

Call for Expression of Interest

#030 - Job Title: To conduct a school-based survey on youth use and knowledge attitude and behaviours regarding tobacco and nicotine products

1. Purpose of the APW

As part of WHO Viet Nam's focus on addressing the risk factors for non-communicable diseases, WHO Viet Nam seeks to gather data, for internal use to better understand youth use of e-cigarettes and heated tobacco products as well as conventional cigarettes, their knowledge, attitude, and behaviours (KAB), as well as the compliance with the ban of sales of these products around schools.

2. Background

In November, the National Assembly issued a Resolution introducing a nationwide ban on e-cigarettes and heated tobacco products from 1 January 2025. While the legal framework exists, enforcement has been limited. Currently, government decrees outline sanctions related to production, sale, import and storage of these products. However, enforcement efforts to date have been minimal and no penalties currently apply for individual use. The government is in the process of drafting a new decree that will clarify product definitions and establish penalties for violations related to storage and using these products. In addition, the tobacco control law has specified that sales of cigarettes are prohibited within 100 meters around schools. It has been observed that tobacco product sales are common in shops around schools. Before the ban was issued, there were also reports that new products such as e-cigarettes and HTPs can be bought from some shops located near schools.

Furthermore, updated prevalence e-cigarette and HTPs use, and also conventional cigarette, Knowledge, Attitude and Behaviours (KAB) of youth regarding these products needs to be understood so that relevant enforcement actions and communication messages can be developed to help discourage youth from starting use and encouraging cessation of e-cigarettes and HTPs as well as conventional cigarettes.

WHO is seeking a qualified research agency to develop and implement methodologies to assess the situation of youth, aged 13-17, using e-cigarettes and HTPs and conventional cigarettes, and their knowledge, attitude and behaviours. In addition, the selected research agency will also develop methodology to monitor the sales of these products (new and conventional) in shops around schools in Hanoi, Da Nang and Ho Chi Minh city (HCMC).

3. Description of activities to be carried out

The interested potential contractors shall submit an initial proposal with the following components:

- A suitable and feasible methodology to evaluate prevalence of use of e-cigarettes and HTPs and conventional cigarettes among youth aged 13-17 years in Ha Noi, Da Ng and HCMC areas. It is suggested that for each city a sample of 1500 respondents are needed from each city to formulate reliable estimation of prevalence of the area for a school-based survey (as per WHO-US CDC guideline).
- A suitable and feasible methodology to understanding knowledge, attitude and behaviours of youth aged 13-17 regarding e-cigarette and HTPs use, using a mix of quantitative and qualitative methods.
- A suitable and feasible methodology to evaluate situation of sales of conventional cigarettes, Vape and HTPs around schools in Hanoi, Da Nang and HCMC.

In the concept note, please specify clearly how the studies will be approved by relevant authority (both approval of the study itself and ethical approval from authorized agencies, such as a public health university).

Based on the initial concept submissions, WHO will invite shortlisted candidates to develop and submit a full proposal, including detailed methodology, activities and cost estimates. WHO will then evaluate the full proposals based on technical merit and cost-effectiveness and award the contract to the most suitable candidate.

4. Planned timelines (subject approval and confirmation)

Start date: 1 September 2025 (subject to confirmation)

End date: 30 December 2025

5. Technical Supervision

The selected institution/organization will work under the supervision of the WHO Viet Nam Healthy Life Style and Environment Technical Officer and Team Leader

6. Specific requirements

- Qualifications required:

- Capacity to design evidence-informed surveys.
- Capacity to conduct surveys in Viet Nam, targeting specific areas and audience groups.
- Experience working with international organizations, preferably WHO or other UN agencies.
- Experience in conducting surveys on health topics, specifically regarding tobacco.
- Capacity to produce easily consumed analysis and results, including data visualization and providing actionable recommendations.

- Skills / Technical skills and knowledge:

- Proficiency in the use of survey methods to international standards
- Expert knowledge and skills in data gathering and analysis.
- Excellent communication skills in coordinating with stakeholders.
- Excellent track record of managing complex projects, ensuring completion of tasks in a timely manner.

- Language requirements:

- Fluency in English (reading, writing and speaking).
- Capacity to translate testing surveys from Vietnamese to English.

7. Competencies

- Communicating in a credible and effective way.
- Producing results
- Fostering integration and teamwork
- Ensuring effective use of resources.

8. Recruitment process instructions

Please take note of the following when submitting application/proposal:

The contractor will be responsible for paying taxes, if any.

Those who are interested can contact us and submit a proposal before **18 August 2025**.

Administrative Officer

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Hanoi, Viet Nam

OR

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10. Travel

Travel cost will be part of the APW proposal and will be based on UN cost norm