



Consultant, Measurement and Evaluation of Community Engagement Effectiveness

Who We Are

International Justice Mission (IJM) is the global leader in protecting vulnerable people from violence around the world. Our team of over 1,200 professionals are at work worldwide in over 30 offices. Together we are on a mission to rescue millions, protect half a billion, and make justice unstoppable.

We are a global community that cares for one another. We believe that the way we work is as important as the results we achieve. We provide professional excellence with joy and celebration to all those we serve.

The Need

For 25 years, IJM has pioneered the work to protect vulnerable people from violence. 9 out of 9 times in the last decade, IJM's Justice System Strengthening Projects have reduced slavery and violence between 50 and 85% for very large populations of people in poverty.

As we grow to expand our impact to protect 500 million people from violence by 2030, we are seeking a Consultant for Measurement and Evaluation of Community Engagement Effectiveness.

Request For Proposal

Measurement and Evaluation of Community Engagement Effectiveness

BACKGROUND

IJM is a global organization that protects people in poverty from violence. IJM partners with local authorities in 33 program offices in 19 countries to protect and restore survivors, hold perpetrators accountable, and help strengthen public justice systems so they can better protect people from violence. Since 2016, IJM Philippines has partnered with the Philippine Government, law enforcement and NGOs to combat the trafficking of children to create child sexual exploitation materials, especially via livestreaming, for paying perpetrators abroad. This specific form of exploitation (referred to as "OSAEC" herein) is the form of abuse IJM Philippines seeks to eradicate with the ultimate intent to protect vulnerable members of the community from this crime.

OSAEC is a pervasive and urgent crisis in the Philippines. In 2022, IJM's Scale of Harm¹ study estimated that nearly one in every hundred Filipino children was a victim of OSAEC. Despite its alarming prevalence, prevention remains critically constrained, largely due to the low recognition of OSAEC as a crime at the community level and the limited willingness to report such offences. Other examples that act as powerful deterrents to reporting include social stigma entrenched cultural taboos, community silence, and mistrust in the justice system. Policy interventions aimed at reducing OSAEC prevalence increasingly recognize the need to address these social and cultural barriers to increase local reporting, a necessary precursor to effective arrests and prosecutions. This focus on norms and

¹ International Justice Mission and University of Nottingham Rights Lab. Scale of Harm Research Method, Findings, and Recommendations: Estimating the Prevalence of Trafficking to Produce Child Sexual Exploitation Material in the Philippines. International Justice Mission, 2023. <https://www.ijm.org.ph/scale-of-harm>.



attitudes is supported by an extensive body of social science literature demonstrating that peer pressure and prevailing social norms substantially influence reporting behaviors.

CONSULTANCY DETAILS

IJM Philippines seeks a consultant(s) to establish a methodology to measure the effectiveness and impact of the community engagement intervention to address OSAEC at the community level. The **Intervention** is specifically focused on engaging local media and faith-based organization engagement to shift social norms, attitudes, and behaviors related to OSAEC across targeted communities in the Philippines. The *Isang Bansang Walang Bahid ng OSAEC* campaign serves as the primary delivery vehicle through which the Intervention is implemented and measured. Findings will directly inform IJM's ability to refine, validate, and scale the intervention to other high-prevalence cities and contexts.

The consultant will develop a mixed-methods methodology to isolate the effects of individual campaign activities within the Intervention. The consultant will collaborate closely with IJM Philippines to develop culturally appropriate measurement tools with the goal of producing a validated, scalable measurement framework. The consultant will pilot the methodology, refine and conduct data collection, data analysis including baseline, post-activity, and long-term follow-up or endline to measure the intervention at key phases of implementation to demonstrate impact over time.

The study will be conducted across selected sampled cities from the top 20 highest-prevalence OSAEC cities in the Philippines, representing diverse demographic and geographic contexts across Luzon, Visayas, and Mindanao. The consultant will measure changes over time and synthesis, conduct analysis and establish findings and recommendations capturing both short-term shifts and long-term outcomes.

Research Questions

1. To what extent do targeted awareness campaigns influence social norms, attitudes or behaviours surrounding Online Sexual Abuse or Exploitation of Children (OSAEC)?
2. To what extent does the intervention impact behaviour and individuals' willingness to report such crimes including reliance on the justice system?
3. What metrics are most effective for measuring shifts in social norms, attitudes and behaviour regarding OSAEC in the Philippines (resulting from targeted awareness campaigns)?

Primary Outcomes of Interest

- OSAEC awareness and recognition
- Knowledge of reporting mechanisms
- Willingness to report suspected OSAEC
- Trust in local law enforcement and justice institutions

ABOUT INTERVENTION

This consultancy sits within IJM Philippines' broader strategy to strengthen community-based protection systems against OSAEC. The intervention engages local media and faith-based organizations as key influencers in shaping public attitudes and reporting behaviors across targeted high-prevalence cities in the Philippines. The intervention recognizes that raising awareness alone is insufficient. Communities must understand what constitutes OSAEC, know how and where to report it, and trust that reporting will lead to protection. The intervention will implement Local Media and Faith-Based Organization Engagement Alongside the National Campaign to Change Community Norms and Promote OSAEC Prevention in the Community. The campaign is the primary vehicle



through which these goals are pursued, combining offline community engagement and digital outreach across cities in Luzon, Visayas, and Mindanao.

The Campaign

The *Isang Bansang Walang Bahid ng OSAEC* ("A Country Without Stain from Online Sexual Exploitation of Children") is a three-year, survivor-centered initiative designed to shift social norms and behaviors surrounding OSAEC. It operates through local media engagement, faith-based partnerships, survivor-informed content, and targeted digital campaigns to reach an estimated 10 million Filipinos over its duration.

A key ambition of this intervention is scalability. The evidence and models generated through this campaign are intended to inform a replicable framework that can be adapted and expanded to other high-prevalence cities and contexts across the Philippines and potentially internationally. The research component is therefore critical, as it will produce the rigorous, context-specific evidence needed to validate, refine, and scale the intervention responsibly.

Core Activities

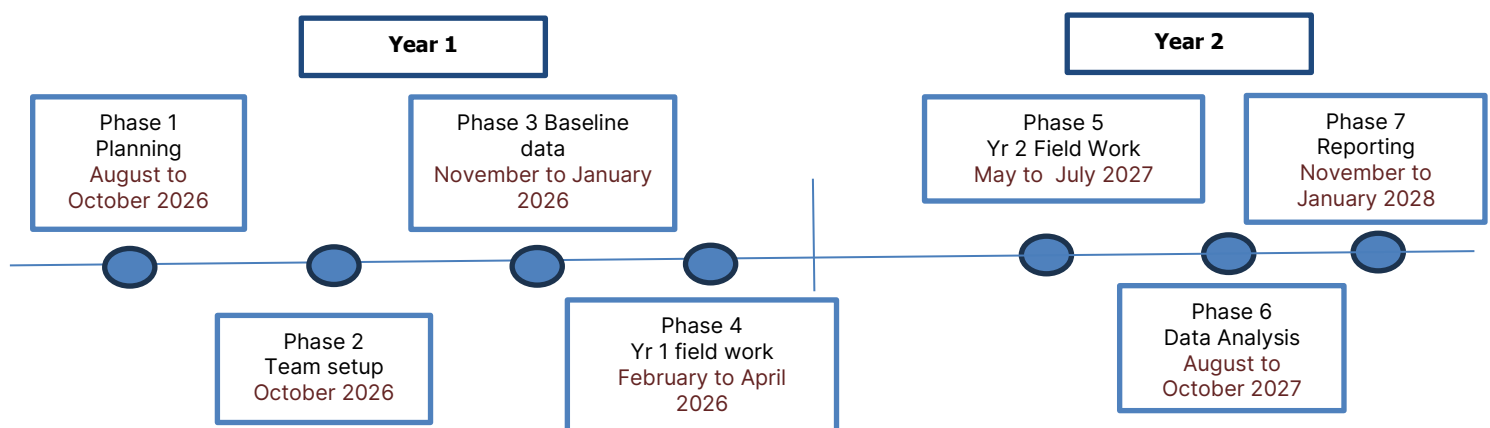
The campaign operates through both offline and online components. Offline, it engages civil society organizations, local media, and community champions to lead awareness dialogues and promote protective norms. Survivor advocates play a central role in content development and community mobilization, delivered through trauma-informed approaches. Online, targeted digital campaigns on Facebook and Instagram amplify prevention and reporting messages through paid advertising and influencer collaborations.

Scale and Reach

Over three years, the campaign aims to reach an estimated 10 million Filipinos, train over 600 stakeholders (including journalists, educators, government officials, and faith leaders), and engage three survivor advocates as campaign leaders across all four cities.

Timeline

The following timescale for the consultancy is for 2 years, outlining the existing timeframe, a more detailed plan of the activities and timings will be provided at the next stage.



Consultancy Scope

IJM Philippines seeks a qualified external researcher or research team to independently plan, design, implement, and report on the effectiveness evaluation of Intervention. The consultant will work under the overall management of IJM Philippines' Program Management Team and is expected to undertake the following:

Project Planning and Methodology Development Conduct a desk review of Intervention materials and relevant literature; prepare a detailed inception report including the conceptual framework, methodology, research questions, and data collection plan; develop and finalize a Research Protocol with a workplan, timetable, and analysis framework; and submit all requisite documents to an Ethics Review Board for ethical approval.

Team Organization and Capacity Building Constitute the core team with clearly defined roles and accountability; conduct training and orientation for all data collectors; and develop, pilot-test, and refine all data collection tools in consultation with IJM's MERL and Program Management Team.

Data Collection and Field Implementation Implement the approved Research Workplan across the implementation cities, covering baseline, pre/post-activity, follow-up, and endline data collection.

Data Management, Synthesis and Analysis Collate, clean, and analyze all quantitative and qualitative data; and submit all datasets, transcriptions, and coding systems to IJM in agreed formats.

Reporting and Dissemination Draft and submit a Final Report with findings and recommendations and prepare a study brief with data visualizations.

KEY OUTPUTS:

1. An Inception report including research protocol, sampling frame, and approved workplan
2. Draft and Final Report including findings and recommendations.

Skills and Experience

1. A multi-disciplinary, organized, and well-connected Academic/Research institution or consultancy with proven experience of working on similar research projects particularly stakeholder studies in communities, data collection of sensitive nature or child protection research (since stakeholders would include OSAEC survivors), and studies with involvement or engagement with the government.
2. Has working knowledge of online child sexual exploitation and abuse issues in the Philippines.
3. Has significant experience in statistics, quantitative and qualitative research including experimental methods especially measuring interventions and community-based interventions.
4. Ability to comply with:
 - IJM's Confidentiality Policies
 - Child Protection Agreements,
 - Data Privacy Law
 - Guidelines on Quality Research
 - IJM Monitoring, Evaluation, Research, and Learning (MERL) Standards
5. Able to adhere to all necessary safety and health support to all staff that will be conducting fieldwork of the study
6. Team-working and communication skills
7. Impeccable technical writing and organisational skills
8. A history of published research or journal articles



Request for Proposal Timeline and Application Process

Interested candidates should note the following:

- All costs should be in Philippine Peso (PHP), inclusive of all related charges and taxes, with an estimated budget not exceeding **USD 200,000**.
- Proposals should remain valid for **90 days** from the date of submission.
- Completed applications must be submitted on or before **July 24, 2026**. Questions regarding this RFP must be submitted by **July 17, 2026**. There will be opportunity to ask more detailed questions at the next stage of the process.

Application Requirements

Submissions should include the following:

1. A Brief cover letter outlining the applicant's qualifications, experience, and competence relevant to this study.
2. Technical proposal with an initial proposed workplan, not exceeding 5 pages.
3. Resume package, not exceeding 4 pages.
4. Financial proposal with a full cost breakdown, including consultant fees, travel, per diems, data collection, and any other associated costs.

All questions and completed applications should be submitted in PDF format and emailed to:

Imogen Fell, Program Manager, OSAEC Program ibfell@ijm.org

This Request for Proposal does not imply any commitment on the part of IJM Philippines. Any costs incurred in preparing and submitting a proposal, including follow-up meetings or presentations, are the sole responsibility of the application.

IJM holds strict safeguarding principles and a zero tolerance to violations of the Safeguarding Policy, Protection against Sexual Exploitation, Abuse and Harassment Policy, and Code of Ethics. Candidate selection is based on technical competence, recruitment, selection and hiring criteria subject to assess the candidates value congruence and thorough background, police clearance, and reference check processes.