Patas na bukas OXFAM Pilipinas

TERMS OF REFERENCE

CONSULTANT FOR THE DEVELOPMENT OF A SOCIAL AND BEHAVIOR CHANGE (SBC) STRATEGY TO TRANSFORM SOCIAL NORMS AROUND PAID AND UNPAID CARE WORK
[January – April 2026]

BACKGROUND

About Oxfam Pilipinas

We seek lasting change. We at Oxfam Pilipinas dream and work for a future where Filipinos are free from poverty. For more than 30 years, serving in a country where close to 27 million now live in poverty, we have relied on the power of people to carry out programs designed to achieve our shared vision. Central to our strategy is working with partners to transform the unequal power relations, structures, norms, and values that cause poverty and inequality, including gender-based violence and injustice.

We strive to apply a feminist lens to all our analyses and actions. We seek to save lives, provide access to services, and reduce the impact of disasters, particularly on the most vulnerable and disadvantaged. We belong to the larger Oxfam family of over 20 organizations networked with partners and grassroots communities in all corners of the globe. We are part of a global movement for genuine change, seeking to rid the world of the scourge of poverty, with gender justice at the core of what we do.

About the Assignment

The "Care Connect: Action for care workers in the Philippines and Indonesia" project, spearheaded by Oxfam in partnership with six (6) local organizations, is a four-year initiative designed to transform gender dynamics and improve the lives of women and girls in these countries. The project aims to enhance empowerment, socioeconomic well-being, and the enjoyment of rights among women and girls. This initiative addresses the multifaceted challenges of care work, which includes both unpaid and paid domestic care tasks. Despite the critical role of care work in human well-being and economic sustainability, it remains undervalued and poorly compensated, with significant issues such as child labor and gender-based violence being rampant, particularly in East and Southeast Asia. The Care Connect project emphasizes the need to recognize, redistribute, and reduce unpaid care work while ensuring decent work and fair wages for paid care workers. It also promotes representation, social dialogue, and collective organizing and bargaining for DCWs, drawing on the International Labour Organization's "5R framework."

Care Connect's approach is deeply rooted in feminist and gender-transformative principles, aiming to dismantle patriarchal norms and empower women's rights actors and organizations. By integrating human rights, gender, and environmental considerations into its design, the project seeks to address poverty, inequality, and the disproportionate burden of care work on women and girls. The project involves multi- stakeholders, including employers, unions, opinion leaders, and community members, to champion the cause of care workers, specifically domestic workers, barangay health workers, and day care workers. In Indonesia, the project will focus on West Nusa Tenggara and East Nusa Tenggara, while in the Philippines, it will target Mindanao, Luzon, Eastern Visayas, and the National Capital Region for public engagement and advocacy.

To effectively address the challenges related to women's and girls' rights, particularly their right to participate in various activities, and to advocate for improvements in the care sector especially domestic, barangay and day care workers (such as policy and program development, changes on wage increases, decent working conditions, social protection, occupational health and safety, and social security for paid care workers), a comprehensive Social and Behavior Change Communication (SBCC) Plan is essential to be developed.

With this, Oxfam Pilipinas is seeking a consultant to develop the Care Connect SBC Strategy to transform social norms around paid and unpaid care work.

PURPOSE AND SPECIFIC OBJECTIVES

The consultant is mainly responsible for developing a comprehensive Social and Behavior Change (SBC) Strategy that aims to transform attitudes and behaviors toward women's and girls' rights and social protection, with a particular focus on care work—both paid and unpaid.

The SBC Strategy will be informed by research and regional and national consultations with key stakeholders, ensuring that it is contextually relevant and culturally appropriate. The consultant will work collaboratively with project stakeholders, including civil society organizations (CSOs), women's rights organizations (WROs), paid care worker unions, and other care worker groups, to design and implement a set of behavioral change intervention that effectively engages diverse audiences.

The SBC Plan will include the creation of tools and strategies for advocacy and campaigns to amplify the message and reach broader communities.

DELIVERABLES

The consultant is expected to provide the following services during his/her consultancy period:

Output 1: Inception Report

With guidance from the Care Connect Project Team and the Policy Advocacy and Communications (PAC) Unit, the consultant shall develop a comprehensive Inception Report detailing the proposed approach, methodology, work plan, and timeline for the development of the SBCC Plan. The report shall include the following components:

- Desk Review of Behavioral Systems and Norms — An analysis of existing behavioral systems, social norms, as well as barriers and drivers that shape attitudes and practices surrounding paid and unpaid care work based on credible and published literature.
- Approach and Methodology — A clear articulation of the theoretical framework, analytical tools, and processes that will guide the development of the SBC Plan.
- Stakeholder Engagement Plan — A detailed plan for conducting national and regional consultations, including engagement strategies, key stakeholders, and coordination mechanisms with Oxfam Pilipinas' focal person.
- Work Plan with Monitoring and Evaluation Component — A structured timeline of activities with defined milestones, deliverables, and performance indicators to track progress and quality of outputs.
- Ethical Considerations and Risk Management Plan — Identification of potential ethical issues and risks, along with proposed mitigation strategies to ensure responsible and inclusive research and engagement practices throughout the engagement.

The report will also introduce initial parameters for integrating these insights and building on Oxfam Pilipinas' extensive work, and provide an initial reflection on the communication SBC and SBCC approach for the project.

Output 2: SBC Formative research on Care Work in the Philippines

Building on the inception report, the formative research will deepen and expand the evidence base through two key components:

- Consultations — In collaboration with Oxfam Pilipinas (OPH) partners, the consultant shall co-design and co-facilitate regional and national consultations to generate insights for the SBC Strategy. Guided by the approved methodology, these consultations may employ tools such as online surveys, focus group discussions, hybrid interviews, and human-centered design (HCD) workshops. Participants will include care workers, LGU representatives, and implementing partners, ensuring diverse perspectives and lived experiences are captured.
    - The key output of the consultation is a Consultation Report—a detailed report summarizing the consultation process, participant profiles, key findings, and emerging behavioral insights, accompanied by an executive summary and a visual data presentation.
        - Executive Summary / Report Briefer — A concise overview highlighting the most significant findings, insights, and recommendations derived from the consultations.
        - Visual Data Presentation / Infographic — An engaging and accessible visual presentation (e.g., infographic, slide deck, or dashboard) to illustrate key findings, trends, and behavioral insights from the consultations.
- **Desk Research** — A more detailed and systematic review that builds on the inception report, including:
    - Campaign Review — An analysis of past care-related work and studies conducted by Oxfam Pilipinas, its partners, and other organizations (e.g., WECARE, "I Laba You" campaign, care policy scorecard, and ordinance reviews by Notre Dame, care infrastructure research). The review will also consider insights from ongoing research by the Care Connect project team and implementing partners (LEARN and PKKK).
    - Desk Review of Behavioral Systems and Norms — A deeper exploration of behavioral systems, social norms, barriers, and drivers influencing care work practices.
    - Media Review — An assessment of ongoing messaging about care work in the Philippines and the media behavior of key stakeholders.

Insights for the Formative Research shall cover stakeholders from the 5 Care Connect Project Areas: NCR, Bulacan, Biliran, Lanao del Sur, and Region IV-A.

Output 3: Social and Behavior Change (SBC) Monitoring, Evaluation, Accountability, and Learning (MEAL) Plan

Develop a comprehensive Social and Behavior Change (SBC) Strategy grounded in the findings of the formative research and national and regional consultations.

The strategy shall:

- Serve as a roadmap for designing, implementing, and monitoring advocacy and communication interventions on care work in the Philippines.
- Outlines the first cycle of communication interventions, proposed campaign activities, and indicative materials to be pre-tested and refined before rollout.
- Integrate a Monitoring, Evaluation, Accountability, and Learning (MEAL) framework, alongside relevant campaign tools and materials.
- Adopts a Human Learning Systems (HLS) approach, shifting from traditional performance management metrics toward a focus on systems thinking, behavioral insight, and adaptive learning.
- Cover key SBC components, which include (but are not limited to):
    - Situation analysis
    - Stakeholder segmentation
    - Behavioral and communication objectives
    - Strategic approaches and message design
    - Channel and partnership strategy
    - Implementation plan
    - MEAL framework
    - Risk mitigation and ethical considerations

The strategy shall emphasize the use of behavioral insights and evidence-based design to identify and influence priority behaviors and norms related to care work, with clear alignment with Oxfam's broader policy and advocacy agenda.

Output 4: Development and pre-testing campaign materials to support interventions.

Design and pre-test a set of communication materials aligned with the approved SBC Strategy to ensure resonance, clarity, and relevance to the local and cultural context of target stakeholders.

Summary of Deliverables

1. Inception Report - A foundational document providing a preliminary desk review, methodology outline, and direction for formative research. Sets parameters for consultations, work plan, and ethical safeguards.
2. SBC Formative research on Care Work in the Philippines
    a. Consultation Report - Detailed account of national and regional consultations, participant profiles, and key behavioral insights. Includes an executive summary and visual data presentation for accessibility.
    b. Formative Research Report - Expanded evidence-based review of past campaigns, behavioral systems, and media messaging. Builds on the inception report to deepen understanding of care work dynamics.
3. SBC Strategy - Comprehensive roadmap for advocacy and communication interventions, integrating MEAL and HLS approaches. Defines objectives, strategies, channels, and risk mitigation. The document also outlines the first cycle of communication interventions and indicative campaign activities. Provides materials for pre-testing before full rollout.
4. Communication Materials Set - Designed outputs (e.g., posters, social media content, toolkits) aligned with the SBC Strategy. Tailored to resonate with diverse stakeholders in the Philippines and will be packaged as knowledge products.
    a. Pre-testing Report - Captures feedback from target audiences on clarity, cultural relevance, and resonance of materials. Ensures refinement before implementation.

b. Refined Campaign Materials - Finalized communication products adjusted based on pre-testing results. Ready for deployment in SBC interventions (advocacy and community engagement).

Additional Notes:

The consultant shall ensure proper archiving of all materials, including raw and editable files, in Oxfam Pilipinas' designated Box storage repository.

With support from the Care Connect Project Team, the consultant shall manage the documentation and submission to the Finance Team of all relevant invoice forms, vouchers, receipts, expense sheets, and supporting documents required for proper billing and reporting.

METHODOLOGY

A. Methodology

Ways of Working. To be successful in this role, the Consultant will lead the development of the SBCC Plan, in close coordination with the Care Connect Project Team. The Advocacy Officer shall supervise and oversee the consultancy engagement, and provide additional guidance as needed.

Commitment to Feminist Communications Principles. Gender is at the heart and start of all that we do. The Multimedia Consultant will be accountable for their commitments to integrate feminist principles in all stages of content creation. It isn't just about including women and girls: it's about ensuring that women and men's specific needs and experiences are understood and accounted for. Please see Oxfam's Guide to Feminist Influencing for additional reference: https://oi-files-d8-prod.s3.eu-west-2.amazonaws.com/s3fs-public/file_attachments/oxfams_guide_to_feminist_influencing_english.pdf

B. Oxfam Branding Guidance Notes

All content shall comply with Oxfam International's branding guidelines. Please see Global Branding Guidelines attached as **Annex "B"** for additional reference.

Our beliefs	We believe in helping people cope with poverty and disaster, but for future generations, we know that's not enough. We believe that poverty in its many forms can only be defeated if we all work together to fight its causes wherever they exist. We believe to achieve this lasting change, influencing the powerful is just as important as planting seeds or drilling wells.
Our purpose	We exist to end poverty by helping people fight it today and root out its causes for tomorrow.
Our DNA	Now and Forever
Our call to action	Let's fight poverty now and beat it for good.
Our sign off	We won't live with poverty.

THE HERO'S JOURNEY	(1) **DESCRIBE** each stage of their experience, and how they (2) **FEEL** about each stage. At the end there is an opportunity to (3) **REFLECT** on the journey and an opportunity to share what they have learnt.

TIMELINE

Outputs	Milestone	Date
Output 1: Inception Report	Orientation with Care Connect & PAC team; preliminary desk research; draft inception report Deliverable: Inception Report (direction-setting document with campaign scan, desk review, methodology, stakeholder plan, work plan, ethics/risk)	Weeks 2–4 (December)
Output 2: SBC Formative Research on Care Work in the Philippines	Co-design and conduct consultations; expanded desk/media review Deliverable: Consultation Report (with executive summary & visuals) Desk Research Report (comprehensive campaign, behavioral systems, and media review)	Weeks 5–8 (January)
Output 3: SBC Strategy with MEAL Plan	Drafting of SBC Strategy and MEAL framework based on research findings; Stakeholder review and validation workshop; Revision and finalization of strategy and initial SBCC plan Deliverable: SBC Strategy Document (full roadmap with MEAL framework) Initial SBCC Plan (first cycle of interventions & indicative materials)	Weeks 9–12 (February)
Output 4: Development and Pre-testing of Campaign Materials	Design communication materials; pre-test with stakeholders; refine outputs	Weeks 13–16 (March)

	Deliverable: Communication Materials Set (aligned with SBC Strategy) Pre-testing Report (feedback on resonance & clarity) Refined Campaign Materials (ready for rollout)	
Project Wrap-up / Handover	Final submission of all deliverables and editable files; Turnover of documentation and storage in Oxfam Box; Presentation of final outputs and insights to Care Connect and OPH team	Week 17-18 (April)

QUALIFICATIONS

- At least 4-7 years of experience in social and behavior change or gender advocacy, particularly in the areas of human rights, women's rights, gender equality, and care work (both paid and unpaid).
- Proven experience in designing and facilitating consultations, workshops, and stakeholder engagement across national and regional levels.
- Experience in the Philippines or other Southeast Asian contexts, with a deep understanding of local socio-cultural dynamics, issues of gender justice, and care work.
- Demonstrated experience in developing SBC/SBCC strategies, campaign tools, and advocacy materials, with a focus on social issues related to women's empowerment and care worker rights.
- Previous work experience with other international non-government organization is desirable.
- Good knowledge of multicultural aspects in the Philippines, cultural nuances, gender and crosscutting issues.
- Familiarity with Oxfam's mission and work in the Philippines and globally.

COST AND PAYMENT TERMS

The consultant shall be compensated PHP 500,000 gross for services rendered, with PHP 200,000 covering the operational costs.

The consultant is required to submit a detailed financial proposal outlining the cost breakdown for developing the SBCC Plan and related deliverables.

Milestones	Tranche (%)	Deliverable	Notes
Project Mobilization & Direction Setting	**25**	**Inception Report**	Upon submission and acceptance of Inception Report
Completion of Consultations & Evidence Gathering	**25**	**Consultation Report** and **Formative Research Report**	Upon approval of both research reports

Submission of Strategy Package	**20**	**SBC Strategy Document** and **Initial SBCC Plan**	Upon acceptance of strategy and initial campaign plan
Completion of Campaign Materials & Testing	**30**	**Communication Materials Set**, **Pre-testing Report**, and **Refined Campaign Materials**	Upon delivery of final materials and refinement

HOW TO APPLY

To apply, please submit the following documents no later than **January 1, 2026:**

- Curriculum vitae stating proponent's relevant skills and experience to undertake the task.
- Sample portfolio of recent work
- Letter of intent stating the proponent's availability and capacity to deliver the scope of work within the specified timeframe
- Financial proposal, including operational and travel costs

KEY CONTACTS

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