registration form (template is attached).

Please, do not hesitate to contact us if you have any questions, contact persons: Nino Lortkipanidze nlortkipanidze@unicef.org tel: +995 599 159 910

Submitted by: Nino Lortkipanidze, C4D Officer _____ Date: _____

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Approved by: Amy Clancy, OIC Representative _____Date: _____