



# Shafollo Gatha

## সামল্য গাথা



# *Shafollo Gatha*

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USAID Ujjiban SBCC Project

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# *Shafollo Gatha*

Best Practice documentation is a critical element of Knowledge Management. This magazine documenting success stories, case studies, innovation, lesson learned submitted by 15 organizations to Public Health -2 wing of Health Service Division, MOHFW in year 2020 on their program on HPN-Social and Behavioral Change Communication (SBCC). This will also bring opportunity for the organizations to share their achievements and collaborate with other programs as well as assist others to learn and benefit from these experiences.

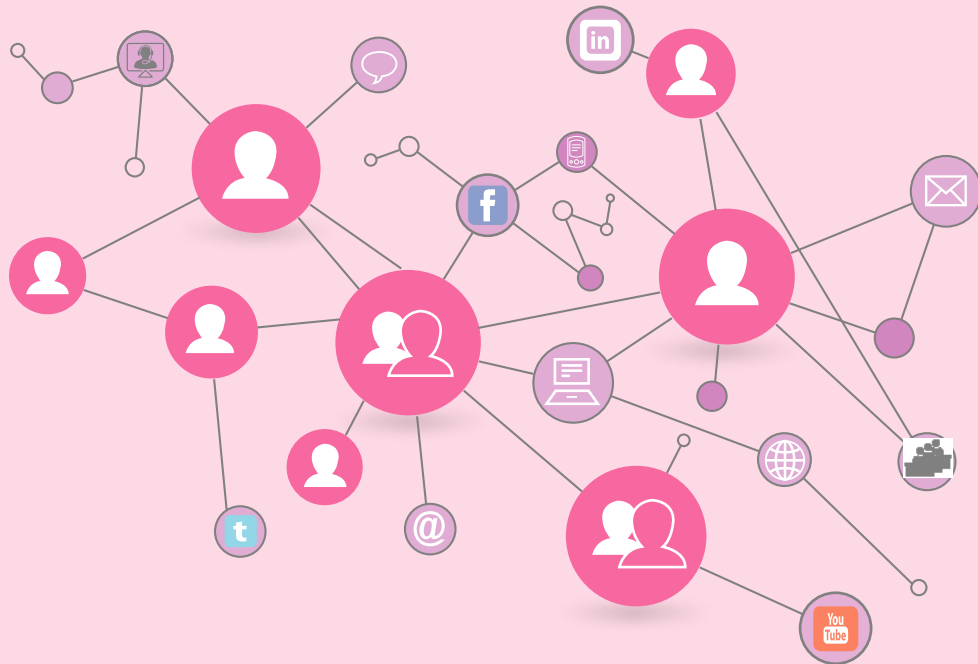


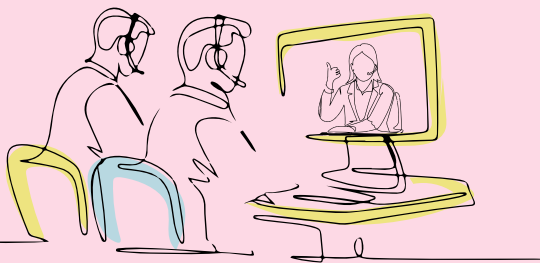
# ICT and Innovation

***Submitted by:***

- **Information Education Motivation Unit, DGFP.**
- **USAID Ujjiban SBCC Project**
- **USAID's MaMoni Maternal and Newborn Care Strengthening Project, Save the Children**
- **BBC Media Action, Bangladesh**
- **Marie Stopes Bangladesh**

# ICT and Innovation





## Distance-Based Learning: Building Field Workers Capacity



Health and family planning field workers often face a lack of materials that contain up-to-date information. This is one of the main causes of non-response from field workers to their clients' queries. Additionally, field workers have limited opportunities to receive refresher training to hone their counselling skills. To overcome these drawbacks and to ensure effective counselling by field workers, an eToolkit and eLearning course were developed. The Information, Education, and Motivation (IEM) unit of the Directorate General of Family Planning (DGFP) has been building the capacity of field workers with technical assistance from the USAID Ujjiban SBCC project. The capacity development endeavor involves training of field workers on using digital devices and the eToolkit for counseling clients, and orienting field workers to complete the different modules on the eLearning course to refresh their issue specific knowledge.

As the COVID-19 pandemic has limited people's mobility and restricted large in-person gatherings, the IEM unit changed field workers' training approach from onsite to distance-based. The distance-based learning approach uses virtual platforms such as Zoom to train field workers. Most of the field workers have smart devices that were provided by DGFP, and they use that for the training. A few field workers who do not have functional devices use their smart phones.

A total of 747 frontline workers (FWA, FPI, FWV, and SACMO) from 19 upazilas of Sunamganj and Sylhet districts received the distance-based training using and around 500 participants completed the eLearning course.



The training evaluation found that most of the participants attended distance-based training for the first time. They found the training useful and 75% of the participants appreciated the distance-based approach. They mentioned that this approach inspired them to learn and increase their knowledge using virtual platforms.

Although distance-based learning was initially introduced as an alternative to the formal training system in the face of a pandemic, it has now become an essential approach as it reduces time and cost. With the rapid development of technology, distance learning is playing a major role in meeting the educational needs of the frontline workers.

● *Submitted by:*  
Information Education Motivation Unit, DGFP.



## OSMA: Automation of HPN SBCC Materials Approval

Digitization has touched every nook and corner of Bangladesh and the government ministries are not exception to this. Slowly but steadily, different ministries are shifting from analog to digital systems to manage information systems.

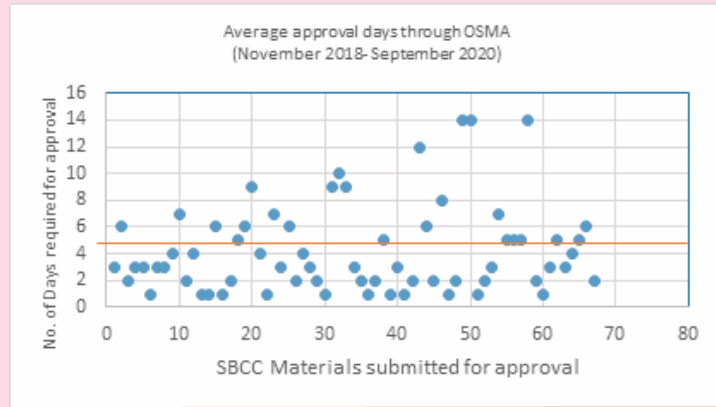
The 'Online SBCC Materials Approval (OSMA)' is a software application, developed by Ujjiban, to simplify the review and documentation process for SBCC materials produced by development organizations and the media and advertising firms. OSMA enables the IEC Technical Committee that is responsible for SBCC materials approval, to efficient review of SBCC materials developed by different organizations and archived approved materials for tracking and future reference.



The offline submission and approval process that organizations had to rely upon prior to OSMA was time consuming. Further, due to a lack of documentation of the materials reviewed and approved, it was difficult to ascertain if there were any duplication of materials. The OSMA helps the IEC Technical Committee to ensure high quality of SBCC materials, follow the review



criteria and government policies precisely, and are free from duplication. Organizations are now able to disseminate approved materials on mass media and in communities in a timely manner and without compromising their implementation timeline. With OSMA, the review and approval time for materials has been reduced from 15-20 days to an average of 4-5 days. The OSMA hosted in government server (<http://osma.mohfw.gov.bd/>) and members of IEC Technical Committee received training to sustain the use of OSMA.

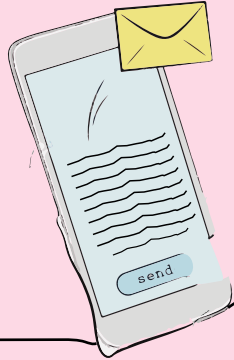


“Previously when we submitted SBCC materials manually, we had to wait a long time to get the reviewed materials in hand. We did not know how much time it would take to get the approval once we submitted a material. Now through OSMA, we submit materials online and can see our submission status, and we could revisit the material in archive for further planning”.

**Ms. Happyna Tripura, Assistant Chief, BHE.**



● Submitted by:  
USAID Ujjiban SBCC Project



## Ensuring safe pregnancies through customized SMS reminders

In Bangladesh, 82% of women receive at least one antenatal care consultation from medically trained providers but only 47% completed the essential four or more visits (BDHS 2017 [1]). Thus, the coverage for antenatal care (ANC) after the first visit remains low. Possible factors contributing to this include low literacy of rural population, poor personal health awareness and inadequate interpersonal communication between service providers and clients.

To address this, USAID's MaMoni Maternal and Newborn Care Strengthening Project introduced a mobile health (mHealth) tool to send text message reminders to these women, linking them to the electronic Management Information System (eMIS)-based health record system used in peripheral health facilities. The intervention was tested in public health facilities under Madhabpur upazila of Habiganj district from July-December 2019.

Individual patients' mobile numbers are recorded in the eMIS system during health facility or community level registration. This allows mHealth to send personalized SMS reminders to avail essential follow-up services like antenatal care, facility delivery and postnatal care etc. Each



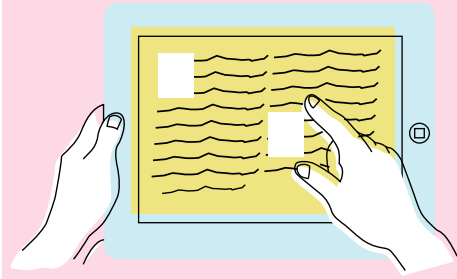


message contains the ideal timeline and details of the nearest health facility with contact details of the service provider. The messages were developed in Bangla, and field tested with Family Welfare Visitors (FWVs) to understand the language clarity and cultural sensitivity. The WHO recommended Focused ANC model (FANC model), was followed for scheduling the messages. A unique 'hotline' number (+8804445651144), was used to disseminate the messages. Innovatively, the use of customized Bangla language and SMS format made the messages easily understood and eliminated the need for smartphones.

Overall, scheduled follow-up visits for ANC increased from 24% (2018) to 28% (2019) among eligible women after receiving SMS reminders. Adherence to recommended schedule increased from 26% to 36% for ANC2; from 27% to 34% for ANC3 and from 20% to 21% for ANC4. Except ANC4, the increase in ANC2 and ANC3 follow-up visits are statistically significant. The phone survey showed that 36% of responding clients went for check-ups after receiving reminders, and among them, 42% returned only because of the reminders. Furthermore, qualitative interviews found that the SMSs reduced FWV's workload of reminding the patients for upcoming appointments.



- *Submitted by:*  
USAID's MaMoni Maternal and Newborn Care Strengthening Project, Save the Children



## AGAMI: 'dekhi-suni-boli' a communication job aid

BBC Media Action initiated a pilot project-AGAMI in 2018, funded by UNFPA, to address the communications barriers faced by urban slum dwellers to accessing sexual and reproductive health services and facilities. The project also aimed to improve reproductive health outcomes of this especially vulnerable group by equipping urban health workers (UHWs) to better communicate with women and families.

Backed by a formative study, BBC Media Action chose to use a job-aid app: 'dekhi-shuni-boli'. Designed for android smartphones, the app is an easy and effective alternative to the cumbersome hard-copy instruction manual used by UHWs.

The app includes information, videos, and infographics for UHWs to use when communicating with clients on topics such as family planning, antenatal care, safe delivery,



and danger signs. Dr. Natasha, who is a medical doctor, discusses these topics in the videos and animated infographics elaborate the texts. The app also has guidance for UHWs on how to communicate effectively with clients.

BBC Media Action designed a two-day interpersonal communication (IPC) skills training for 39 UHWs who then had the app installed on their smartphones. An evaluation of the pilot indicates the app was well received by both UHWs and clients. UHWs report it is particularly useful in convincing clients to attend antenatal checkups and to dispel myths about family planning methods.

*We cannot always remember the details about critical diseases like cervix cancer (screening), and this type of patient is not a regular at our health center. The app is helpful because, if a patient comes to us for this service, we can show them the video on it.*

**- Urban Health Worker, Dhaka Slum**

The app was designed to specifically address the communication needs of UHWs, which had never been done before. The app is unique in that it combines both IPC skills and health resources information and offers practical

user experiences. Finally, featuring a medical doctor has increased UHW credibility and made clients more likely to follow their advice.



- Submitted by:  
BBC Media Action, Bangladesh



## 24/7 Call Centre: Role in SBCC on SRH

In Bangladesh, pharmacy provision of medications for sexual and reproductive health problems without prescription is widespread that endangered women's life. Marie Stopes Bangladesh (MSB) conducted a quick survey on this, and the findings revealed that medications are being practiced mostly by drug sellers and rural medical practitioners with little or no knowledge on use of the medication, its complications and management and there was no way of getting right information. All these lead to huge potential risk of harm for sexual and reproductive health of a women and sometimes become life threatening for them.

To improve access to information and build awareness of services and referral networks for reducing harmful practices on sexual and reproductive health (SRH) issues MSB started a call center in 2010 and over the time the demand for this Call Center increased considerably. To respond the rapidly growing number of queries a dedicated team was engaged, a modern technological system was established.



toll-free number

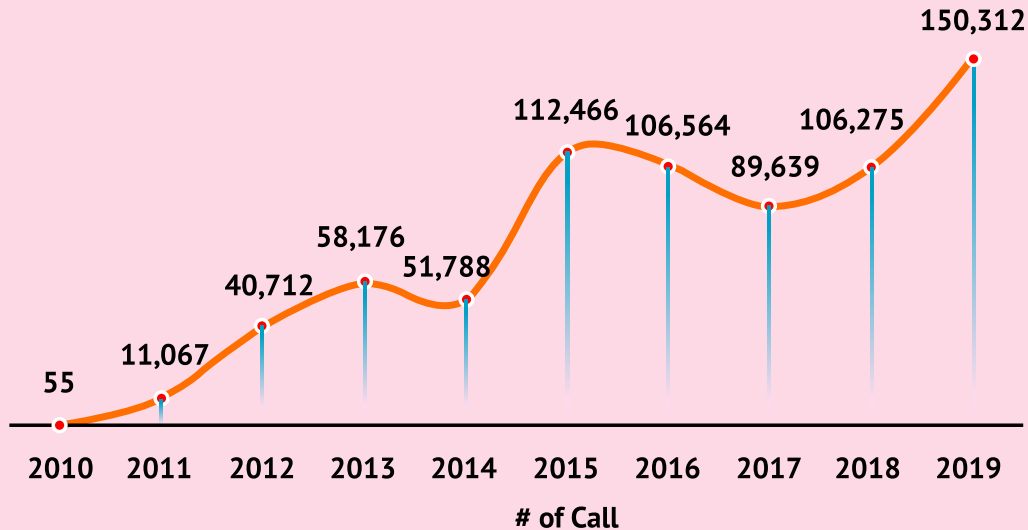
**(08-000-222-333)**

The Call Centre is open for 24/7 with a toll-free number (08-000-222-333) to ensure more accessibility of the clients specially the poor, and adolescent and youth. The call center provides information, do need based counselling, and refer to health facilities if required. The call Centre was promoted through different IEC materials like- poster, leaflet, sticker, online, electronic & outdoor media.

To increase the access, an interactive web page ([www.mariestopes.org.bd](http://www.mariestopes.org.bd)) and Facebook page ([www.facebook.com/MarieStopesBangladesh/](http://www.facebook.com/MarieStopesBangladesh/)) was introduced as part of the call center operation.

The number of calls is increasing considerably, and the Call Centre contributed in changing SRH knowledge, attitude, and practices of the women of reproductive age, their family, and friends.

## Call Flow Over the Time



Submitted by:  
Marie Stopes Bangladesh

# Media Campaign

## *Submitted by:*

- National Nutrition Services (NNS), IPHN, DGHS
- Bangladesh Betar.
- Nutrition International (NI)
- Lifestyle, Health Education & Promotion, Bureau of Health Education, DGHS



# Media Campaign



# “পুষ্টিই মঙ্গল”: Nutrition is Prosperity



**Pushti Shomriddhi**  
**airing on BTB**  
**Sunday at 2:20 p.m.**

To promote healthy nutrition practices nationwide the National Nutrition Service (NNS) has produced a live discussion show, title Pushti Shomriddhi. Since November 2019, this show has been airing on Bangladesh Television (BTV). This weekly, hour-long show engages audiences in every Sunday at 2:20 p.m. through the live question and answer segment, uses of multiple channels, such as YouTube, Twitter and Facebook, at the same time to increase and reinforce information dissemination.

The discussants are professionals from relevant sectors - including specialists and experts in nutrition, policy makers, program implementers of nutrition interventions, and community workers. Nutrition issues are covered widely with special emphasis on the importance of infant and young child feeding, nutrition requirements for pregnant women, adolescents and elderly people, maintaining balanced diet and healthy lifestyle, safe drinking water, and information on micronutrients. Since March 2020, following the COVID-19 outbreak, discussion on how to improve immunity through a balanced diet has become a regular part of the show.



মাইমুনা জুন অনুশী 21:01

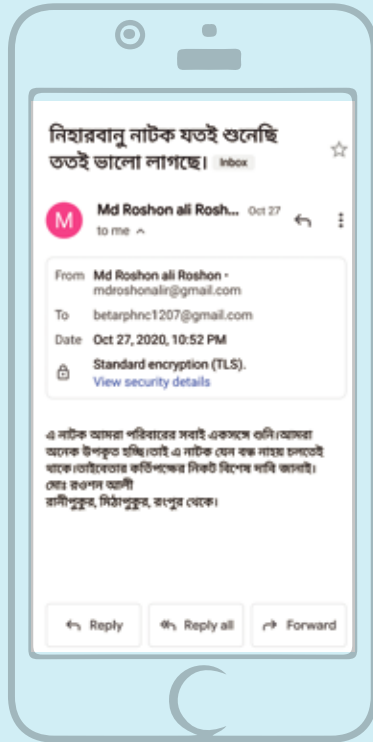
১৬ বছরের মেয়ে হঠাৎ করে দিন দিন শুকিয়ে যাচ্ছে বলতে গেলে হচ্ছে তার হাইট কমে যাচ্ছে আর ওজন কমে যাচ্ছে এখন তার কি করনীয় তার এখনকার ওজন ৩৮

Like - Reply - 6d

From the question and answer segment it has been observed that a significant number of callers are mothers or caregivers who asks questions on child feeding issues and responses from experts make encourage them to practice healthy nutrition behavior. NNS has also responded to a considerable number of questions on Facebook, and has given referrals as needed. Some frequently asked questions received during the program and on Facebook are related to misconceptions about feeding practices and cooking. Interactive discussion with viewers not only makes this program lively, but is also motivating viewers to ask more questions. With Pushti Shomriddhi garnering a wide reach and coverage, NNS is able to convey the right information on nutrition to more and more people.

- Submitted by:  
National Nutrition Services (NNS), IPHN, DGHS

# 'Niharbanu' a well-liked drama serial of 'Sukhi Sangshar'



'Sukhi Sangshar' programme of "Population Planning Cell" of Bangladesh Betar have already achieved immense popularity among the listeners, through its programs on different issues on population health and nutrition. The darma serial "Niharbanu" of this series added a feather on this success. 'Niharbanu' has been proved to be able to generate widespread enthusiasm and audience engagement. In this drama serial 'Niharbanu', a teenager, the victim of child marriage and early motherhood under the provocation

of her aunt. Niharbanu died while she gives birth of her first issue. Niharbanu's husband Moti named his orphan daughter as Niharbanu, because of profound love for his wife. Niharbanu's father is almost insane at the loss of his wife. He always played a vital role for stopping child marriage in Rupnagar village and tried to prevent child marriage through various activities. Thus, the story of the drama serial continues.

A quiz from the drama is given along with each episode of the drama serial Niharbanu. Listeners send the answer to the quiz by post or email after each episode. Three winning listeners are selected through a lottery among the correct respondents. Prizes are awarded to the quiz winning audience. The play is broadcasted on every Tuesday at 8:10 pm on 693 kHz (Dhaka-Ka) and FM 106 MHz. Each episode of the drama is uploaded to the Facebook page ([www.facebook.com/phnc1207](http://www.facebook.com/phnc1207)) of Population Health and Nutrition Cell (PHNC) and YouTube channel. As a result, even if one miss it for any reason during the regular radio broadcast, can listen to the play later. An average of 500 listeners participate in the quiz in each episode through letters and emails. The best effort has been initiated with this drama to reach the audience using information communication technology. As a result, it is open to everyone in the village, city and in even any other part of the globe. Similarly, listeners can express their opinion and comments on the drama and participate in quiz through letters, emails, or Facebook.



“The more I listen to the drama-, more it overwhelms me.  
We listen to the drama all together with my family members. We are being benefitted.  
It should not be stopped, continue its broadcast days to come. This is our utmost demand to the authority of Bangladesh Betar.”

**Md. Roshon Ali Roshon**  
Ranipukur, Mithapukur, Rangpur.



● *Submitted by:*  
Bangladesh Betar.

# Behavior Change Initiative improved nutritional status of pregnant women

Nutrition International (NI) has started the 'Right Start Initiative' in Bangladesh partnering with National Nutrition Services (NNS), Institute of Public Health Nutrition (IPHN) in 26 districts and 2 city corporation to reduce anemia, prevent complications and deaths during pregnancy and delivery for mother and avert low birth weight and neural tube defects such as spina bifida in newborns. Hence, NI taking initiatives to improve the nutritional status of pregnant women through increased coverage and adherence to nutrition related services delivered as part of the ANC package.

NI in 2017 partnered with Bangabandhu Sheikh Mujib Medical University (BSMMU) to conduct a formative research to investigate motivational factors and the barriers and based on the findings developed 5 types of Behavior Change Initiative (BCI) materials highlighting the i) benefits of IFA on child development, ii) role of husband during pregnancy iii) to do list during the ANC service, and iv) developmental steps of the children in mothers' womb.

The BCI materials were innovative as mostly it is seen that when the message of the benefits of IFA are directed towards the pregnant women, they tend to neglect that, but when the messages are directed towards their baby/child's well-being/brain development, they are much well adhered to the regimen of IFA consumption. Also, since in our country context the husbands are key decision makers in terms of the health care decisions, hence the messages to take the pregnant women to a health facility for regular ANC services were directed towards the husbands through a poster that were used in the community settings. It improved the uptake of ANC services over time.





NI distributed the five sets of BCI materials in all the government facilities of both the health and family planning department at the intervention areas of NI. Training was given to all the service providers regarding the method of utilization of the materials and monitoring was done to ensure effective use of these materials.

Indicator	Baseline findings (% of respondents)	Endline findings (% of respondents)
Availed any ANC in last pregnancy	84	90
Availed 4 or more ANC	44	65
Received any number of IFA	79	93
Received at least 90 IFA	50	88
Received at least 150 IFA	32	71
Consumed any number of IFA	76	83
Consumed at least 90 IFA	39	66
Consumed at least 150 IFA	20	51
Aware about benefit of IFA	66	78
Know the management of side effect	57	65
Facilities experienced stock out of IFA	33	50

NI at the beginning of the program conducted a baseline survey to know about the status of different indicators related to the maternal health. NI conducted an end line survey in March 2020 to track the progress of the intervention. Over the three years of implementation of RS program NI achieved the following key results in 10 districts that was scaled up in the first two years of the program.

- *Submitted by:*  
Nutrition International (NI)

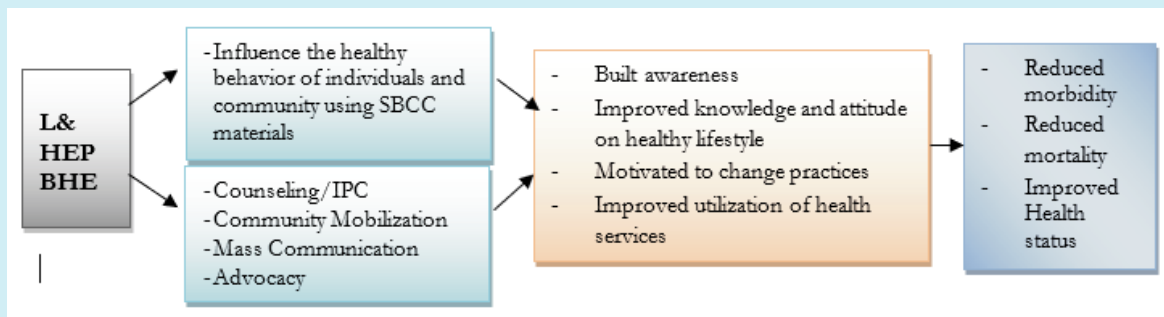
# "Change of Lifestyle Promote Healthy Life"



The Lifestyle, and Health Education and Promotion (L&HEP) Operational Plan, implemented by the Bureau of Health Education (BHE), aims to improve the knowledge, attitudes, practices, and skills of individuals and communities to instill positive health behavior.

BHE communicates key messages for different stages of life cycle varying from adolescent to elderly people through a range of approaches, including interpersonal communication, community mobilization and advocacy.

## Communication Framework for effectiveness of Health Education & Promotion:





Health education and promotion is a cross-cutting theme that supports and encourages positive health behaviors following life-cycle approach that helps the audiences to make choice. BHE conducts different activities including health education capacity and awareness building training, workshops, and seminars, and disseminates messages among mass people about health and well-being, focusing on healthy eating, physical activities, weight management, and stress management. BHE also produces SBCC materials on different health issues, including communicable and non-communicable diseases, safe motherhood, diarrhea, acute respiratory infections, accidents and injuries, hygiene, and food safety.



BHE's health promotion strategy includes multiple interventions and channels starting from indigenous media to information and communication technology to encompass audiences with information. BHE implements a comprehensive and holistic SBCC program that links national to grassroot level communities, including hard to reach to promote healthy life. The lifecycle approach is the uniqueness of BHE's intervention on health education that lead toward greater impact.

● *Submitted by:*

Lifestyle, Health Education & Promotion, Bureau of Health Education, DGHS

স্যাটেলাইট ক্লিনিক

উপজেলা পরিবার পরিকল্পনা কার্যালয়

উপজেলা কেরানীগঞ্জ, জেলা ঢাকা

ইউজি

কর্মকর্তার নাম: প্রমোদ বাবু

ক্লিনিক সংগঠনের দিন: প্রতিমাসের ২য় সেবিবার

সেবা: পরিবার পরিকল্পনা সেবা, গর্ভকালীন সেবা, প্রসূতি

সেবা, শিশু সেবা, কিশোর-কিশোরী সেবা, প্রজনন স্বাস্থ্য সেবা,

স্বাস্থ্যের চিকিৎসা, পুষ্টি সেবা ও স্বাস্থ্য শিক্ষা।

সেবা ও অভিযোগের জন্য:

পরিচালনা কর্মকর্তার মোবাইল নং- ০১৮৪১১৪৪২৪৪

কল্যাণ পরিদর্শিকার মোবাইল নং- ০১৭১৬৯২৪৫৪৬

# Community Engagement & Support System

*Submitted by:*

- Community Based Health Care unit, DGHS.
- Bangladesh Breastfeeding Foundation (BBF)
- USAID funded Shukhi Jibon project
- Population Service & Training Center (PSTC)

# Community Engagement & Support System



## Multipurpose Health Volunteer: reaching the grassroots' community



To increase people's accessibility to healthcare services, the Community Based Health Care (CBHC) Unit has initiated the Multipurpose Health Volunteers (MHVs) Program. This program employs a cadre of frontline volunteers, i.e. MHVs, who operate as a bridge between community people and the community clinics.

MHVs provide health education at the household level to promote positive health practices and the prevention of diseases. They are the first contact point for health services and referrals for the community people. Additionally, MHVs assist to build a community-based information hub that aims to enhance household level knowledge on health. They collect the health information of



individuals to issue health cards and health identification (ID) numbers for all members of a household. The health cards are essential to get a comprehensive look at a person's medical history and to the overall health outcomes in Bangladesh. Moreover, the MHVs compile data at the community clinic level to develop a Community Based Information System (CBIS) and establishes online referral links between community, community clinics, and upazila health system.

The CBHC unit launched this program in 2017, and the pilot phase will continue till 2022. It is

being implemented in 106 upazilas. One volunteer is responsible for 250-300 households. Each of them has received rigorous training and are equipped with job aids, information and other tools. At present, nearly 22,000 MHVs are working under this program, and by 2021, 70,000 more will be deployed throughout the country.

Since the program relies on voluntary work with a minimum incentive for the MHVs, the turnover rate is high. However, the volunteers are from the communities that they work in, so that allows them to share their knowledge within their community even after they leave the job.

- *Submitted by:*  
Community Based Health Care unit, DGHS.

# Mother Support Group: A pave to improve of Maternal and Child Nutrition

The Bangladesh Breastfeeding Foundation (BBF) delivers services on Infant and Young Child Feeding (IYCF) and implements other related program activities to promote early initiation of breast feeding with the financial support of National Nutrition Services (NNS) and Medical Education and Family Welfare Division (MEFW) under MOHFW.

Under this program, mother support groups (MSG) were formed with the aim to reduce maternal and child morbidity and mortality, and to improve their nutritional status. Each MSG comprises of eight members from the community – a Community Health Care Provider (CHCP), a Health Assistant (HA), a Family Welfare Assistant (FWA), a female member of local government/wife of member of local government, Skilled Birth Attendance (SBA/TBA), a school or college-going adolescent (15-17 years), a grandmother (elder member of the community) and a successful breastfed mother. To date, 998 MSGs have been formed around 763 community clinics in 79 upazilas. The MSG members have received training and are responsible to support mothers and caregivers at the community level to ensure the adoption of appropriate IYCF practices and nutrition practices among pregnant and lactating women. They also play a key role in maintaining the referral system with existing government health facilities for services as needed.



The local government representatives, community leaders, and stakeholders also get orientation on maternal and child health nutrition and MSG activities. It helps in establishing a sustainable monitoring system with the supervision of local government representatives.



I am very happy to know every single information of breastfeeding and Complementary Feeding. I thanked to BBF for this innovative and informative training. I promised to help pregnant and lactating women at community level and also give nutrition and health care related important information to mothers, care givers of children and other family members.'

***Mobarak Khatub***

*Female member*

*Kamrunnesa Community Clinic*



Mothers and caregivers in a community can easily reach MSG members as they are neighbours and belong to the same community. They can discuss private and sensitive issues with MSG members without hesitation. As MSG members are trained about maternal, child, and adolescent nutrition, they can contribute to improve nutritional status and decrease mortality and morbidity. They organize courtyard sessions to provide information to pregnant mothers and their caregivers on 'early initiation of breastfeeding' and 'exclusive breastfeeding' and demonstrate correct attachment and position of breastfeeding; discuss with mothers and caregivers of under 5 children about complementary feeding and its importance; and counsel adolescents about nutrition and hygiene. The MSGs are identified as a special support team and a cost-effective intervention to improve mother and child nutrition and sustain the knowledge within a community.

This activity was implemented following the National Strategy of IYCF 2007-2022.

- *Submitted by:*  
Bangladesh Breastfeeding Foundation (BBF)

## Delaying childbearing of newly married couples



Considering effectiveness of DGFP's pilot study on delaying childbearing of the newly married couples, USAID funded Shukhi Jibon Project is currently implementing the intervention in the project working areas, as a support to the Family Planning Field Services Delivery operational plan. For diversified and increased scaling of effective family planning service delivery with adopting and improving the intervention that emphasizes to reach the couples on their wedding, details of priorities for a healthy and collaborative family are considered. The early pregnancy rate is high in Bangladesh, when almost one-third of the female adolescents start childbearing before the age of 18 years (BDHS, 2017). Given this background, DGFP piloted intervention under which gift boxes were distributed to



the newlywed couple. The gift box containing contraceptive with SBCC materials proved effective in its Bramhanbaria intervention, as the evaluation study report demonstrates, 74% couples in the intervention group delayed their pregnancy by one year. Shukhi Jibon is scaling up the intervention in 10 upazillas.

To overcome the time lag between marriage and accessing the newly married couples for their contraceptive knowledge and needs, this intervention has involved Islamic Foundation as a key stakeholder, addressing the gatekeepers of the patriarchal society to bring out the best of responsiveness of family planning decision among the couple.

Engaging marriage registers and religious leaders along FP service providers, in distributing the gift box has been the innovation of the program. For improving service provision, this initiative has been designed to increasing contraceptive uptake resulting in less adolescent and unintended pregnancy. Monitoring and follow-up mechanism with the newly married couples, including married adolescents after their receiving the box will help to better adapt the changes needed to maximize the intervention in other parts of the country. Both the key stakeholders DGFP and Islamic foundation coming together with a common agenda of supporting the newlywed couple in accepting family planning methods. This joint effort is the reflection of commitment that confirms the sustainability and scalability of the intervention.



- *Submitted by:*  
USAID funded Shukhi Jibon project

## Primary Health Care Services Close to the Community



Since 2000, the Population Service and Training Center (PSTC), in cooperation with the local government of Bangladesh, has been implementing the Urban Primary Health Care Services Delivery Project (UPHCP) in Dhaka City Corporation. This project is being funded by the Asian Development Bank. The project aims to improve access, equity, quality, utilization, and institutional sustainability of urban primary health care (PHC) services particularly for the poor people, women, and children through primary health care centers. PSTC ensured health coverage of poor and ultra-poor through the Red Card system for subsidize to free services and assured that at least 30% of the service recipients are poor and their entire family can avail of free services.

PSTC involves the community and opinion leaders to ensure community ownership, better utilization of PHC services and quality of care, reproductive health care services, and nutritional interventions for women, and to prevent violence against women. A committee is formed in each ward is headed by a Ward Counselor and consisting of 11 representatives from community leaders, teachers, religious leaders, and slum dwellers. There are also user forum committees that capture the feedback of users on the quality of services.

**Hafiza Begum** (27), lives with her husband, in-laws, and 10-year old son at Uttar Mugda. She is six months pregnant. Her husband, Towhidul Islam (39), is a rickshaw puller and the sole breadwinner in their family. His income usually goes into paying monthly rent and food expenses. Due to this, Hafiza was not able to visit any health care facility for pregnancy-related care or check-ups. Asma Aktari, a service provider, used to visit Hafiza's house for her regular household counselling. Upon learning about Hafiza's pregnancy, she tried to convince her to go to the nearby static clinic of UPHCP for a check-up, but Hafiza refused. Asma even brought her field supervisor to Hafiza's home to persuade her and her family members. Hafiza's husband then told them that while they understood why antenatal care is necessary, they just did not have enough money to bear the expenses. Asma and her supervisor took the initiative to arrange a Red Card for them to get health services for free. With the recommendation by the Ward Commissioner, the clinic issued a red card for Hafiza and thus, she received all necessary services during her pregnancy. Now, Hafiza is blessed with a beautiful and healthy baby girl.

- *Submitted by:*  
Population Service & Training Center (PSTC)



# Advocacy



# Successfully creating next generation tobacco control researchers

According to Global Adult Tobacco Survey Bangladesh 2017, 35.3% population among the age of 15 years and above usage tobacco. Due to tobacco use, more than 161,000 deaths occur (Tobacco Atlas 2018) in Bangladesh every year. However, focus on tobacco control research and its capacity building programs are not sufficient to adequately address the prevailing situation. In addition, local research, and data around tobacco use, including the contextual factors that influence tobacco use, are inadequate to develop, implement and evaluate effective Social and Behavior Change Communication (SBCC) programs. Hence, Bangladesh Center for Communication Programs with funding support from the Bloomberg Initiative (BI) through the Johns Hopkins Bloomberg School of Public Health undertook the Tobacco Control Policy Research Grant Program. The objective of the



program is to increase the tobacco control research capacity especially among the young researchers of different universities, institutions, organizations as well as generate some local evidence-base on tobacco control. The program organizes mentoring workshops covering the whole spectrum of research process with an emphasis on engaging the young and experienced researchers to promote peer learning. The grantees are also provided one-to-one mentorship in every step of research activity. Besides, the research grantees are provided mentorship for publishing the research findings in the research journals. After end of the study, the research grantees share their findings through a Dissemination Conference.



"The Tobacco Control Research Grant Program has enlightened me about one of the prominent issues of public health issues, which will ultimately help me to be a Public Health Specialist in the new future."

**Ajifa Anjum**

*Student, Department of Public Health and Informatics  
Jahangirnagar University*



Eighty-eight young researchers from various universities and institutions have been provided with the research grants as of 2019. Twenty-two studies have already been published in international journals and fifteen studies have been presented at various international conferences. Various government departments and NGOs are utilizing the study findings to develop and implement effective Social and Behavior Change Communication programs on tobacco control in the country. The program has produced tremendous results in building research capacities of the research grantees. Most of the grantees are now working with different reputed national and international organizations as researchers. It is evident that well-orchestrated research mentoring program is effective in creating the next generation researchers and enriching the local evidence base to develop and design effective SBCC programs.

- *Submitted by:*  
Bangladesh Center for Communication Programs (BCCP)

## Involvement of social institutions: improve hand washing practices



Sunamjang district, a wetland, is home to nearly 2.8 million people. Every year, most of the areas of the district remain submerged for almost six months, creating barriers for local people to access health and family planning services. To make the situation worse, low literacy rate also negatively contributes to their health-seeking behavior. Ensuring Water Sanitation and Hygiene - WASH is an important factor to improve the health and nutrition status. A lot of work like promoting handwashing practice needs to be done to improve the WASH status of the local people. Handwashing practice plays a vital role in reducing infection as well as keeping safer in the COVID-19 pandemic situation.





The District Nutrition Coordination Committee (DNCC), a leading sub-national platform, is facilitating and monitoring the overall operation of the Annual Nutrition Action Plan of Sunamganj. Handwashing is one of the behavior change activities under WASH's other initiatives. DNCC is promoting handwashing practice through various initiative; and doing advocacy activities to mobilize local-level resources and to motivate the key decision-makers to take initiatives, such as installing handwashing stations in public places and setting up display boards around educational institutions, mosques, temples, restaurants, and popular public places with a pictorial guide on steps of handwashing and other appropriate messages relevant to the institutions.



These initiatives motivated the respective community authorities to install handwashing stations with message boards. As a result, there are 168 handwashing stations with message boards in primary and secondary educational institutions, 100 stations in the mosques under the Islamic Foundation, 40 stations in temples under the Puja Committee, 100 stations in restaurants, and 60 handwashing stations in other public places. The success of these initiatives again highlighted how the local-level resource mobilization and advocacy can motivate community decision-makers to work together and act proactively to improve hand washing practice.

- Submitted by:  
Collective Impact for Nutrition, CARE Bangladesh

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