



ANNUAL REPORT

2010-2011



Bangladesh
Center for
Communication
Programs

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BCCP recognizes technical/financial support from
GOB, USAID, JHU/CCP, FHI, TAF
ROSC, UPHCP, SSFP and WLF
for accomplishing current programs.



**Bangladesh
Center for
Communication
Programs**



Our Vision

To help create an empowered and enlightened Bangladesh free from poverty and exploitation based on age, sex and religion through raising awareness and increasing the knowledge of the people utilizing strategic communication. BCCP positions itself as a center of excellence and a dependable source of strategic communication, community mobilization and advocacy in the country as well as in the region.



Our Mission

Our mission is to become a premier organization in Bangladesh and a key agency in the region for strategic communication, using global and local partnerships to help expand its impact and effectiveness.



Our Values

- Innovation
- Empowerment
- Comprehensiveness



Message from the Director

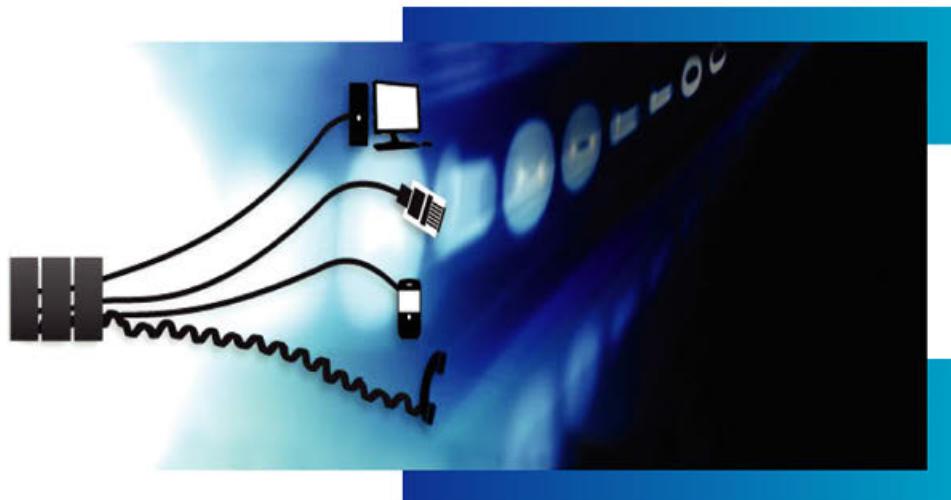
Bangladesh Center for Communication Programs (BCCP) has a vision to overcome poverty and empower individuals in Bangladesh through the use of strategic communication. We believe in a society where people are free from poverty and exploitation, irrespective of age, sex, class, ethnicity, location and religion. Through communication strategies, community mobilization, and advocacy we aim to raise awareness about social issues, share knowledge with communities and facilitate the creation of an enabling environment to help people make informed decisions. Being a center of excellence and a leading 'one stop' strategic communication organization in Bangladesh, BCCP works with global and local partners to ensure innovation, effectiveness and maximum impact for each and every program.

After its inception in 1996, as a successor to the John Hopkins Bloomberg School of Public Health/Center for Communication Programs, Baltimore, USA, BCCP initially focused on health and family planning. With the wealth of experience and expertise accumulated, BCCP diversified into other areas of social development, and expanded its partner base, over the years. One such project is the Public Procurement Reform Project II (PPRP-II) of the Ministry of Planning which involves developing and implementing a communication strategy and engaging stakeholders to monitor the outcome, leading the way for establishing an efficient public procurement system in Bangladesh. Another example is the Reaching Out-of-School Children (ROSC) Project of the Ministry of Primary and Mass Education which aims to raise awareness and increase the number of underprivileged children who receive a primary education. BCCP's capacity to replicate the lessons learnt from one project in another brings a synergistic impact on the programs and thus is a strength that ensures its competence as well as its sustainability.

Our competence is unquestionably due to our devoted professionals who have expertise in various areas of strategic communication and are dedicated to taking the organization to higher levels of excellence by creating abundant success stories. BCCP would like to extend its gratitude to the Government of Bangladesh, its development partners, and the Executive Board of BCCP, for their continuous commitment and support.



Mohammad Shahjahan
Director & CEO



Cutting Edge Technical Expertise of BCCP

BCCP has steadily gone from strength to strength, maintaining its leading position in cutting edge technical expertise in the following areas:

- Developing and implementing strategic communication plans
- Designing and implementing mass media campaigns
- Developing community based interventions for social mobilization, mainstreaming of issues and policy interventions
- Policy and media advocacy from local to national levels
- Designing communication tools/materials combining creative ideas
- Creating and delivering enter-educate programs
- BCC capacity building of institutions and individuals
- Undertaking formative and evaluative research
- Facilitating collaboration among public, private and NGO sectors
- Leveraging resources to extend the reach of programs



The Executive Board of BCCP

Strategic communication has been playing a critical role in all the sectors of development in achieving success. Therefore, since beginning, BCCP's emphasis has been on designing all communication programs for any particular project strategically based on scientifically developed project planning process so that the project goals are achieved in the most effective way within the given resources. Following state-of-the-art communication techniques consistently, BCCP has been able to establish its image as the leading one-stop communication organization in the country that rely on designing, implementing, monitoring and evaluating result-oriented communication interventions. Over the years, BCCP's strength has also been visible in advocacy and communication capacity building in the country.

Coming to this stage would not have been possible had BCCP not received required guidance and support from its strong and capable Executive Board. Comprised of an eminent educationist, a senior ex-government official, a communication expert of international standing, an experienced public health administrator and a renowned chartered accountant, the Board meets regularly to review BCCP's routine performances and provides guidance in adding one per cent plus on all its activities constantly and in looking to the future and taking up pragmatic programs for the sustainability of the organization. In all important decision taking, Mr. Syed Fazle Ali, Treasurer and Mrs. Gule Afruz Mahbub, Member of the Board played a crucial role.

Today, BCCP looks forward to strengthen its footing further that allows it to expand its role beyond Bangladesh offering other countries in the region BCCP's technical assistance in replicating successful communication programs. For achieving this stage, it owes immensely to all its dedicated staff members, the members of the Executive Board and specially to the President of the Executive Board, Dr. A. Majeed Khan, whose experience, expertise, pragmatism and leadership were instrumental in directing the organization to pursue its mission and vision.



Promoting Transparency and Accountability as a Right of Citizens

Focusing on public expenditure for procurement, Public Procurement Reform Project II (PPRP-II) aims to standardise and demystify the complexity of the existing public procurement process and make it more transparent, accountable and comprehensible for the bidding community and other stakeholders. A Public Procurement Act was passed by Parliament in 2006 and the Public Procurement Rules (PPR) were framed in 2008. Recognising a need for transparency and accountability in the public procurement system, the Government of Bangladesh initiated a project which became the precursor of PPRP-II. The implementation of PPRP-II is undertaken by the Central Procurement Technical Unit (CPTU) within the Implementation, Monitoring and Evaluation Division (IMED) of the Ministry of Planning. Through the Social Awareness Campaign and Communication (SACC), BCCP is successfully leading the way in laying the foundation for a fair society where public procurement is conducted in a fairer manner.

Communication Strategy

As part of the SACC of PPRP-II, BCCP developed a Communication Strategy in the context of the PPRP-II project with an overarching goal to help successfully implement the ongoing public procurement reforms in the country. The Communication Strategy consisted of several elements of Strategic Communication such as raising awareness, increasing knowledge, fostering behaviour change and conducting advocacy to *de-mystify the procurement process*- often a black box to most individuals, even to the bidder community - to help promote a shift in behaviour and mind-set among the members of the concerned community (policymakers, public officials, bidding community, civil society, politicians) with regard to procurement activities; to encourage increased demand for reforms; and ultimately to



provide the social foundations to support the institutionalization of a well functioning public procurement system in the long term. The Communication Strategy provided systematic and coordinated support to CPTU through a comprehensive range of mutually reinforcing strategic communication interventions at both local and national levels targeting different stakeholders who have a direct or indirect stake in the issues of public procurement and its impact.

TV and Radio Commercials

As part of the intervention, a television (TV) and a radio commercial focused on PPR awareness were produced and aired between November 2010 and March 2011. These were aimed to disseminate the key themes of public procurement, namely accountability, transparency skills, open competition and equal treatment to the target audience in order to gain their support for PPR. The TV commercial was aired on BTV, ATN Bangla, NTV and Desh TV, whereas the radio commercial was aired on Bangladesh Betar, Radio Amar and Radio Today.

National Launch of PPR Awareness Campaign

Implementation of the Communication Strategy has started with the national launch of the campaign in November 2011. With the slogan '*Shorkari Kroye PPR - Jonogoner Orther Shorbottom Baybohar*' at the forefront of the campaign, it is intended to give a clear message of PPR to procuring entities, the bidding community, the media and civil society through raising awareness and capacity building so that the stakeholders would be better equipped to comply with the provisions of PPR. The campaign was supported by the development and distribution of posters and stickers and by hoisting 76 billboards with the same message as the posters and stickers in 64 districts throughout the country.





National Launch of e-GP Portal

A grand gala launch event for the 'National Electronic Government Procurement (e-GP) Portal' was held on June 2, 2011 at the Hall of Fame in the Bangabandhu International Conference Center, Dhaka. Sheikh Hasina, Honourable Prime Minister of Bangladesh graced the occasion as the Chief Guest and inaugurated the National e-GP Portal. Among a splendid turnout of 900 guests were Air Vice Marshal (Rtd.) A.K. Khondoker, Honourable Minister of the Ministry of Planning, Architect Yeafesh Osman, Honourable State Minister of the Ministry of Science, Information & Communication Technology, Ms. Ellen Goldstein, Country Director of the World Bank, and many such notable individuals. A special e-GP kit was gifted to all the attendees.



Advocacy Kit

An advocacy kit has been developed as a supplementary material for the advocacy campaign. The kit contains a set of fact sheets, a folder, and a notepad, along with a frequently asked question-answer sheet on e-GP. Distribution of the kit has begun among various stakeholder groups involved in advocacy activities and interventions, such as training, workshops, roundtable meetings, etc.

Procurement Video

Through several meetings with the Working Group and CPTU, production of the procurement video is in progress. Planned to have it as a useful tool, it will soon be ready for dissemination in training programs, workshops, orientation sessions for capacity development activities, advocacy/communication workshops, etc., and among the interested bidders and procuring entities. This video will be readily available for reference to aid stakeholders with necessary information.

Reality Show

Following up on the plan to develop a six-episode reality television show, the script has been finalized and the show will be produced soon.

Future Search Conference at District Level

The Future Search Conferences (FSCs) took place at the district level with representatives from target agencies, the contractor community, the media and civil society, locals who are influential or from the administration, and other stakeholders. A total of 63 FSCs were conducted in 63 districts with 45-50 participants at each workshop.

With the aim of analysing public procurement issues, creating a sense of ownership among participants and designing action plans for stakeholders, BCCP successfully brought in a total of 2597 participants to the FSCs organized at district level. Sensitizing these groups of people will make them more attuned to PPR issues and better able to help change the public's perception of reforming the public procurement system and PPR, as well as help develop the community action plans by involving key stakeholders. By reinforcing the message broadcast on television and radio publicizing PPR, FSCs help form a more positive image of PPRP-II related issues within the community to create an enabling environment for materializing the goals of PPRP-II.

BCCP is in the process of forming a number of Government-Contractors' forums, named *Kroi Sanglap Forum*, in 7 districts on a piloting basis under the SACC-PPRP.

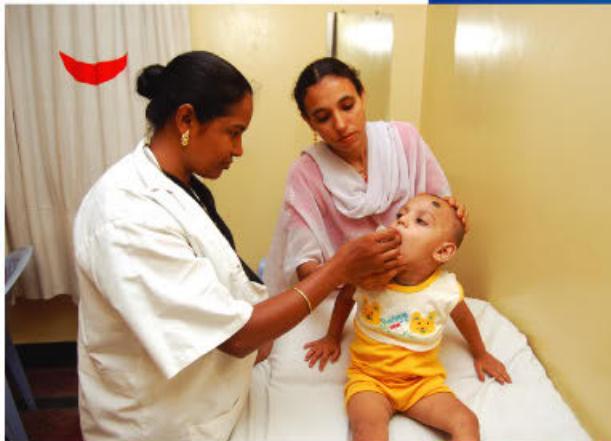
Capacity Building

BCCP has initiated designing a number of short training courses for four stakeholder groups, namely Procuring Entities, Contractors, Media Personnel and Civil Society members. Besides discussions, meetings have been held with CPTU and other training partners such as FIN-EUROPE and BRAC-IGS to get their inputs on the proposed training on social awareness of PPR issues. With regard to the training, a two-day Curriculum Development Workshop was organized by BCCP to share and finalize the curriculum. The workshop was inaugurated by Mr. Habib Ullah Majumdar, Honourable Secretary of IME Division, Ministry of Planning and Mr. Amulya Kumar Debnath, Director General of CPTU. Taking into account the feedback and suggestions, a set of four training manuals, a participants' handbook and training materials were prepared for the stakeholder groups. The training sessions were conducted in December 2011.

The BCCP team also attended a PPSC meeting organised by IGS-BRAC, chaired by the Honourable Minister, Ministry of Planning. Additionally, BCCP team also attended a couple of meetings of the World Bank review mission at CPTU along with other partners and consultants of PPRP-II.

Since BCCP is in the 2nd year of implementation of the project, it will conduct a mid-term assessment of the on-going awareness raising campaign engaging an experienced and independent research agency to carry out the study. The major objective of the mid-term assessment is to determine the level of key holder awareness, understanding, attitude and appreciation of PPR as well as values such as proper management of public funds, outsourcing the provision of goods and services in a competitive manner, and accountability of public officials in Bangladesh.

PPRP-II has had yet another progressive project year, going from strength to strength and remaining focused on its ambitious goals. Innovation, leadership and dedication have enabled BCCP to capture the program's message of a complex government system and at the same time, communicate it clearly and effectively to the public. It will not be long before the much-needed developments are seen in the area of procurement.



Urban Primary Health Care Services Get Momentum

The Second Urban Primary Health Care Project (UPHCP-II), initiated by the Local Government Division of the Ministry of Local Government, Rural Development and Cooperatives, has been targeting healthcare among the urban population, especially the poor. With the aim of increasing access to primary healthcare services, UPHCP-II provides services in 24 partnership areas in six City Corporations and the five selected Municipalities of Bogra, Sirajganj, Savar, Comilla and Madhabdi, with the special feature of providing at least 30 per cent of each of the services for free to the poor. The project operates its healthcare services through 24 Comprehensive Reproductive Health Care Centers known as *Nagar Matri Sadan*, 161 Primary Health Care Centers known as *Nagar Shastha Kendra* and 644 Satellite Clinics located in the selected 24 partnership areas.

Acting as the Behavior Change Communication and Marketing (BCCM) firm of UPHCP-II since July 2007, BCCP was responsible for designing, implementing, coordinating and evaluating the BCCM component of the project. At the beginning, BCCP undertook a stock taking exercise and conducted a Needs Assessment Study to assess the BCCM needs of the project. Then a Behavior Change Communication and Marketing (BCCM) Strategy was developed by BCCP under the guidance of the Project Management Unit (PMU) of UPHCP-II, involving all concerned officials, partners and stakeholders. Following this strategy, year-wise work plans were developed and all BCCM activities were then conducted according to the work plans.



First of all, a Knowledge, Attitude, Behavior and Practice (KABP) survey was conducted to generate base-line data about the level of awareness among people living in the project areas about the services delivered by the UPHCP-II service centers, their attitude towards the health centers and the extent of utilization of services by them. Simultaneously, with a view to branding the services and the service centers with a common symbol, a branding logo was designed and developed. The newly developed logo, which shows a "rainbow", was then promoted by conducting a well-orchestrated campaign both at the national level and the local level that involved production and utilization of a number of BCC materials. Another objective was to develop the BCC capacity of different categories of service providers to enable them to plan, conduct and evaluate BCC programs at the local level. As a result, service providers of different tiers were given BCCM training as well as Inter-Personal Communication and Counseling (IPC/C) training. Advances in Health Communication Workshop and Message Development Workshops were also conducted. In a bid to involve other stakeholders, leaders and influential people, different advocacy workshops, orientation programs and Future Search Conferences (FSC) were conducted utilizing a well-designed Advocacy Toolkit and other appropriate BCC materials.

Alongside these major activities in the first three years, BCCP also carried out a number of supporting activities including production and supply of BCC materials and regular monitoring visits to the PA Units to help them plan, implement, monitor and evaluate local-level BCC activities. In the fourth year, the main attention was on consolidating BCCM interventions aiming to achieve a marked increase of client flow in the UPHCP-II service centers. This special drive included production and airing of a 13-episode Television Drama Serial and the launch of a special campaign supporting the airing of the TV drama serial.



Airing of the TV Drama Serial *Gari Chole Na*

To promote the health care services and the service centers of UPHCP-II, a 13-episode enter-educate television drama serial *Gari Chole Na* was produced as part of planned major BCC interventions. Each of the episodes dealt with a message on a particular health topic which was delivered in an entertaining way as part of the drama. Written by the noted playwright Humayun Ahmed and directed by the talented Animesh Aiech, the drama was aired on the popular TV channel ATN Bangla once a week, beginning from June 18, 2011. Centering on the common elements of various social issues, the drama projected different characters in families, social harmony vis-a-vis conflicts, social discrimination among the rich and the poor, widely believed superstitions, negative vis-a-vis positive attitudes of family members, etc. Matching with the normal flow of the drama, health-related messages were conveyed appropriately and these were reinforced by using the 'fact pack' technique that involved the reiteration of the main messages by the main characters at the end of each episode of the drama.

To have the best possible impact from the airing of the drama, specially designed national and local-level campaigns were conducted. These campaigns involved a number of innovative interventions that focused on persuading people to watch the drama so that they get the messages that were delivered and take positive action in seeking health services.

The Technical Officers of BCCP made extensive trips to the PA Units to provide technical assistance in effectively conducting the local-level campaign activities centering round the airing of the drama. During the last leg of the airing program, the Technical Officers talked to different levels of service providers and stakeholders to get a sense of the impact of the drama serial and the associated campaign activities. Initial responses suggest that the drama was liked very much by the intended audience and that the client flow has started increasing.



Advocacy Video to Project UPHCP-II at a Glance

With a view to projecting the aims and objectives of UPHCP-II, its functions, partners, donors, areas of operation, major achievements and success stories, a 13-minute Advocacy Video was developed by BCCP under the guidance of the Project Management Unit of UPHCP-II. Developed in Bangla, the video also contains English sub-titles so that all concerned can get to know what the project is all about. This video is suitable for use in any gathering including meetings, group discussions, workshops, seminars etc. to let the audience know what is going on under the project. Copies of this video have been supplied to the concerned officials, stakeholders, partners and the PA Units so that they can use it when needed.

Advocacy Activities

During the period under report, BCCP conducted two awareness raising workshops with Ward Primary Health Care Coordination Committee members in Sirajgonj in April 2011 and in Rajshahi in May 2011. Partner NGOs Srijoni in Sirajgonj and PSTC in Rajshahi organized these events.

Training for Health Care Service Workers

Improving the skills of health service providers was an essential component of providing quality care and BCCP collaborated with the Management, Support and Training (MS&T) firm to organize several training sessions on "Interpreting Non-Verbal Communication" between November 2010 and March 2011. Each session had 25-30 participants and was conducted in Dhaka, Rajshahi and Khulna. Additionally, a couple of training sessions on 'Individual and Group Counseling' were held in Dhaka in November 2011. BCCP facilitated and provided other technical support to MS&T firm in conducting the sessions.

Message and Theme Development Workshop

As part of the BCC Capacity Building Initiative, a Message and Theme Development Workshop was conducted at BARD, Comilla, in November, 2010. Facilitated by senior professionals of BCCP, it was attended by 32 participants, among whom 25 were different categories of service providers and 5 were creative persons having creative skills and experience in developing messages and materials. The main objective of the workshop was to enhance message development skills of service providers and take initiative to develop messages for promoting UPHCP-II activities. The participants of the workshop developed 10 messages by following the message development procedure.



Guidelines and Curriculums

To equip the PA Units with necessary documents for conducting BCC and advocacy activities and training programs, a number of guidelines and curricula were developed and distributed among the PA Units. These include guideline for dialogue sessions for the formal and informal leaders, TOT curriculum for peer education on ARH issues, guideline for discussion with slum leaders, religious leaders and other influential leaders etc.

Newsletter

Nagar Shastho Barta, a quarterly newsletter publicizing the activities and success stories of UPHCP-II, was produced and distributed regularly.

End-line Evaluation

To have an understanding of the effect of the program resulting from the BCCM interventions already introduced, an end-line evaluation was conducted to get the latest data with regard to the knowledge, attitude, practice and behavior of the people in the project areas which could be compared with the base-line data to analyze the impact of the BCCM program. Accordingly, an external, independent research organization named Org-Quest Research Limited was selected for this purpose following a competitive selection process.

Subsequently, the organization was oriented on UPHCP-II and introduced to the concerned officials of PMU, PIU and the PA Units to enable them to work smoothly and independently. Data collection for this survey has been completed and currently data processing is in progress. Preliminary findings suggest that the BCCM interventions had a remarkable positive impact on the program. The overall coverage of UPHCP-II is on the rise.





Reaching Out-of-School Children (ROSC) facilitates Right to Education for the poor

Education provides a solid foundation in one's life and can transform it in more than one way. To bring the national Education for All (EFA) goals to fruition, the program Reaching Out-of-School Children (ROSC) was initiated in 2005 by the Government of Bangladesh through the Ministry of Primary and Mass Education, and co-funded by the World Bank. Aiming to reduce the number of out-of-school children through improved access, quality and efficiency in primary education, especially for disadvantaged children, the Bangladesh Center for Communication Program (BCCP) has been involved in the implementation of Social Awareness and Community Management (SACM) for this project. In addition to the existing 15000 Ananda Schools established in 60 Upazilas in the first phase of the ROSC project, 7500 more Ananda Schools have been formed in 30 new Upazilas in the extension phase of the project.

A bottom up approach has been adopted for this project and thus community members become active agents of change i.e. the Center Management Committee (CMC) formed with the community members mobilizes the communities, enabling them to have ownership of the project. BCCP runs a social awareness program through appropriate strategic communication and media campaigns geared towards increasing student enrolment. In addition, BCCP builds the capacity of CMC and facilitates their participation in the school's overall development planning and management.



Community Level Advocacy

Upazila Advocacy Conference (UAC)

In order to introduce Upazila level stakeholders to the ROSC project and to create a platform and advocate base at Upazila level for it, BCCP organized a series of 'Upazila Advocacy Conferences'. Through this program the relevant stakeholders at Upazila level were informed about the management of Ananda Schools, established links between ROSC and community stakeholders, identified the support that was needed from them in promoting quality of education and determined their role as stakeholder of the Ananda Schools which were participated by a total of 980 upazila lavel stakeholders. BCCP developed a guideline in consultation with the ROSCU and prepared a presentation to provide information and foster discussion.

Union Advocacy Meeting

BCCP organized a series of 'Union Advocacy Meetings' to facilitate the active involvement of the relevant stakeholders for wider social mobilization, to create awareness in the parents of left-out/drop-out children and to seek support of community leaders for community ownership. The participants of these events were the relevant stakeholders of the community such as the Union Parishad Chairman and Members, AUEO, teachers, religious leaders, field workers of non-government organizations, ESP supervisor and guardians.

Media advocacy

Consultative Meeting with Head of News / News Editors

Through strategic and extensive engagement with media personnel, BCCP aims to promote positive and responsible mass media reporting on ROSC. In order to sensitize reporters, a meeting was held on September 18, 2011 with the News Editors of print media and Heads of News of electronic media. The objective was to enlighten them about the project and create an enabling environment at the national level, as well as reinforce community support at the local level through media leveraging. A total of 14 senior media professionals comprising News Editors and Heads of News of print and electronic media attended.

Media Coverage of Award Ceremony

To encourage students to perform well academically, an award reception was organized. With the effort of ROSC-BCCP collaboration, it was widely covered by the popular English and Bangla dailies, along with TV and radio channels.



Visits by Media Personnel to Ananda Schools

A visit to Ananda Schools by some media professionals was facilitated by BCCP to encourage them to publish/broadcast news features in their respective dailies and TV channels. In addition, BCCP encouraged the local-level media personnel to observe field-level activities to maximize media promotions of the project.

BCCP facilitates broadcasting/publishing news features in electronic and print media at the national and local level for publicity of the ROSC project and highlights the success stories for policy makers, civil society members and other relevant stakeholders of the Ananda Schools in order to get their support in raising social awareness. As a result, a total of forty-eight news/features were broadcast/ published through mass media.

Capacity Building of the Community Management Center (CMC) members

Basic Training for Selected CMC Members

As part of a capacity building initiative, the first phase of basic training for the CMC members started in the month of October, 2010 for new 30 upazila. BCCP trainers were divided into two teams and deployed in the intervening Upazilas. The selected participants for basic training included Chairperson of CMC, Member-Secretary (Teacher of Ananda School), representative from ESP and the AUEO from these groups a total of 12413 participants attended the training programs. BCCP had developed and used pictorial PVC flipchart as part of visual aids for imparting effective training through field teams to make the key messages simple and comprehensible.

Parents Gathering

BCCP organized and conducted Parents' Gatherings at 52 Upazilas in order to promote community ownership and value of education. These events were participated in by a large number of people including stakeholders from government and non-government sectors, elected members of local government, social elites, ESPs, ERP and guardians of the learners at Ananda Schools. The guardians expressed their gratitude to the ROSC Project for creating an opportunity for their children's education.



Communication Materials

BCC Materials

A Leaflet, Poster, SMS, as well as a signboard and a guideline for the ERP office were designed and developed to highlight the rules for the enrolment of children who are genuinely out-of-school and for the smooth operation and management of Ananda Schools by the community. BCCP has also developed and disseminated an ROSC guideline to support the establishment of Ananda Schools in 30 new Upazilas.

For effectiveness in basic training and for conveying clear messages to CMC members, BCCP employed visual aids to develop a PVC pictorial flipchart. A banner was also designed for CMC teams.

Video Documentary

Communication is a process that requires consistency and replication of the interventions. With this in mind, BCCP is in the process of developing a video documentary containing the entire SACM intervention to help sustain lessons learned and replicate the Parents' Gatherings, Courtyard Meetings and CMC meetings and replicate/continue them at the local level by UEO, ERP, and CMC. The video documentary will remain as an orientation piece that local ROSC stakeholders can use as a model before they cascade these programs afterwards in their community.

Monitoring Visits

In order to assess the impact of SACM activities, BCCP conducted monitoring visits on a random basis. These visits helped to assess the impact of SACM activities in the ROSC catchment areas and to determine whether to continue or re-adjust of certain interventions considering its effectiveness in the program.



Making education a priority, BCCP has successfully undertaken community level activities by adopting strategic communication techniques to influence parents and community members in owning Ananda Schools. Opening up opportunities for young children, ROSC reiterates BCCP's vision of every individual having the opportunity to discover their potential.



Mayer Hashi - Bringing Smiles on the Faces of Mothers

Lack of knowledge surrounding maternal health and modern methods of contraception led to the inception of *Mayer Hashi* in 2009, undertaken by the GoB and involving the Ministry of Health and Family Welfare (MoH&FW), EngenderHealth, BCCP, JHU-CCP and Population Council, with support from the United States Agency for International Development (USAID)/Dhaka. Aiming to extend the current contraceptive options that are commonly used by women, *Mayer Hashi* emphasizes increasing the demand and use of Long-Acting and/or Permanent Methods (LA/PM) of contraception in a contraceptive methods mix. This project is implemented in the three low performing divisions of Sylhet, Chittagong and Barisal.

National Level Campaign

The National Family Planning Advisory Committee meeting was held in order to present the final draft of the National LA/PM Strategy and BCC Strategic Approach where *Mayer Hashi* developed the LA/PM BCC Campaign Guideline, a summary of the LA/PM BCC Strategic Approach. A highly publicized media event, the National BCC Campaign was launched on 5 May 2011 with 640 key central-level stakeholders. The speakers included the Honorable Minister and the State Minister of MoH&FW, the US Ambassador to Bangladesh and the Secretary of MoH&FW.

The national LA/PM campaign was developed to position LA/PM as a method of choice for those men and women who would like to opt for longer spacing and limiting, and designed to support and reinforce the local-level campaign messages. As planned for this year, a TV spot with an LA/PM positioning message, a poster and a six-episode reality show were developed, internally reviewed, tested, and approved by the IEC Technical Committee.



Local-Level Campaign

This project year *Mayer Hashi* was launched through festive events in 12 areas in the three designated divisions, Sylhet, Barisal and Chittagong. Among the participants were government officials, Upazila-level elected members of local government, civil society members, NGO representatives, religious leaders and clients, with the Deputy Commissioner of the respective district as chairperson. Speeches, statements of commitment, street drama, folk songs and screening of the LA/PM video documentary were all used as communication tools and service providers were provided with LA/PM BCC printed materials.

To help motivate and encourage people to move the initiatives forward, champions are selected from all levels including healthcare providers, religious and community leaders, satisfied clients and MoH&FW officials. Their role is significant in advocacy and demand activities. Satisfied clients were selected as champions and encouraged to get actively involved in the BCC campaign to create an enabling environment at the community level.

BCC Materials

Innovative BCC materials were designed and developed by BCCP. These comprised FP Flipchart, Interactive Guidebook, Roman Banner, and LA/PM Leaflet, which were distributed at the Upazilas of the districts where the BCC campaign was launched.

Community Engagement

Orientation of field workers was organized in five districts involving a total of 2,523 health and family planning field workers and 143 NGO field staff who received training. These sessions have been extended to seven districts. Orientation sessions were also organized on effective communication and focusing on post-partum family planning (PPFP). Through these, the participants gained knowledge and understanding of family planning related issues.

An effective communication intervention is through the performing arts. Thus to raise awareness at the local level, local drama teams were chosen to perform in local dialect in various locations for the better understanding of the message delivered through the drama shows. A national-level drama team was responsible for coaching them to perform in an effective manner. A total of 200 shows were put on at the union level in eight districts, with a total of 114,795 people attending. The performances were followed by discussions about LA/PM or PPFP facilitated by local Family Welfare Assistants.

With the aim of supporting the local peers of *Mayer Hashi* who work with young men and women in 5 selected Upazilas of Patuakhali district to raise awareness, *Mayer Hashi* developed a Peer Guideline and provided them with BCC materials to start their activities, such as one-to-one meetings and group discussions, in February 2011. The peers have referred 1,894 FP clients, the majority being women with one child.

Mayer Hashi is implementing a specific PPFP BCC campaign, with a community engagement component, in five Upazilas of Barisal, one Upazila of Comilla and the Sadar Upazilas of 15 intervention districts. Similar to the LA/PM BCC local level campaign, the PPFP BCC campaign includes a launching program, fieldworker orientation, street dramas, distribution of BCC materials, and interactive activities facilitated by the trained providers/fieldworkers.

To integrate PPFP into Maternal and Child Health Services, 447 Community Clinic Support Group (CSG) members from 113 Community Clinics were oriented about their role in creating an enabling environment and linking the community with the facility.

Young Married Couple

Through a peer-led program, Young Married Couples (YMCs), young men and women are provided with information on all FP methods, focusing on LA methods for couples with one child and thus strengthening the enabling environment for this.

To reach communities with messages about LA/PM, generate dialogue and contribute to making the use of LA/PM a social norm, Upazila and Union Parishad members will be involved in LA/PM advocacy in the next project year. In order to reach out to many mothers in deprived communities, BCCP professionals are working diligently to ensure that mothers are informed about contraception and are empowered to take such life-changing decisions.





AHEAD: Focus on Reproductive Health Improvement to Ensure Development (FRIEND)

In Bangladesh, primary prevention and health education has been lagging behind in comparison with investment in hospitals, healthcare infrastructure and procurement of modern medical equipment, due to the 'facility' based health budget i.e. allocations to a district are based on the number of 'beds' in existing hospitals and health centres. In addition, a sexual conservatism can be seen in South Asian countries, including Bangladesh which results in lack of knowledge and thus prevents discussion about sexual and reproductive health (SRH). The AHEAD (Advancing Healthy Advocacy) initiative aimed to highlight SRH as an issue that needs to be addressed in the sector wise budget allocation.

FRIEND was initiated in 2009 with funding from WHO and financial and technical support from the German Foundation for World Population (DSW). Among local NGOs, the Bangladesh Center for Communication Programs (BCCP) was the lead implementing agency for AHEAD, collaborating with the Bangladesh Rural Advancement Committee (BRAC), Chittagong-based DRISTY and GHASHFUL, and the Marie Stopes Clinic Society Bangladesh. The following activities have been undertaken under the project:

Capacity and Tools Development

Introducing budget advocacy for SRH to leading national and regional NGOs in Bangladesh, FRIEND not only drew attention to the topics of budget advocacy and social accountability but also the growing importance of advocacy and policy engagement by NGOs in the country's changing development and economic scenario.

A national forum was created by BCCP for budget advocacy on SRH for the first time in the country. Two high-level stakeholder meetings were organized focusing on a valuable exchange of concepts, knowledge and experience as senior government bureaucrats explained the budgeting process in



government departments; health economists highlighted the gaps in national and local planning processes, and SRH service providers identified challenges in grassroots level implementation. Additionally, media personnel actively participated and provided wide coverage of social accountability and budget advocacy issues of SRH in the press. One on one meetings were also held with senior officials in the Ministry of Health and Family Welfare.

BCCP commissioned a background paper on public allocation and expenditure of SRH. This paper was developed and disseminated at a stakeholders' workshop. A PowerPoint presentation was produced for a roundtable meeting. Acting as awareness raising tools, both of these tools explains fiscal matters in relation to government policy and will be useful in the future as well.

The budget advocacy forums led to an informal network constituted of FRIEND organisations, peer NGOs, SRH experts, media personnel and government officials. The informal network has the potential to act as a resource pool for SRH budget advocacy in future initiatives.

Transparency and Accountability

Successfully linking with the Development Organisation of the Rural Poor (DORP), an organisation active in local level budget advocacy, the FRIEND program supported tracking of the *Upazila* (subdivision) and *Union* budgets, directly involving communities in budget participation with local government officials.

FRIEND was the initial preparatory phase for future social accountability programmes. To that effect, this program has successfully raised awareness of national and local budgetary processes among a range of strategic stakeholders in the country and ensured that the issue of SRH for budget allocation was discussed prior to the next national budgetary planning in Bangladesh.



The Smiling Sun Franchise Program

Health and family planning are factors that affect and can contribute to the cycle of inter-generational poverty. To increase the availability of quality healthcare and related facilities in Bangladesh, the Smiling Sun Franchise Program (SSFP) was funded by the USAID and in July 2008 BCCP was assigned to design, develop and implement a brand and service promotion campaign that speaks volumes about quality of care, while promoting the services. Brand recognition of *Shurjer Hashi* or the Smiling Sun (SS) would result in the unquestioning confidence of service users which, in turn, would generate demand in communities.

One of the goals of the campaign was to enhance the visibility of SS, which would increase the number of users of SS services and products in the franchise network, helping to make the project financially sustainable. While one objective was to increase the client use of SS services through brand promotion and demand generation, it was also intended to strengthen the linkage between quality of care and the brand at the service provision levels, and finally, to create a more conducive environment among key local community stakeholders and gatekeepers that would support clinic and service use, especially among women and children. In view of these objectives, BCCP developed various communication materials to promote the use of SS clinics.

In order to convey key messages clearly and generate demand within the community, BCCP followed a systematic process to design several communication tools. Keeping this in mind, a poster on Long Acting and Permanent Methods (LA/PM) of contraception was designed and 45,000 posters were disseminated. Also, a set of Job Aid on LA/PM was prepared, and 2,000 sets produced, to help influence how people perceive contraception and to promote its use.



Multiple materials were developed to aid the process of raising awareness of the program. A brochure and a leaflet were planned, designed and produced by the BCCP team. The brochure aimed to provide information about obstetric care, with 100,000 copies for distribution, whereas the leaflet with a referral slip on Lab Service was developed with the intention to promote the service available at clinics in the catchment areas, and 350,000 copies were printed.

In order to promote Ultra Sound Service and increase the demand for it among the target populations in catchment areas, numerous signs have been developed and placed in 50 different locations. Similarly, a billboard was developed and 3 of them were erected in the Chittagong Hill Tracts to promote EmoC services. Since merchandising has always been a popular method of publicity, 5,000 SS branded clocks have been produced to reinforce the brand among stakeholders and others.

Employing various methods of communication for campaigns, BCCP has effectively promoted several essential healthcare services and made them more accessible to people who have been deprived of such vital facilities until now.



অমরাই পারবো – সমাজকে দূরে ঠেলে কাঞ্চিত খালাদেশ গড়বো।

আমরাই পারবো
সমাজকে দূরে ঠেলে কাঞ্চিত খালাদেশ গড়বো।

ভবিষ্যত গজান প্রুষ্ঠা সমাজ শৈক্ষণিক কাল

- এসব প্রেরণা, প্রয়োগ কাজ, বেদান্ত, পরিবারিক, সামাজিক ও সাংস্কৃতিক কাজে নিয়েকে সম্মুক্ত করে ভবিষ্যত দ্বারা কাজি নিন
- নিয়ে অলোকিত কাজ ধোকে বিজেত বাস্তু ও অলোকে দূরে থাকার পরামর্শ নিন
- অস্মার হাতের পুরুল হওয়া উক নয়। অস্মার পরামর্শ মোজা কাজে জড়ানোর আগে নিয়ে গুরু নিয়েকে বাটিরে আলো-ক্ষেত্র নিয়া করে সিফার নিন।

সঙ্গেন করুন সমাজই শারে নিয়েকে, পরিবারকে ও সমাজকে সমৃদ্ধির পথ এনিয়ে নিকে।

বালকল প্রেরণা প্রকল্পের পরিপর্যবেক্ষণ করুন।

অমরাই পারবো

Leading Young People Towards a Harmonious Society

The Anti-Violence Program-II (AVP-II) is a continuation of its successful predecessor which was executed from December 2009 until September 2010. AVP-I primarily focused on family bonding, and more specifically on the relationship between father and son. AVP-II commenced in September 2011 and the specific objectives are to disseminate anti-violence messages through a variety of communication interventions in two phases and on two themes: Phase-I (Family Bonding) and Phase II (Terrorism Awareness).

Phase-I reintroduces the AVP-I story and characters to remind and reenergize the target audience by focusing and emphasizing on an anti-violence message and the theme of 'Family Bonding' and using the end products of its predecessor, AVP-I.

Phase-II (Terrorism Awareness) is the sequel to Phase-I, with the same characters in new situations dealing with terrorism awareness. The products of Phase-II are founded on the 'Father' story created during AVP-I and reiterated during Phase-I.

AVP-II will witness effective means of communication such as a 60-second radio commercial, a handbill, a sticker, a billboard and a live Gombhira performance and a docudrama encompassing the outreach events, with the objective to make community members aware of terrorism-related issues and steer their behavior in a more positive direction. Since Gombhira is a popular form of folk theatre, the intention is to make people thoroughly enjoy it and carry home the message. The Gombhira will be performed by a theater group and will take place in various districts throughout the divisions of Chittagong and Rajshahi. An audio-visual mobile van well-equipped with audio and visual equipment will be assigned to present the docudrama.



BCCP has undertaken the task of coordinating and developing a schedule, preparing a script and supervising the actors for the Gombhira performance, besides taking care of the design, development and production of handbills and stickers to disseminate the messages among the audience, as well as billboards that will be erected at strategic locations. Following each outreach event, a survey will be conducted to monitor and evaluate the effectiveness of the program.

By building strong family bonds and raising awareness of terrorism using different BCC techniques and tools, a peaceful and tranquil society can be built where people support one another and violence-related activities are a thing of the past.



Tobacco Control - Time to Reduce Tobacco Use

Tobacco is the single largest cause of health inequality among many low-income countries, including Bangladesh. A WHO study estimated that in 2004, 57 000 people lost their lives prematurely as a result of tobacco use. The Global Adult Tobacco Survey (GATS 2009) reveals that 43.3% of people (41.3 million) aged 15 years and above are using tobacco in one form or another. Tobacco-attributable diseases are rampant, malnourished children in smoking households are increasing, healthcare costs associated with tobacco-related illnesses are increasing, and deforestation is worsening because of a continuing growth in tobacco cultivation.

In view of this harsh reality, the BI partner organizations and grantees have been working closely with the National Tobacco Control Cell (NTCC) to reduce the preventable incidents of tobacco-related disease and death. These organizations, along with the Bangladesh Anti-Tobacco Alliance which consists of 700 member organizations have been working on reviewing the existing tobacco control law and developing recommendations to further strengthen it, monitoring enforcement of the tobacco control law, implementation of smoke-free policies, use of the most effective pictorial health warnings, monitoring tobacco industry tactics and suggesting counter strategies, organizing mobile courts, building the capacity of the grantee organizations and media professionals, etc.

To supplement the above mentioned activities, BCCP with funding support from the Johns Hopkins Bloomberg School of Public Health under its Bloomberg Initiative to Reduce Tobacco Use project has undertaken the following activities this year:

Message Development Workshops

As part of the capacity building initiative, a Message Development Workshop was conducted for the BI grantees in Bangladesh to enhance their skills in message and material development. It was attended by 25 participants and a number of messages have been developed, some of which were pre-tested and used in materials for the World No Tobacco Day 2011.

Technical assistance to BI Partners and Grantees

BCCP provided technical support to BI partners and grantees for the World No Tobacco Day 2011 by developing a poster, a leaflet and a sticker based on the messages derived from the Message Development Workshop. A total of 5000 sets of posters, leaflets and stickers were produced and distributed through BI grantees and Government offices all over the country.

Community Mobilization and Effective Use of Media and Materials Workshop

BCCP organized and conducted two capacity building workshops in Community Mobilization and Effective Use of Media and Materials for BI grantees and members of the Bangladesh Anti-Tobacco Alliance. The workshop was attended by 55 participants.

Strategic Communication Plan

BCCP developed and submitted the draft Strategic Communications Plan for Tobacco Control to the Ministry of Health and Family Welfare to endorse it as a subset of the National Strategic Plan for Tobacco Control 2011-2014. Relevant officials from the ministry were met and their queries addressed to endorse the Plan.





BCCP also contributed to the Tobacco Control Law Amendment Proposal. As a Member of the Law Amendment Committee, BCCP's Director and CEO attended the meetings of the Committee and provided input as and when required. Additionally, BCCP professionals facilitated different communication related sessions in various capacity building training programs, workshops. Moreover, BCCP represented JHSPH in NTCC and various other tobacco control related meeting and events.

Mass Media Campaign

Under a contract with the World Lung Foundation, BCCP provided technical assistance to develop and launch a National Mass Media Campaign, popularly known as "SPONGE" campaign. The technical assistance included developing promotional materials, organizing promotional events, helping a media agency to develop a media plan, and sensitizing the government to procure bonus airtime for the campaign. BCCP developed a poster on "SPONGE" and 30,000 copies were produced and distributed through 64 Civil Surgeon offices, BI grantees and other organizations to publicize the campaign. BCCP also organized a Press Conference at the Dhaka Reporters Unit to disseminate information about the campaign as well as to sensitize the journalists and media people to write on the campaign. Besides, it provided technical support to conduct and disseminate the findings of an Impact Evaluation of the campaign.



Collect Success Stories on Tobacco Control

Visiting project sites of three BI grantee organizations, BCCP documented success stories/innovations and the experiences of the project's stakeholders in order to publish them in the national dailies and in international journals.

To tackle some of the worst challenges of tobacco control, BCCP has been working diligently in its area of expertise and has supported its partners in preventing the premature loss of lives.



Reducing the Digital Divide - Expanding Opportunities for Underprivileged Young People

The IT Exploration for Children Project disproved the myth that poor people can't handle modern technology or that people from deprived communities generally have a fear of technology embedded in them as most of them do not have the opportunity to use any. The IT Exploration for Children Project was established in April 2009 with a primary goal to enhance IT skills of children who otherwise have no access or limited access to a computer, thus enhancing their computing skills, and introducing them to the world of opportunities that technology offers. Funded by the Netherlands-based Expanding Horizon Foundation and implemented by BCCP and Community Participation Development (CPD), the project helped increase computer literacy among young members of the disadvantaged communities.

It was ensured that this program would only cater to children from deprived homes of whom 20 per cent were out-of-school children i.e. children who either used to go to school but dropped out or those who never went to school, and the rest were school-going children. Children of 15 years or under were eligible and the gender ratio was equal.

While each lesson was 3 hours in length, one hour was allocated to teaching and two hours for students to practice the elements that were taught. Students started with a 3-month long basic training course and if they achieved more than 80 per cent marks, and also showed an interest in continuing learning, they were selected for the advanced course which continued for another 3 months. Educational videos were also incorporated into the IT lessons to teach students life skills for adolescents to raise awareness about relevant issues.



A certificate of attendance was given to students to encourage them to broaden their horizon and build their confidence. A number of meetings were also arranged for parents, teachers, and community leaders, most of whom were delighted with the initiative, thus creating a social demand for IT skills in the community.

The IT Exploration for Children Project has influenced various spheres of the children's lives, namely the academic, professional, social and personal. It helped enhance skills of children who already work. As a result, these young workers will have more confidence and respect in their field of work. Additionally, this initiative allowed students to take IT as a subject in their formal education, thus gaining an additional academic qualification.



BCCP provided technical support in various capacities, including setting up the computer labs with computers and other materials, developing the curriculum, training the IT instructors and providing technical support throughout the project period. After the successful completion of the project period, BCCP handed over the project to CPD in March 2011 to run it themselves. However, BCCP is still continuing to provide some technical assistance to the program. Through this project, BCCP has provided a platform to channel the talents of children to create a level playing field for the disadvantaged young population of the country.



Leaders Strengthen the Integrity of Communities

Empowering leaders in the community, the Leaders of Influence (LOI) program envisioned the contribution of citizens towards national development and democratic reform of the country from the grassroots level. Launched by The Asia Foundation (TAF) in 2007, this program received financial assistance from USAID and has helped in setting the ground, upon its completion in 2011.

Within a community, there are individuals in such positions that they can influence community members. The program targeted those influential leaders to use their platform to contribute to national development and democratic reform which in turn will strengthen people's belief in the values of democracy, tolerance, diversity, and social harmony in society. These leaders included Imams and other religious leaders of the Muslim, Hindu, Buddhist and Christian faiths, elected local representatives, representatives of different professional bodies, UP chairmen, women and youth leaders, etc. The program particularly focused on engaging these leaders through dialogue on modern development practices and democratic values and encouraged them to be an integral part of it.

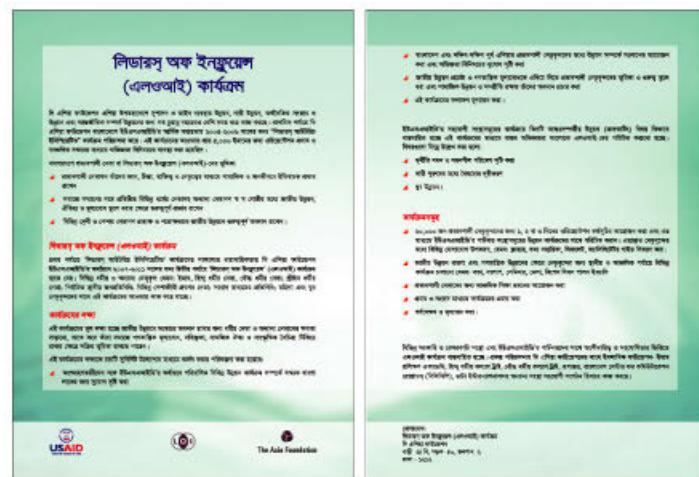
Orientation of these leaders in modern development practices and democratic values involved meetings, seminars, and exhibitions of local project initiatives of USAID. These were values that the leaders were encouraged to promote within the community in order to build a strong foundation for society.

Having expertise in communication and community mobilization, BCCP has been involved in various capacities, including preparing LOI specialty and outreach materials, organizing media and community outreach events, facilitating open dialogue between the exposed and unexposed LOIs, and finally, disseminating best practices and success stories to inspire others within the target population.

To provide information, BCCP printed and supplied talking points guidebooks for distribution to participants in the LOI orientation as take-home materials. Besides this, BCCP designed, developed and printed an advocacy leaflet and an outreach event folder for the participants in the community outreach event. These were tailored for Muslims, Hindus, Christians, Mosque Committee Members, Inter faith Leaders, Professional Leaders, Media leaders, Women leaders, Local Govt Officials and included a leaflet designed for USAID partner programs and another for community outreach events, and, finally, special LOI folders (containing a pen, pad and encasing the LOI community outreach event).

LOI Materials

The BCCP team initiated designing an LOI folder and a leaflet to convey the key messages of LOI intervention to the participants in the Dialogue and Exhibition event. The distribution of LOI special folders, containing pad, pen and leaflet gained the interest of the participants in the media and community outreach event.



Community Outreach Event

Taking the community involvement approach, 18 media and community outreach events have been held in the form of 'Dialogue and Exhibition' in 18 districts of six divisions during the period September, 2010 to February, 2011. Approximately 1800 participants attended the events that started with dialogue and discussion, followed by a question and answer session and the exhibition. The event was designed, planned and implemented with the objective of involving different stakeholder groups of the community and exposing them to the LOI program as well as the development programs that are being implemented by the USAID partner agencies. Participants included TAF oriented LOIs, civil society group members, social workers, journalists, business community leaders, representatives from NGOs and also from different religious groups and high officials of GoB.



In order to get the community stakeholder and the TAF oriented LOI groups to participate in these community outreach events, the following activities were undertaken: organising an exhibition of the development activities of partner agencies, experience sharing and exchange of dialogue in discussion meetings with the participation of oriented LOI of different LOI groups, as well as with the community stakeholders group. These events were covered by both local and national dailies and different TV channels.

BCCP succeeded in facilitating the enthusiastic and proactive participation from both exposed and unexposed LOIs in the dialogue sessions and in the exhibition of the media and community outreach event. Moreover, most of the dignitaries and participants pointed out that the dialogue session was a unique forum for inter-religious groups, where they talked about tolerance, harmony, transparency, women's empowerment, democracy and other national development issues. They recommended having a follow-up event with the same group of people at intervals.

Through the participation of community leaders, BCCP has actively promoted integrity, harmony, tolerance and democratic values in the society, in consonance with its vision of an integrated society in Bangladesh.



A Fairer Future for People Living with HIV and AIDS

A project named *Modhumita*, a follow up program of the Bangladesh AIDS Program of USAID is implemented by FHI (now known as FHI360), in partnership with BCCP and SMC. Aiming to prevent HIV and tackle the discrimination faced by many who are affected, *Modhumita* aims to improve prevention, care, and treatment services for the most-at-risk population, as well as strengthen government leadership, multi-level coordination and the use of data for decision-making, knowledge and advocacy to aid existing HIV prevention interventions.

Media Advocacy

Since the media has an enormous influence on public perception, a media forum was formed and media-related people invite to confront some of the many challenges faced by the people living with HIV and AIDS and the people at risk of HIV, such as through sensible reporting, providing appropriate and sufficient information, encouraging young journalists to enter media reporting, etc. BCCP also initiated a discussion with the Heads of News from 16 renowned print and electronic media as these can play a vital role in advocacy initiatives and mass people mobilization, as well as organizing a two-day orientation program to provide journalists with an insight into HIV and AIDS related issues.

Specializing in the field of communication, BCCP has ensured the publication of a total of 14 articles on stigma and discrimination towards Injecting Drug Users (IDUs), transgender, and sex workers in numerous leading dailies, including the Daily Ittefaq, Daily Samakal, and the Daily Jugantor, along with five special news features and talk shows on national television, BTV and Bangla Vision, highlighting various aspects related to HIV affected people.



Policy Advocacy

To strengthen policy-level advocacy in program integration and resource mobilization, meetings were held on a quarterly basis with officials dealing with HIV in different ministries of the Government of Bangladesh, including the Ministry of Health and Family Welfare, in order to mainstream HIV, develop coordination of HIV interventions, and recognize barriers to interventions.

Whilst aiming to mainstream HIV and AIDS, an important component is to combine existing resources. Thus discussions with the Department of Women Affairs, the Directors and Program Heads of the Department of Social Services (DSS), and official dealing with HIV in the Department of Youth, Ministry of Youth and Sports, the Deputy Chief, and the Director General (DG) of the Department of Youth were conducted to identify opportunities for collaborative interventions, ranging from capacity building, establishing referral linkage with the service delivery sites and VCT, to providing IEC materials on HIV and AIDS as a source of information for relevant programs and enter-educate and life skills training for the field-based programs.

Countrywide Use of Modules/Guidelines Developed Under BAP

To review the STI clinical curriculum for targeted intervention, a meeting was held with 19 experts from different organizations, followed by another meeting whereby National AIDS/STD Program (NASP), various NGOs and development partners discussed the findings and identified different sections of the module that need modifications.



Advocacy for the Regulation of Private Sector Drug Treatment Services and Collaboration Resolution-Related Legal Issues

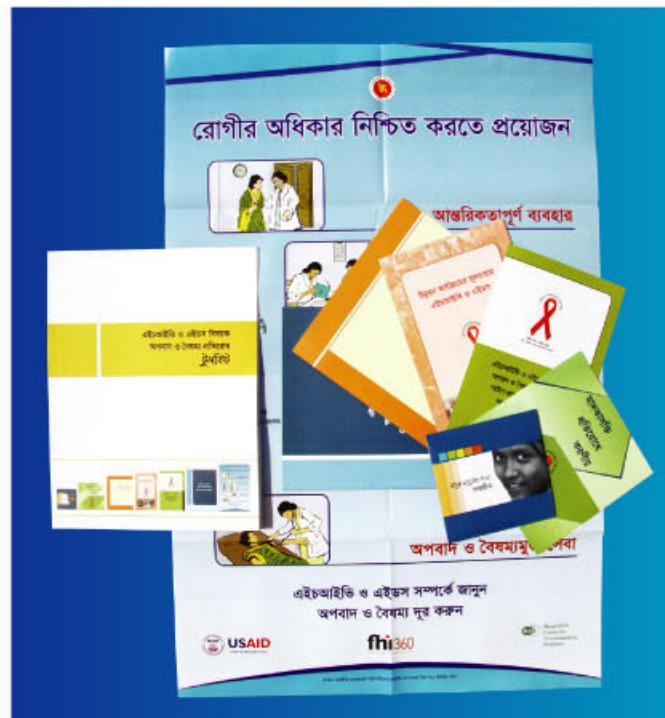
Since law enforcement agencies (LEAs) can perpetuate discrimination against HIV and AIDS affected people, an important objective was to establish a linkage between the local thana and the community by forming a Community Facilitation Committee (CFC) to reduce harassment of IDUs and ensure access to rehabilitation. To strengthen support, a few CFC meetings were organized involving *thana* officials, ward commissioners, community leaders and counselors to discuss raising awareness and collaborative work, initiating solidarity and understanding amongst these groups. The official dealing with HIV in the Ministry of Home Affairs was also involved in discussing these issues.

Enhancement of service standards of drug treatment and rehabilitation centers of Bangladesh is vital in proving quality care to drug users. Conducting discussions with the Department of Narcotics Control (DNC), future plans include technical sessions on standardization of the treatment procedure of rehabilitation, review of the existing laws related to drug treatment, service providers and the treatment of the drug users themselves.

Strengthen Coordination Effort

BCCP provided management and technical support to an HIV and AIDS Prevention Program of NASP and coordinated similar programs of other organizations in a synergistic manner whilst avoiding duplication. Additionally, to reduce stigma and discrimination BCCP and NASP jointly developed an ***advocacy toolkit on stigma and discrimination*** comprised of a range of advocacy materials to supplement the advocacy efforts.

Believing that every individual should have access to health services and a right to be treated fairly, BCCP has been very active in providing its innovative and time-tested strategic, communication services, and supported implementation of *Modhumita* to ensure a promising future for most-at-risk populations including HIV and AIDS affected individuals in Bangladesh.





Enhancing Technical Expertise In Strategic Communication

BCCP has been leading the way in strategic communication for years in Bangladesh. Behavior Change Communication (BCC) is seen as an effective tool to influence people's behavior in a positive way and has been crucial in implementing the programs. Keeping the target audience in mind, strategies for BCC are used to disseminate messages through innovative, effective mediums and are tailored to the needs of the audience that has been targeted, from individuals to the mass public. Developing a variety of materials such as logos, slogans, radio and television commercials, and television dramas is BCCP's forte. Employing a wealth of experience, BCCP professionals work dedicatedly to ensure that the messages of a program are successfully conveyed to the target audience and their understanding of it is immaculate.

From developing communication strategies for programs to ensuring that the set objectives are realized, the BCCP professionals have been instrumental at every stage of the process. With successful campaign logos such as the Green Umbrella, the Smiling Sun, Know Yourself and the Rainbow under its belt, BCCP is going strong, with several projects currently in the pipeline.



With the aim of tapping into untapped resources for use as a medium of communication, Gombhira theatre performances will be conducted to disseminate anti-violence messages for AVP-II and a drama produced on television for UPHCP-II. With a well-equipped Media Material Center and an equally matched creative team, hugely successful drama serials have been made such as *Shabuj Shathi*, *Shabuj Chhaya*, *Eyi Megh Eyi Roudro* and *Enechi Shurjer Hashi*, along with radio programs *Jante Chai Janate Chai* and *Amra Shobai Jante Chai*. Ensuring exposure of the messages to the mass public, the shows were broadcast on private and government channels.

BCCP's strength also lies in community mobilization and advocacy. To supplement the programs, BCCP has played a significant role in creating an enabling environment to facilitate the implementation of the programs. The 'Jiggasha Approach', Future Search Conferences, local-level campaigns, as well as Orientation and Life Skills Workshops facilitate the involvement of people in the community. Policy advocacy is another arena where BCCP has successfully built solid relationships with ministries over the years and continues to work in collaboration with them to share resources and implement changes.

Over the years, experience, expertise and professionalism, BCCP has played a pioneering role in employing strategic communication to effectively disseminate messages.





Auditor's Report



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CDA R/A, Chittagong

Members of the Executive Board

Bangladesh Center for Communication Programs (BCCP)

House # 3A, Road # 74, Gulshan - 2, Dhaka - 1212

We have audited the accompanying Consolidated Balance Sheet of Bangladesh Center for Communication Programs (BCCP) as of June 30, 2011 and the Consolidated Statements of Income and Expenditure and Receipts and Payments for the year then ended. These financial statements are the responsibility of the management of the organization. Our responsibility is to express an opinion on these financial statements based on our audit.

In our opinion, the financial statements referred to above give a true and fair view of the financial position of Bangladesh Center for Communication Programs (BCCP) as of June 30, 2011 and of the results of its operations and its receipts and payments for the year then ended in accordance with the basis of accounting discussed in note # 2.1 to the financial statements and comply with the applicable laws and regulations.

BANGLADESH CENTER FOR COMMUNICATION PROGRAMS (BCCP)

STATEMENT OF EXPENDITURE

For the year ended June 30, 2011

Figures represented in Taka

PARTICULARS	UPHCP-II MoLGRD&C	ROSC MOE	PPRP-II CPTU,MoP	Anti Violence Program-i2si	USAID Supported	BHC Youth Project	OTHERS SHORT TERM	TOTAL 2010-11	TOTAL 2009-10
	1	2	3	4	5	6	7	8	9=(2 to 8)
Technical support and management	18,364,489	5,807,219	16,732,095	3,658,034	19,421,747	486,034	19,233,726	83,703,344	90,810,976
Training program offered	687,029	1,804,589	2,245,824	-	15,208,930	-	1,268,372	21,214,744	7,184,417
Research and evaluation	68,765	-	239,996	100,000	201,412	52,000	1,067,950	1,730,123	3,422,506
Materials production and dissemination	4,092,197	73,398	24,387,641	21,632,715	7,002,053	150,392	26,058,394	83,396,790	70,900,277
TOTAL	23,212,480	7,685,206	43,605,556	25,390,749	41,834,142	688,426	47,628,442	190,045,001	172,318,176

Legend: UPHCP-II= Second Urban Primary Health Care Project; MoLGRD&C= Ministry of Local Government, Rural Development and Cooperatives; ROSC= Reaching Out of School Children, MOE= Ministry of Education; PPRP-II= Public Procurement Reform Project-II; CPTU= Central Procurement Technical Unit; MoP= Ministry of Planning; i2si= Impact International Solution, Inc.; USAID= United State Agency for International Development; BHC= British High Commission.