BCCP recognizes technical and financial support from
GoB, USAID, DFID, JHSPH, BKMI
IGTC, WB, NHSDP, European Union,
World Fish, URC and TB Care II Bangladesh
for accomplishing current programs.
Our Vision

Empower people through strategic communication to build a just, healthy, enlightened, poverty and exploitation free society.

Our Mission

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
For about two decades, BCCP has been promoting the need for strategic communication in Bangladesh with health, population and nutrition sector as its prime intervention areas in the early years. This investment paid off; BCCP soon emerged as a leading strategic communication organization harnessing expertise in research, strategy development, capacity building, mass and social media campaigns, advocacy and community mobilization, since its inception in 1996. Innovations applied successfully in all facets of the communication process have made BCCP a well-renowned agency.

Its long-standing affiliation with the Johns Hopkins Center for Communication Programs (CCP), Baltimore, USA, as its country office in Bangladesh, means that BCCP has retained that legacy and built on it as a learning organization. Adding to its strengths, BCCP is now spreading its technical expertise in communication research catering to the need for a systematic research base to support its diverse social and behavior change communication (SBCC) programs. And its knowledge management team organizes the intellectual capital generated through years of experience, enabling easy access to information.

BCCP's shift from a health communication organization to a one-stop development sector communication organization is evident in its involvement in multi-donor, multi-sectoral projects. BCCP is promoting Bangladesh Election Commission's Smart Card, a digital information database, for the Identification System for Enhancing Access to Services (IDEA) project; facilitating BCC campaigns of USAID implementing partners, strengthening capacity of MoHFW and building a Community of Practice on SBCC for the Bangladesh Knowledge Management Initiative (BKMI); empowering the community to practice positive health behavior through USAID-DFID’s largest co-funded investment in Bangladesh the NGO Health Service Delivery Project (NHSDP); and mentoring research grantees, providing technical assistance and building capacity in-country and in the region for the Bloomberg Initiative to Reduce Tobacco Use.

As the Secretariat for the Asia Regional Springboard, BCCP is promoting improved health outcomes through the exchange of knowledge and resources mainly in online platform. In the European Union's Community Action for Child Protection from Violence (CACPV) project, BCCP is establishing a community-based system for child protection. BCCP will also take forward the follow-on communication activities of the Public Procurement Reform Project-II (PPRP-II) in the coming days.

BCCP's talented team continues to give back to the society 1% plus through innovative, cost-effective and quality output, working in the national, regional and global networks. A committed Executive Board provides guidance to fulfill multi-donor expectations and manage a growing staff.

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

From its inception, BCCP had the vision to become a top social and behavior change communication organization in the country and then in the region through gradually building its image. The organization is now in a position that stakeholders can depend on to meet the communication goals of programs in the most scientific, strategic, reliable and at the same time cost-effective way. BCCP has consistently pursued a policy of designing all communication programs following a systematic process backed by state-of-the-art communication techniques. Because it maintains quality and timeline, the organization could satisfy all the clients and stakeholders in the country within a short period of time. Gradually its reputation spread to attract professionals, researchers, managers and donors beyond the country. All these paved the way for BCCP to go beyond the national boundary and thus meet one of its long-term objectives. In recent times, BCCP has provided technical assistance in designing communication programs and in conducting communication related research programs to several countries in the region. It is very encouraging that this trend is on the rise.

Coming to this stage has been possible mainly because BCCP has always received appropriate guidance and support from its strong, efficient and capable Executive Board. Composed of an eminent educationist, a renowned gender and reproductive health and family planning program specialist, a distinguished social development specialist, a leadership and management specialist and a renowned chartered accountant, the Board meets regularly to review BCCP's overall performance and identify areas to improve and to provide guidance in drawing up plans and programs in the most efficient way to meet program needs and at the same time support the national goals. In taking important decisions, Mr. Syed Fazle Ali, Treasurer, Mrs. Gule Afruz Mahbub, Member and Mrs. Mahmuda Chowdhury, Member of the Board have played a critically important role.

BCCP now looks forward to consolidate its growth in a way that allows the organization to achieve sustainability. There is no room for complacency, rather the vigilant and watchful system that operates in the organization to monitor marginal happenings must be strengthened further to take appropriate steps at times of need. For the progress that BCCP has made so far, it owes an immense debt 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 and wisdom has been vital in enabling the organization to come to this stage.
Composition of BCCP’s Executive Board

Dr. A. Majeed Khan
President
Eminent Educationist

Mr. Syed Fazle Ali
Treasurer
Renowned Chartered Accountant

Mrs. Gule Afruz Mahbub
Member
Renowned Gender and Reproductive Health and Family Planning Program Specialist

Mrs. Mahmuda Chowdhury
Member
Social Development Specialist

Mr. Mohammad Shahjahan
Member-Secretary
Management and Communication Specialist
BCCP's
Senior Professionals and Expertise

Mohammad Shahjahan
Director & CEO
Communication Policy, Strategic Design and Management Specialist

Key Program Professionals

Yasmin Khan
Program Director
Program Planning; Campaign; Message and Material Development

A. K. Shafiqur Rahman
Joint Director (Development)
Program and Organizational Development; Capacity Building

Dr. Zeenat Sultana
Senior Deputy Director (Advocacy)
Advocacy; Program Management and Implementation

Tawfiq Jahan
Senior Deputy Director
Program Conceptualization and Implementation

Dr. Nazrul Haque
Senior Deputy Director (Implementation)
Program Implementation; Emerging and Re-emerging Diseases

Khadija Bilkis
Senior Deputy Director (Community Mobilization)
Community Mobilization; Program Management and Implementation

Dr. Shahida Haque
Sr. Deputy Director (Research & Evaluation)
Research Design, Program Evaluation and Result Dissemination

Dr. Md. Shahidul Alam
Deputy Director (Training)
Capacity Building; Project Implementation

Kanta Devi
Deputy Director
(Knowledge Management and Networking)
Communication; Documentation; and Knowledge Management

Meher Afroze
Asst. Director (Program)
Program Implementation

Tofail Md. Alamgir Azad
Sr. Communication Specialist
Program Management

Mohiuddin Ahmed
Sr. Communication Specialist
Program Management

Md. Mamunur Rashid
Sr. Communication Specialist
Program Management

Shima Barua
Campaign and Marketing Specialist
Media Management

Gautam Shuvra Biswas
Research Manager
Research, Monitoring & Evaluation

Badal Krishna Halder
Training Manager
Capacity Building, Program Management

Mohammad Shamimul Islam
Program Manager
Program Management & Implementation

Abu Hasib Mostafa Jamal
Program Manager
Program Management & Implementation

Key Corporate, Finance & Admin Professionals

Md. Motaherul Haque
Joint Director (Corporate)
Corporate Affairs; Program Management

Waliul Huq Khandker
Audit and Financial Compliance Advisor
Management of Financial Audit and Donor Compliance

Mohammad Yousuf
Senior Deputy Director
(Finance and Planning)
Financial and Accounts Management

Jahangir Hossain Sharif
Deputy Director (Business Development)
Program Conceptualization, Coordination and Proposal Development

Biman Barua Chowdhury
Deputy Director (Administration)
Program Support, Logistics, Maintenance

Md. Ahsan Ullah
Asst. Director (Finance)
Accounts and NGOAB

Maloy Biswas
Asst. Director (Contract & Audit)
Contract, Accounts and Audits

Israt Shaila
HR Manager
Human Resource Management & Operations

Md. Mustafijur Rahman
Manager (Accounts & Procurement)
Accounts & Procurement Compliance

Md. Khairuzzaman
IT Manager
Information Technology Management & Support

Kazi Jamal Hasan
Administration Manager
Program Support, Logistics, Maintenance
Into the Digital Future, Smart NID Card in Hand

"Digital Bangladesh" embraces modern technology to establish democracy, human rights, transparency, accountability and justice, and ensure delivery of government services to the citizens. It is an all-inclusive vision that is contributing to human resource development, people's involvement, civil services and the use of information technology in business. Keeping this agenda upfront, the Bangladesh Election Commission (BEC) is now working towards establishing a comprehensive National Identification (NID) system based on the foundation of the voter database. Among other benefits, this will enhance the state's capacity to integrate the usage of ICT to secure the identities of citizens, compile data, counter leakage, promote inclusion and obtain greater reliability and efficiency in the management of data. BEC is administering NID through the Identification System for Enhancing Access to Services (IDEA) project with the support of the World Bank.

BCCP has become part of this groundbreaking endeavor which is expected to enroll millions of countrymen under one digital umbrella. Through a Strategic Communication Approach (SCA), BCCP aims to increase knowledge and understanding of the benefits of the NID card and its uses; and also increase engagement of citizens in the process of NID operations for effective implementation.

A comprehensive plan that includes capacity building, multi-channel campaign, advocacy and community mobilization will be implemented. At the initial step, a communication-based assessment at central, divisional, district and upazila levels will be conducted to understand stakeholders' perception and attitudes, identify communication gaps and the challenges involved. The design of the assessment exercise will be based on literature review and field visits. The analysis will contribute to the development of the communication strategy.
**Campaign to Promote Smart Card**

A multi-channel 3-phase campaign will encompass the launch of the Smart NID Card on a special day:

- Correction phase will act as a reminder to inform the general people to rectify inaccurate information existing in the previous NID card and create a favorable attitude towards such a significant government initiative.
- A 15-day teaser phase prior to the launch will create a buzz among the general people and create enough hype for spontaneous response
- A multi-media campaign using various supporting BCC materials will promote the Smart Card.

**Advocacy and Community Mobilization**

The comprehensive SCA also includes sensitization through advocacy to build commitment to strengthen service links between citizens and the NID system. Steps to mobilize community influentialists, teachers, students, Imams, Union Parishad Chairmen and members to create an enabling environment for NID operations are also being planned.

**Capacity Building**

A number of BEC officials will be trained in social awareness raising and community mobilization as a capacity building initiative. Through a participatory approach, the curriculum will be developed involving representatives from the NID Wing, Election Commission Secretariat, Electoral Training Institute, the IDEA Project and NGOs to identify the design needed for the training.

A strong team having expertise in launching campaigns, advocacy and community mobilization activities is ready to take the people of the country further into a digital future.
Strengthening SBCC Capacity for Improved Health

Bangladesh Knowledge Management Initiative (BKMI) facilitates technical assistance to the Government of Bangladesh, the United States Agency for International Development (USAID) implementing partners, and other stakeholders to develop strong, consistent, and effective Social and Behavior Change Communication (SBCC) campaigns and messages to improve the health and well-being of the people of the country.

Led by Johns Hopkins Center for Communication Programs (CCP), BKMI is being implemented by BCCP and is a part of the Health Communication Capacity Collaborative (HC3) project - a global flagship project of USAID.

BKMI's Capacity Strengthening efforts are deep-rooted in the coordination and Knowledge Management (KM). It works directly with three units within the Directorate General of Health Services (DGHS) and the Directorate General of Family Planning (DGFP): Bureau of Health Education (BHE), Institute of Public Health and Nutrition (IPHN); and Information, Education and Motivation (IEM).

BKMI's Capacity Strengthening approaches in the Ministry of Health and Family Welfare (MoHFW) work on three levels: individual skills, organizational capacity and system strengthening.

While BKMI mainly focuses on the MoHFW, many of its capacity strengthening and coordination efforts will benefit the broader circle of HPN SBCC (health, population and nutrition social and behavior change communication) stakeholders, both within and outside the Ministry.

At the Individual level, BKMI improves MoHFW officials' knowledge and skills on SBCC via hands-on mentoring by Senior Communication Specialists (SCSs) embedded within three units to reinforce knowledge and skills learned in training programs and workshops, including strategic communication, campaign design, message and material design, and monitoring and evaluation.

At the Organization (unit) level, BKMI introduces tools and resources to systematize the process of planning, designing, implementing, monitoring and documenting SBCC activities in digital and online formats.
"My sincere thanks to BKMI for providing excellent support to three units (BHE, IPHN, and IEM) of the Ministry of Health and Family Welfare."

- Dr. Md. Shah Nawaz
Addl. Director General (Admn),
DGHS & Director, IPHN

"In this workshop (High-level Leadership in Strategic Communication Workshop) I have learned that I need to enable the people, develop new tools to address problems, and develop a shared vision."

- Dr. Md. Nasir Uddin
Joint Secretary &
Director Information, Education &
Motivation Unit, DGFP

Such tools and resources sustainably strengthen each unit's abilities to successfully carry out its organizational plan and use resources on the virtual platform.

The System level of capacity strengthening advocates and promotes coordination and collaboration around SBCC via different initiatives that benefits stakeholders at all levels. Examples include:

- BCC Working Group;
- HPN BCC Coordination Committee;
- Workshop on Leadership in Strategic Communication for high-level officials from MoHFW and other relevant ministries, and media;
- National Communication Framework for HPN SBCC;
- updating and scaling-up of eToolkit for field workers;
- reviewing of criteria for the IEC Technical Committee;
- HPN Best Practices for SBCC in Bangladesh; and
- concept of Community of Practice banded in groups online and branded as Springboard - a virtual platform for the SBCC practitioners to share ideas and resources and learn together to improve the practice of health communication.

In addition to its Capacity Strengthening efforts, BKMI led a process of updating four booklets on Adolescent Sexual and Reproductive Health based on new research findings by icddr,b through USAID's TRAction project.
Promoting a Network for Healthy Behavior

Communication has always had a major role in the development and promotion of Shurjer Hashi (SH) logo. It is a brand now used by a consortium of NGOs currently led by the prime partner - Pathfinder International - through the program named NGO Health Service Delivery Project (NHSDP), co-funded by USAID-DFID. BCCP is playing the lead role in NHSDP to promote improved health behavior and care-seeking practices among the people through behavior change communication and knowledge management. The project supports the delivery of the essential services package (ESP) to millions of poor and under-served people at an affordable or no cost fee through a massive nationwide network of SH clinics. It complements the Government’s Health, Population and Nutrition Sector Development Program (HPNSDP 2011-2016) and also Millennium Development Goals (MDGs).

BCCP, in collaboration with CCP, is responsible for achieving Intermediate Results 2 (IR2) - “Optimal Healthy Behavior Promoted” through overarching multi-channel promotional and BCC capacity building interventions at national and local levels.

Branding and Marking Policy
BCCP played a key role in finalizing the modified Branding and Marking Policy as a result of which the logos of USAID, DFID and implementing NGOs were used in all communication materials.

Through a message design workshop and needs assessment, a set of BCC materials including antenatal poster and folder, LAPM (long acting and permanent methods) brochure and ludo for spousal communication have been developed and distributed to all SH clinics. Signboards and banners for SH clinics were also designed. Two TVCs promoting SH clinic services were aired on popular national TV channels - while the RDC with the same objective was aired on FM radio.

* Department of International Development
Capacity Building
BCCP conducted Training of Trainers (ToT) on Interpersonal Communication and Counseling (IPC/C) for clinic managers, counselors and one selected NGO HQ staff, which greatly enhanced the skills of the staff. A master database that was developed helped ToT participants to identify their performance level and the NGOs to identify the knowledge gap of their staff.

BCCP is also providing regular training to the SH clinic’s outreach activists, such as clinic managers and service promoters on BCC and Community Mobilization to mobilize clients for taking health services from SH clinics. Prior to the training, a structured Training Needs Assessment Tool was developed for evaluating existing knowledge and expectations from the training.

Observation of Special Days
BCCP is facilitating the initiative of SH NGOs/Clinics to observe special days to create awareness on various health issues and attract clients to choose SH clinics for their health needs.

Introduction of ‘Mystery Clients’ Concept
The ‘Mystery Clients’ (MCs) concept is a performance improvement tool that monitors and evaluates service delivery, health facilities and good practices. BCCP is capacitating NGOs to implement this monitoring system in their clinics, and findings will be disseminated to help foster further improvement.

Media Advocacy
BCCP carried out strong advocacy with journalists through media dialogues as a result of which news such as the re-launching of USAID-DFID NHSDP and NHSDP success stories about SH clinics service delivery in hard-to-reach areas were featured in both print and electronic media.

BCCP coordinated with Channel-i to facilitate NHSDP to form a partnership for highlighting the demand of adolescents on their Sexual and Reproductive Health related information needs. As a result, a TV magazine program titled ‘Shorno Kishori’ was aired. BCCP provided technical support to develop program content and facilitated access to SH clinics for filming the program.

e-health and e-learning Toolkit
BCCP facilitated for NHSDP to receive a number of netbooks equipped with e-health toolkit and e-learning courses from BKMI. A BCC and CM training course should ensure better utilization of these netbooks and thereby immensely benefit the knowledge management of the SH clinic staff.
Reducing Tobacco Use

Funded by the Bloomberg Philanthropies through the Institute for Global Tobacco Control (IGTC) at the Johns Hopkins Bloomberg School of Public Health (JHSPH), Baltimore, USA, the Bloomberg Initiative to Reduce Tobacco Use is being implemented in partnership with in-country Bloomberg Initiative (BI) partners. BCCP implements the Tobacco Control Research Network Program and capacity building initiatives.

Research Grant Management Program

In order to promote tobacco control research in Bangladesh, BCCP provides technical and financial support to both experienced researchers and student researchers through its Research Grant Program. A Dissemination Conference was held in March 2014 to disseminate the findings of the research studies of 2013. University students and faculties of different universities, representatives of the Government, donor agencies, NGOs, BI partners and grantees, and print and electronic media attended the conference. The 20 researchers who were rigorously selected from among 150 applicants for the 2014 research grant were introduced at this conference.

BCCP is nurturing these twenty researchers by providing mentorship in every step of the research work including questionnaire development, data collection, data entry, data analysis and report writing. These efforts were reinforced by a workshop on Data Analysis and another on Effective Presentation and Research Report Writing Skills. The second Dissemination Conference to share the findings will be held in January 2015.
Capacity Building Initiatives
BCCP collaborated with in-country BI partners in organizing a series of Capacity Building Workshops for Bloomberg Initiative grantees and other organizations working in tobacco control, university students and faculty to increase their knowledge and leadership skills in tobacco control project implementation in relation to strategic communication, research methodology, message utilization, community mobilization, and report writing.

Technical Assistance
World No Tobacco Day
BCCP provided technical assistance in observance of the World No Tobacco Day 2014 by developing, printing and distributing the "SMOKE" poster nationwide. BCCP also worked closely with the World Lung Foundation to design and implement the mass media campaign on "SMOKE" during the occasion.

Research Grant Program in MTCC
At the request of IGTC, BCCP provided technical assistance to Muhammadiah Tobacco Control Center (MTCC), Indonesia to manage their Research Grant Program. Along with other activities, the BCCP team assisted MTCC to conduct a number of Mentoring Workshops for research grantees so that they could conduct high standard researches.

Leaders in Tobacco Control
BCCP provided technical assistance to Leaders in Tobacco Control - Alumni Association which was formed with the Bangladeshi participants of Global Tobacco Control Leadership and Certificate Programs to act as an advocacy group to promote the tobacco control program in Bangladesh. The Alumni Association assembles at intervals to carry out tobacco control programs. International experts in tobacco control and communication including Dr. Benjamin Lozare, Director of Training and Capacity Building of CCP, USA made presentations at a number of the meetings of the Association.

Bangladesh Tobacco Control Research Network (BTCRN)
In 2013, BTCRN emerged to serve as a platform to provide support and guidance to potential tobacco control researchers in the country. The Network is going to be registered with the Joint Stock Companies and Firms under Societies Act.

BCCP also provided technical assistance to in-country Bloomberg Initiative partners and grantees to implement their own programs as and when required.
BCCP hosts Secretariat for Asia Region Health Communication Springboard

The Bangladesh Health Communication Springboard was launched in May 2014 in Dhaka. Organized by BCCP and BKMI, the event brought together health professionals and representatives of NGOs, the media and other sectors. Health communication practitioners were encouraged to register on the Springboard website and involve themselves in a broader practitioners' community in the country, in the Asia region and at global levels. The Bangladesh Springboard is the first in an Asian country and the third globally, after the USA and Zimbabwe.

BCCP has been selected as Secretariat for the Asia Regional Springboard. The Asia Springboard Secretariat will manage, guide and promote activities of other country Springboards to be launched soon. The global Springboard will support and nurture all regional secretariats and country Springboards. The BCCP Springboard Secretariat and Asia country Springboards will be part of the global Springboard led by HC3. HC3 is a five-year, global project funded by USAID and led by CCP. It is designed to strengthen in-country capacity to implement state-of-the-art health communication programs.
Springboard is a forum that provides a dynamic virtual platform for health communication practitioners, scholars and policymakers to exchange health communication knowledge, experiences and resources and contribute to promoting improved health outcomes. It includes anyone involved in public health: local, national and regional government officials; non-governmental and faith-based organizations; universities and research institutions; and private sector firms that help implement health communication projects with services such as design, advertising, technology or media.

This online and face-to-face networking allows Springboard members to tap into the wide pool of existing expertise and resources, develop their own health communication capacity, and discover or contribute innovative solutions. The online communities of practice thus formed in groups, discussion in eForums and webinars accompanied by the power of new technologies will further enhance in-person experiences. The virtual platform is available at www.healthcomspringboard.org. Users of the Springboard can create their profiles online and join virtual discussion groups or communities of practice, thus catalyzing in-person interaction and enriching virtual communication to mutually reinforce each other.

Bangladesh has a strong, multi-sectoral community of practice in the BCC Working Group. The Springboard concept will enhance and expand the scope of the BCC Working Group activities, as well as its membership. The Springboard is also an opportunity to strengthen online communication and connections among BCC Working Group members and other Communities of Practice.
Awareness for Justice

Free legal aid services for the poor and marginalized people are provided by the government. Until now the general people were not aware of the existence of this service. Discrimination, mistreatment and violation of the code of conduct in all possible ways have become a daily occurrence. Lack of legal knowledge and its inaccessibility for common people rendered it impossible for them to attain justice. This scenario is changing as BCCP, a partner of USAID’s Justice for All (JFA) Program, is implementing a number of awareness and legal literacy initiatives in the Dhamrai and Dohar upazilas of Dhaka district since October 2013. People are now beginning to understand that the legal aid committees at union and upazila levels have the means to give voice to victims of escalating human rights violations especially against women, minorities and disadvantaged groups.

JFA is a five-year initiative being implemented through a collaborative partnership between the National Center for State Courts (NCSC) and Bangladeshi institutions and civil society organizations to improve access to justice, gender equity, and legal empowerment for all citizens of the country.

BCCP has already conducted one hundred and ten Legal Literacy Sessions with the poor, the underprivileged, women and minorities. These sessions generated informative and open discussions on basic ideas of legal aid services, the concept of a Legal Aid Committee, types of violence against women and children, legal rights, etc. A scroll message saying where and how to get legal aid services was aired on local cable channels. Tin signs containing the same message will be installed in various union and upazila parishad complex areas.
Brochures, stickers and posters containing the following information are being distributed among the target audience during meetings, discussions, rallies and community outreach events:

- What is legal aid service
- Who can seek free legal aid service
- Contact address of the local Legal Aid Service Center

The slogan *Shubichar Paowa Apnar Odhikar, Aaini Shohaiota Dicche Sarkar* (It is your right to get justice, the Government is providing legal aid) - reiterated in the materials is the 'Call to Action' that is expected to prompt the target audience to make an informed decision.

BCCP organized and conducted orientation sessions for members of Upazila and Union Legal Aid Committees to mobilize the committees and raise awareness among the members about their roles and responsibilities and encourage referral and networking at district level. BCCP provided technical assistance to bi-monthly meetings of committee members. The meetings discussed how to prepare resolutions and provide the District Legal Aid Office with regular reports.

BCCP observed Legal Aid Day 2014 at district level to create awareness about people's rights and legal aid facilities provided by the government, expand and strengthen government legal aid facilities and activate public-private partnership to run legal aid programs smoothly.
Inter-Group Communication Inspires Youths to Work Together For A Better Future

Along with public universities, private universities have been playing a vital role in higher education in the country. On the one hand, a large portion of the students in the private universities come from the affluent classes and in many cases have little knowledge of Bangladeshi culture, heritage, history and tradition. Lacking experience of the country’s social reality, they sometimes feel lost and have trouble setting the right goal for themselves. On the other hand, a fraction of the students come from low or middle backgrounds, some of the students suffer from an identity crisis in the new environment and try hard to adjust to the challenging situation. Both the groups are in a vulnerable situation and have the potential to become involved in negative acts including drug abuse, violent activities, extremism, etc.

BCCP undertook an initiative with the title "Private University Student Leadership Development Workshop" for three selected private universities of Dhaka City in September 2013. The intervention brought a group of students together to shape up their knowledge, perception, attitude, and preferences related to pluralism, diversity, non-violent conflict resolution and inter-religious affairs.
A total of six workshops were conducted in each of the three universities, covering themes like Youth Role in Civic and Community Development, Interfaith Dialogue, Public Speaking and Debate, International Relations, Social Media, Career Building and Contemporary Social Issues. They were also provided with life skills essential for decision-making, problem-solving, creative thinking, communication, self-awareness and coping with stress and emotion. One month after the workshop, 10 selected participants from each university demonstrated their acquired knowledge in action, their changed perception, positive attitude and skills-set, in post-workshop seminars.

There was a change in the knowledge base in regard to the themes covered in the workshop. Perception of most of the youth towards the society was somehow negative in the pre-intervention periods but in the post-intervention period the perception towards the same appeared to be changing. Instead of blaming others, the participants sounded more receptive. Comparison between the pre- and post-intervention period suggests that there is a distinct difference in the attitude of the participants towards other groups who were not their regular acquaintances. From the pre- and post-intervention findings, it was found that the confidence level of the participants had increased substantially.

Participants’ learning was more pronounced in the actions they took following the workshops. Students have carried out a number of noble activities in their communities. With a little nudge, they made a big difference.
Effective Referral Network to Reduce Spread of Tuberculosis

Monira is living in a poor area and has two children and she volunteers to identify suspected cases of Tuberculosis (TB) in her area and refer them to the nearest Nagar Shashto Clinic. She encourages slum-dwellers to seek the clinic's free services and creates awareness for prevention. This experience has made her confident and popular.

Monira is just one of the many peers visiting households, organizing courtyard meetings to raise community awareness about TB, educating slum-dwellers about TB symptoms and motivating people to go to DOTS (directly observed treatment service) centers for TB services.

Voluntary peer group activities are part of BCCP's advocacy and social awareness interventions funded by USAID through the University Research Co., LLC under TB CARE II Bangladesh Project addressing twenty-three slums of five wards in Dhaka City Corporation-North covering about 200,000 slum dwellers or 45,000 households. This 2-year project aims to increase accessibility of TB care services by the slum-dwellers and provide technical assistance in strengthening effective communication to promote TB service and establishing a functional referral network of the respective Urban Primary Health Care Project (UPHCP) and SH clinics in these wards.

BCCP is working in partnership with SH clinics of Concerned Women for Family Development (CWFD), Population Services and Training Center (PSTC) and Urban Primary Health Care Service Delivery Project (UPHCSDP) clinics of Khulna Mukti Seba Sangstha (KMSS) in these wards. These clinics have laboratory facilities for TB case detection; and trained technicians provide DOTS support for diagnosis and care of smear positive cases. BCCP oriented the NGO clinic staff on effective ways to conduct symptomatic screening of TB and communicate key sources of diagnosis and treatment and improve people's knowledge using BCC materials developed by BCCP. Video shows and street dramas also contributed to raise awareness on TB symptoms, its timely identification of suspected cases and availability of service.
BCCP also oriented recognized community (slum) leaders and key stakeholders to work as change agents, to talk about TB prevention and treatment, change community norms, dispel associated stigma and ensure service accessibility in the community.

Private practitioners working in the adjacent areas and treating slum-dwellers have been oriented for the management of TB, smear negative and EPTB (extra-pulmonary tuberculosis) cases, symptomatic screening and referral of suspected TB cases to the nearest DOTS centers.

The referral network thus created helps to direct suspected TB cases to clinics to be diagnosed and treated.
Child Protection through Social Attitude and Behavioral Change

The Community Action for Child Protection from Violence (CACPV) project was launched to strengthen community actions by citizens for child protection by developing multi-formatted communication media tools; and to provide legal support and a comprehensive rehabilitation package for reintegrating child victims of violence. With funding support from the European Union, the project is being executed in areas under the Dhaka, Chittagong and Khulna City Corporations. With Family Planning Association of Bangladesh (FPAB) in the lead, this 36-month long project has Aparejeyo- Bangladesh, BCCP, Bangladesh Legal Aid Services Trust (BLAST) and JOICFP (Japanese Organization for International Cooperation in Family Planning) as partners.

As part of this project, BCCP is implementing a multi-faceted communication intervention through community mobilization and awareness building to shield children from violence by establishing a community based system for child protection through developing positive social attitude and adopting behavioral change. Eight community gatherings were conducted in the intervention areas of FPAB under the Dhaka and Khulna City Corporations. These meetings gave the platform to representatives of school and madrasa management committees and law enforcement agencies, religious leaders, local elites, guardians, businessmen, government and non-government organizations, implementing partners of CACPV project to discuss violence on children within the family, educational institutions, community and the workplace and the role of community to prevent such violence.

"At a community gathering at Manda Govt. Primary School in Manda, Dhaka, a mother shared this story: Being ignorant of the legal age for marriage and the existence of a law against child marriage, she married off her young daughter, Shahnaz. Soon after, the in-laws began torturing her for dowry. Unable to fulfill the demands and bear the increasing misery, Shahnaz took her life. She was only 17."
A daylong Future Search Conference (FSC) was conducted in Khulna City Corporation with district-level government officials, NGO representatives, parents, headmasters, members of school management committees, children/adolescents, religious leaders, civil society members and media personnel. As an outcome of this conference, the Violence Against Children (VAC) Forum was formed with 32 different stakeholders who will develop a support group and utilize own resources to organize programs to address VAC. Similar interventions are planned for Chittagong City Corporation areas.

The communication intervention package further involves organizing and conducting:

- VAC coordination meetings
- Video shows
- Children’s festival
- Music competitions
- Interactive popular theater and
- TOT on life skills for the service providers of Government and non-government organizations

It is expected that such awareness raising will bring forth responsible people within the community to play a vital role in protecting children from violence in the family, educational institute, workplace and the community.
BCCP Providing Support in the Field of Research:

To assess gender roles in our Aquatic Agricultural System (AAS), BCCP is focusing on benchmarking the existing situation in relation to the intermediate development outcomes in the intervention areas of the Consultative Group on International Agricultural Research (CGIAR) Program on AAS and obtaining information on gender norms and their dynamics through participatory action research.

AAS is led by the WorldFish on behalf of CGIAR, together with the International Water Management Institute (IWMI) and Bioversity International. The program aims to improve the lives of communities living in coastal areas and along rivers, depending on AAS such as farming and fishing and having to constantly adapt to severe weather conditions. Climate risk management is inextricably intertwined with gender and equity. In order to reduce food insecurity and livelihood vulnerability, it is important to assess gender attitudes and practices as women's involvement greatly enhances food production and in turn health values.

The BCCP data enumerators, who have ample expertise in the field, conducted 72 focus group discussions and 48 in-depth interviews in just a month in three villages of Khulna, two in Satkhira and one in Barguna, with varying levels of salinity to understand the social barriers to household climate adaptation. In the Ladder of Life FGD, the culture of inequality, socio-economic mobility and poverty trends were assessed using a ladder referring to the differences in socio-economic status in that society. During Capacities for Innovation, the discussion sought enabling and constraining factors for innovation, employment opportunities and social networking. While Aspiration of Youths found out the accessibility to economic opportunities and household bargaining, Gender norms discussed household and agricultural roles, bargaining chip over livelihoods and assets and even partner violence. The one-on-one interviews explored the trajectory of individual experiences with new agricultural and natural resource management practices, while other interviews focused on how capacities for innovation in agriculture shaped different poverty dynamics. Interviews with opinion leaders and key enforcers of norms dealt with their perceptions of gender and innovation. Well-equipped with native knowledge and community profiling, the team was able to rise to the occasion in adverse situations throughout the process.

This research exercise opened a window into existing gender norms and practices that affect capacity and competencies of the communities, patterns of asset ownership and control, market access and mobility and even marriage and decision-making.
Mobile Based and Postal Cash Card Solutions Ensure Transparency in Payment

Employment Generation Program for the Poorest (EGPP) is one of Bangladesh's largest safety net programs providing the ultra poor with short-term employment during lean agricultural seasons. The EGPP is being implemented by the Ministry of Food and Disaster Management with assistance from the World Bank.

To avoid misappropriation associated with a manual processing and record keeping system, an automated Attendance Verification System (AVP) through mobile phone was piloted in two upazilas - Khanshama and Trishal and through Postal Cash Card in two upazilas - Bhurungamari and Dashmina covering 14,000 beneficiaries. Mobile phone solution for payment was provided by bKash; and Postal Cash Card solution was provided by the Bangladesh Postal Department while BCCP trained the beneficiaries and Sardars (labor leaders) on English and Bangla digits, use of mobile phone and postal cash cards for attendance verification and receiving payment. Smart mobile sets and postal cash cards were given to the beneficiaries, mostly illiterate women, as well as the Sardars.

Prior to the training of local government members, local administration and community leaders were mobilized and a strong rapport was built with them. A door-to-door beneficiary campaign was also conducted to disseminate information on benefits and other relevant information about the training.

Third party evaluation revealed that 97% of the respondents preferred the mobile based solution as it made life easier, removed the necessity of bank payments and reduced the involvement of middlemen.

Replication of these pilots in establishing a flawless system of payment accompanied by the support and direct participation from local government, local administration and non-government sectors will be greatly beneficial for the wage earners.
Advances in Strategic Communication Workshop

Since 1994, BCCP has been promoting more effective, state-of-the-art communication programs through the Advances in Strategic Communication Workshop constantly adapting cutting-edge technology in the process. The 19th Advances in Strategic Communication Workshop was held during March 01 - 13, 2014 at the Multipurpose Hall of BCCP. It was an intensive learning experience for a selected group of 24 senior to mid-level decision-makers and program managers from IPHN and BHE (DGHS), and IEM and Maternal and Child Health (MCH) units of DGFP and eight development partner organizations. The workshop is modeled after similar workshops in Strategic Health Communication held regularly at CCP, Baltimore, USA.

This workshop reviewed the latest findings in strategic communication; enhanced the knowledge and skills of the participants in SBCC; and explored the essential elements of effective, state-of-the-art communication in the context of social development programs. The highly participatory approach was designed to help the participants develop effective advocacy and social mobilization skills, leverage media platforms and technologies and program communication strategies while strengthening their ability to implement dynamic communication programs. The workshop was conducted by experienced facilitators from BCCP and other organizations.
Dr. Joanna Cohen, Director, IGTC, Baltimore, USA attended the two-day Research Findings Dissemination Conference under the Bloomberg Initiative to Reduce Tobacco Use held during March 15-16, 2014. The Conference was based on the research activities and findings of the 10 research grantees of the Research Grant Program 2013 in two categories - experienced researchers and students. The 20 research grantees of 2014 and their research topics were introduced at the program.

Dr. Cohen chaired a scientific session during the Conference. In her speech, she spoke about the importance of undertaking such a research grant program in Bangladesh and its contribution towards accelerating the tobacco control program in the country. The program was attended by students and faculties of various public and private universities, representatives of the Government of Bangladesh, NGOs, BI partners and grantees and print and electronic media.

Dr. Cohen is the Bloomberg Professor of Disease Prevention at the Johns Hopkins Bloomberg School of Public Health. Trained in epidemiology and health policy, her research interests focus on the factors that affect the adoption and implementation of public health policies and on evaluating the beneficial effects and the unintended consequences of such policies.

Dr. Benjamin Lozare, Director of Training and Capacity Building, CCP visited Bangladesh from August 29 to September 5, 2014 to provide technical assistance to the BKMI project in capacity building on Leadership in Strategic Health Communication (LSHC). He facilitated a residential workshop on LSHC for high-level Government officials from several ministries and 3 units of MoHFW, conducted sessions on Leadership on Strategic Health Communication for health communication professionals, met the tobacco control leadership group on strategic approaches to meet various obstacles and challenged BCCP staff to use their imagination to think beyond current concerns and envisage the future.

Dr. Benjamin Lozare is a globetrotting facilitator on LSHC and development activities. He has more than 25 years of experience in research, teaching, and practice in international health and development communication. Dr. Lozare was an Eisenhower Fellow and a recipient of the first Newsweek International Communication Grant. He obtained his doctoral degree from the University of Wisconsin.
Emergence of Bangladesh Tobacco Control Research Network: A Success Story

Globally, more than five million people die each year due to tobacco-related illness, a figure apprehended to alarmingly increase to more than 8 million by 2030. Bangladesh is also overburdened with tobacco-related ailments and, according to a WHO survey in 2004, an estimated 57,000 people died of tobacco-related diseases in the country. Tobacco control is considered a low priority issue in Bangladesh compared to other health-related programs. Thus, tobacco control-related research has historically not been a popular topic within the academic community, eventually relevant research journals are limited; and, there is no platform where potential tobacco control researchers can get support and guidance from.

Against this backdrop, BCCP with funding from the Bloomberg Philanthropies through at JHSPH, Baltimore, USA formed the Bangladesh Tobacco Control Research Network (BTCRN) through a Research Network Kick-off Meeting held in April 2013. The BTCRN was launched in September 2013. More than a hundred faculties and researchers of different universities, institutions and organizations expressed a wish to join the network. Since its inception, the BTCRN has been serving as a platform for providing support and guidance to potential tobacco control researchers in Bangladesh for the overall purpose of developing a local evidence-based research repository to enhance effective tobacco control policy development and implementation.

The BTCRN offers both institutional and individual membership, including student membership. Any Bangladeshi university, institution, national and local NGO, government organization, and individuals who are interested in tobacco control and signs a declaration that they are in no way affiliated with the tobacco industry, including engaging in advertising or distribution of tobacco or tobacco-related products can be a member of this network.

An 11-member founding Executive Committee comprising renowned tobacco control researchers in Bangladesh is leading the Network.
Raising Awareness on Tuberculosis: Another Success Story

BCCP is now working in neighboring areas adjacent to its own premises in Mirpur under the TB CARE II Bangladesh Project. Operating in neighboring areas gives BCCP an added edge.

Benu Begum lives with her three daughters in the Duari Para slum of Pallabi, Mirpur. When her eldest daughter contracted TB, she sent her off to her village, Bhola in fear of the stigma attached to such a disease. She was being treated in Bhola. When Peer Mariam visited the house, she noticed that the youngest daughter, Habiba looked sickly. While giving information about TB to the family, Mariam found out about the eldest child. Suspecting that Habiba might be infected too, she urged her mother to take the baby to the nearest Nagar Shastho Clinic but the mother was in denial. Days passed and the baby's health deteriorated. Through frequent visits Mariam was finally able to persuade the mother to take the baby to the clinic and the suspicion was confirmed. A dedicated peer and clinic staff successfully cured the baby of TB without any expense.

Shabana, aged 25, had TB but was not aware of it. She lives in the Begunbari slum of Gudaraghat, Mirpur. Peer Mukta seeks out suspected TB cases in the area. On visiting Shabana, Mukta advised her to take a cough test in the adjacent SH clinic and informed her that the test and following treatment were free. Convinced by her persuasion, Shabana took the test and found she had TB. Shabana is now fully recovered and very grateful to the peer and clinic staff for their support.
Staff Retreat 2013

BCCP makes a difference in people's lives. And doing so starts at home. BCCP nurtures a growing, talented, dedicated staff who translate diverse projects involving multi-sector stakeholders into reality. To realign, reorganize, revitalize and coordinate both the staff and their assigned projects, BCCP holds staff retreats at regular intervals.

In the retreat, the staff is empowered to adopt new tools and technology, expanding work areas, locating new ways of resource mobilization, reinforce staff participation in decision-making and commit to critical organizational conditions needed to thrive. Staff members are withdrawn from the normal working environment for the purpose of reflection, assessment and evaluation. The most recent retreat took place in BRAC-CDM, Rajendrapur on 14 February 2014. BCCP's Board President Dr. A. Majeed Khan graced the occasion with his kind presence.

The main purpose of this retreat was to finalize a clear, concise and inspirational Vision 2020 for BCCP and to develop pathways to achieve that vision through:

- Operational effectiveness and capacity strengthening
- Innovation and use of ICT
- Strategic thinking and expansion beyond boundaries

To achieve operational effectiveness, BCCP continues to deliver quality output on time. It is being more cost-effective but does not compromise on innovations involving ICT; and it is moving forward with a growing, skilled workforce to attain sustainability.

Also, some initiatives supported part of the organization's vision - expanding in the region. For exploring opportunities and exchanging experience and expertise, BCCP has already provided technical assistance to Muhammadyiah Tobacco Control Center (MTCC) in Indonesia to help manage their Research Grant Program. As Secretariat for the Asia Regional Springboard, BCCP will manage, guide and promote activities of other country Springboards. It is worth mentioning that Springboard is a virtual global platform on health communication created to exchange information and promote improved health outcomes.
Achieving Sustainability through Strategic Communication

Strategic communication is the purposeful use of communication tools, techniques and approaches to achieve the vision and mission of an organization or a program. Strategic communication is not ad-hoc communication, however, but relies on continuous research and evaluation findings to effect social change.

BCCP has been applying this concept since its inception in communicating its vision and mission to empower people with the capacity to make a difference in their own lives and in the wider circle of the society and the region using both local and global partnerships. BCCP’s multi-donor based cross-sectoral projects engaging information and communication technology (ICT) make it a leading development communication organization that has gained international reputation and extensive technical expertise.

Adding to its unique set of skills, state-of-the-art tools and a culture of innovation, BCCP has further evolved to include a Knowledge Management team that is working to establish a mechanism to accumulate, protect and share with others BCCP’s expanding knowledge. A well-structured knowledge management system will communicate the organization’s expertise and services to the broader community. The resourceful Media and Material Center and a photo bank expedites the process of documentation. Expanding work areas necessitated the Research Team to adopt new tools and develop new result-oriented approaches to address social issues aiming to fulfill the objectives of different projects.

BCCP continues to use the scientific “P-process”- a tested and proven communication project planning tool to design and implement its programs. Examples of strategic brand building and positioning can be cited in the Sabuj Chhata (Green Umbrella), EOC (Emergency Obstetric Care), Shurjer Hashi (Smiling Sun), Rainbow and Nijekhe Jano (Know Thyself) brands that have brought about the desired effect and left a long-lasting impression on the minds of people. It is worth mentioning that the Communication Program for Reduction of Maternal Mortality popularized the EOC logo and the pictorial card on the five danger signs in pregnancy supported the Government and UNICEF’s effort to curb maternal mortality in the country contributing greatly to MDG 5 to improve maternal health.
Relentless innovation in BCCP’s media campaigns coupled with effective messages and materials aim to capture and retain the attention of the audience long enough to induce behavior change. The “Know Thyself” program directed at adolescents helped them acquire the psycho-social skills necessary to lead healthy, productive lives.

Tools and techniques used in advocacy and community mobilization explore the varying needs of the people and the program, influence decisions and ensure public participation to establish a social support system that works like a well-oiled machine to achieve positive change on its own. The ‘Jiggasha Approach’, Future Search Conference, Orientation and the Life Skills Workshop are all models of successful participation.

The television drama serials *Shabuj Shathi, Shabuj Chhaya, Eyi Megh Eyi Roudro, Enechi Shurjer Hashi* and *Gari Chole Na* and the radio programs *Jante Chai Janate Chai* and *Amra Shobai Jante Chai* and the TV reality show *Sarkari Kroy Bazaar* are just a few examples of enter-educate approach pioneered by BCCP in the country. Also, magazine programs, sitcoms, cartoon series, comic books, folk music and dramas, and street theater mix education with entertainment in a subtle manner and help people rethink matters before taking action.

A growing skilled professional band, timely delivery of quality output, a modern yet cost-effective approach and the determination to meet multi-donor expectations are all at the heart of BCCP’s image.
The "P" process is a tested and proven communication project planning process, and an effective tool for designing and implementing scientific and behavior-oriented programs.

*Courtesy: Johns Hopkins Center for Communication Programs (CCP)*
We follow
13 professional behaviors of highly effective people

- Listen first
- Demonstrate respect
- Extend trust
- Right wrongs
- Get better
- Deliver results
- Practice accountability
- Face reality
- Keep commitments
- Show loyalty
- Talk straight
- Clarify expectations
- Create transparency

Members of the Executive Board
Bangladesh Center for Communication Programs (BCCP)
House # 8, Road # 3, Block-A, Section-11, Mirpur, Dhaka-1216, Bangladesh.

We have audited the accompanying financial statements of "Bangladesh Center for Communication Programs (BCCP)" which comprise of the Consolidated Balance Sheet as at 30 June 2014 and related Consolidated Income and Expenditure Statement and Consolidated Receipts & Payments Statement for the year ended 30 June 2014 and a summary of significant accounting policies and other explanatory information. Management is responsible for the preparation and fair presentation of these financial statements in accordance with Bangladesh Financial Reporting Standards (BFRS). 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 the organization as at 30 June 2014 and its financial performance for the year then ended in accordance with Bangladesh Financial Reporting Standards (BFRS) and comply with the applicable laws and regulations.

BANGLADESH CENTER FOR COMMUNICATION PROGRAMS (BCCP)
STATEMENT OF EXPENDITURE
For the year ended June 30, 2014
Figures represented in Taka

<table>
<thead>
<tr>
<th>PARTICULARS</th>
<th>IDEA Proj. Commission</th>
<th>ROSSC</th>
<th>PRPP-II CPTU, MoP</th>
<th>Student Leadership Program</th>
<th>Anti Violence Program</th>
<th>Tobacco Control Program</th>
<th>USAID Supported</th>
<th>OTHERS Short Term</th>
<th>TOTAL 2013-14</th>
<th>TOTAL 2012-13</th>
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Legend: IDEA = Identification System for Enhancing Access to Services; ROSSC= Reaching Out of School Children, MOE= Ministry of Education; PRPP= Public Procurement Reform Project; CPTU= Central Procurement Technical Unit; MoP= Ministry of Planning; USAID= United State Agency for International Development.