

Bangladesh Center for Communication Programs (BCCP) emerged in 1996 as the successor to the Bangladesh Country Office of the Johns Hopkins Bloomberg School of Public Health; Center for Communication Programs, JHU.CCP, Baltimore, USA. We are a leading strategic communication organization providing one-stop services for social development, both in Bangladesh and in the Asia region.

Focusing on changing people’s lives by inspiring them to adopt positive behavior, BCCP designs, implements and monitors different communication programs and evaluates their impact for different social development sectors. Our programs are coordinated to support national policies and program strategies. BCCP is supporting initiatives of the Government of Bangladesh, development partners, NGOs and public and private sector agencies for creating awareness, increasing knowledge, building capacity and influencing behavior. The organization has established itself as a ‘National Resource’ for Social and Behavior Change Communication (SBCC) and Health Communication in the country.

As the leader in the field, BCCP has consistently played a significant role for the uplift of health and social development in the country through conceptualization, development, management, implementation and evaluation of behavior change communication programs. BCCP’s cutting edge expertise in the field of communication maximizes the reach of programs to the target audience in every corner of the country, enlightening them, enabling them, and helping them to help themselves through informed choice. Some of the major effective and popular branding and communication interventions, jointly developed by BCCP and JHU.CCP experts, include –



‘The Green Umbrella’ Campaign
 Branded and promoted as a service site for integrated FP- MCH Services



‘The Smiling Sun’ Campaign
 Symbolized NGO service site for primary health care



‘The Rainbow Logo’ Campaign
 Promoted urban primary health care services



‘The Know Yourself’ Package
 The ARH Toolkit and Booklet ushered new light for Adolescents’ Reproductive Health (ARH) for a healthy life.

Putting People first in the center for development: Since its inception, BCCP has always strived to work for the wellbeing of the people in the country, mostly the vulnerable and marginalized groups for improving their health and nutrition status and their access to other essential services. BCCP has always planned and implemented its diversified programs to help achieve national goals as well as the Sustainable Development Goals (SDG). Visioning a society that enables a healthy, poverty-free, better life through Strategic Communication, putting its best in producing best possible deliverables with quality, on time and at reasonable cost has always been in the DNA of BCCP since its beginning. To maintain this uniqueness for a longer duration, the organization has been giving incremental emphasis on enhancing its inner strength to ensure long-term sustainability.

BCCP VISION 2035
 BCCP envisions of a society that enables a better, healthy, poverty-free life through Strategic Communication.

Sustainability is our motto: With our quality service and with partners’ and well-wishers’ continued support, we have managed to reach a certain level of sustainability. From a small, rented house back in 1996, we have now been operating from our own office building since 2012 with a strong IT infrastructure. However, we will push ourselves to further strengthen sustainability to face any adverse situation in future locally and globally. Apart from donor funding, BCCP has created and runs a number of sister organizations which are contributing for its long-term sustainability. For long-term sustainability, we will strengthen our existing sister organizations and develop more, as appropriate.

BCCP: 1996-2020

Six sister organizations contributing to BCCP’s sustainability

 NDEAVOUR Bangladesh Consumer Society Ltd. Since 2001	 Innovative Communication Limited Since 2008
 Bangladesh Training and Research Foundation (BTRF) Since 2011	 Bangladesh Tobacco Control Research Network Since 2015
 Swapna Chaya Housing Ltd. Since 2015	 BTRF Staff Managed Retail Shop Since 2019

Bangladesh Center for Communication Programs (BCCP)



BCCP's technical expertise extends over in four major areas:

- **Strategic Communication Programming**
- **Capacity Building and Knowledge Management**
- **Policy Advocacy and Community Mobilization**
- **Communication Research, Monitoring & Evaluation (M&E)**

Other core interventions through ongoing projects include:

- ✓ Strategy and Action Plan Development for government and donors
- ✓ National and local level campaigns for establishing 'BRANDS'
- ✓ Addressing Climate Change through promoting energy efficiency and reducing carbon footprint through GIZ, IDCOL, WHO projects
- ✓ Social Cohesion and Community Mobilization through EMCRP project (Humanitarian Context)
- ✓ Policy Advocacy and Community Engagement through Ujjiban project
- ✓ Youth Leadership building through SLD program
- ✓ Capacity building of young researchers through IGTC Tobacco Control Policy Research Grant Program
- ✓ Women Empowerment through UNWOMEN, UNDP projects
- ✓ Combatting Early Marriage through PLAN and UNFPA projects
- ✓ Mental Health Development through SPIRIT (ILS) & TRIN (NIH) project
- ✓ Large Scale Event/Campaign Management through DIMAPP project
- ✓ Nationwide Survey/Study/Assessment for govt. & other donors

Clientele / Major Partners: BCCP has been maintaining strong partnership with the Government of Bangladesh (GoB). At the same time, we attract funding and partners from international development organizations, including agencies within the United Nations (UNDP, UNICEF, UNFPA, UNHCR). Through winning awards in diversified fields and international recognitions for extraordinary performance, BCCP now maintains a much greater portfolio since its founding. Few of our clientele are:



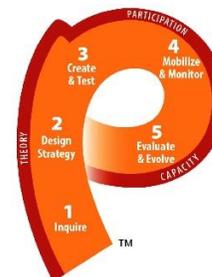
Our Approach:

- **People-centered** – We listen to our audience
- **State of the art** – We aim for excellence & high quality
- **Collaboration** – We leverage collective genius
- **Cost-effectiveness** – We ensure value for money
- **Sustainability** – We act today visioning tomorrow
- **Locally rooted and globally connected** - BCCP is a member of Global CCP network and a member of International Communication Association (ICA).

The sectors we work in and our approach: Since 1996, BCCP has been operating as a non-profit, non-government organization expanding its arena from national to regional level. Initially, BCCP was regarded as a pioneer in Social and Behavior Change Communication (SBCC) field in Bangladesh, with particular focus on public health, especially family planning and reproductive health. Eventually, with the growing demand in other sectors and to address the needs of time, BCCP gradually started working in diversified development issues including climate change (energy efficiency), anti-tobacco, food security and agriculture, education, Knowledge Management and ICT, child rights and protection, public procurement reform, youth leadership, democracy and good governance, Rohingya / Refugee crisis, Women Empowerment, Gender-Based Violence (GBV), WASH, prevention of HIV/AIDS, anti-trafficking, anti-terrorism, and other areas within the development sector. Such strategic integration of other sectors into its portfolio reinvigorated its presence & voice among the different stakeholders and donor community.

BCCP has always placed high importance on client satisfaction. Since service quality determines client satisfaction, we ensure competency and efficiency within our team by strengthening professional staff pool to maintain the highest quality. BCCP managed and implemented a large number of communication, training and capacity building programs over the last 25 years and was awarded several follow-on programs for extraordinary performances. Adherent to national policy, we design program strategies to promote results-oriented multi-sectoral collaboration, cost-effective communication, and sustainable behavior change.

At every stage of developing and implementing the program strategy and action plan, BCCP follows a research-based scientific process, known as P-Process which was pioneered by the Center for Communication Programs of the Johns Hopkins Bloomberg School of Public Health of USA.



P-Process for Strategic Communication

Source: Adopted from the Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs (JHSPH.CCP)

Besides this, we follow many other distinctive theories and models for effective program implementation (i.e. – Socio-ecological model, Theory of Diffusion of Change, etc.) However, we are open to and welcome any other process, approach or model preferred and followed by the donors or stakeholders for the greater benefit of the program.

Every advocacy and communication program implemented by BCCP was tremendously successful and had reinforcing effect through:

- Sharing timely and relevant information
- Employing appropriate communication for motivation
- Fostering an enabling environment to provide a promise for evolving new, positive, and sustainable behavior

Transforming commoners into communication leaders and change makers: BCCP has been conducting various workshops, training and orientation as a part of capacity development initiative for government, donors and partner organizations. BCCP’s capacity building programs provide technical assistance and training to all tiers from gate keepers to mid-to-senior level program managers and policymakers.



'The Advances in Strategic Communication Workshop' is a flagship Training Program of BCCP, conducted annually for last 25 years.

In 2020, we celebrated 25 years of Capacity Building through holding the 25th episode of the 'Advances in Strategic Communication Workshop' in a grand manner. The workshop is modeled after the "Leadership in Strategic Health Communication" workshop held annually in Baltimore, USA organized by The JHU.CCP, Baltimore, USA. The highly participatory approach of the workshop helps participants to develop effective advocacy, social mobilization and program strategies while strengthening their ability to implement dynamic communication programs. BCCP takes pride to have developed over 600 'Leaders in Communication' many of whom are already assuming leadership role in their organizations and are able to achieve program success by raising awareness of the community people and engaging them with the program.

ICT, Knowledge Management and Message - Materials development: Capitalizing technological advancement and using social media, BCCP institutionalized knowledge management and created digital resources i.e., digital training module, SBCC e-toolkit, e-Learning courses, and archiving them for future needs. Generating and adapting new knowledge to meet different audiences' needs and sharing with stakeholders is an ongoing practice of BCCP. BCCP has crafted its expertise blending the science of communication and the art of innovation. It integrates modern ICT tools to ensure effectiveness of the developed messages & materials.

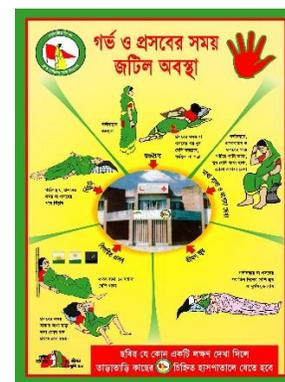


ARH Toolkit containing 4-volume ARH booklets, facilitation video, 13 volume comic books. GOB, UNICEF, UNFPA, SAVE and other INGOs printed and distributed 4 million copies for adolescents' information and practice.

Communication Research, M&E: BCCP has been conducting various studies for government, partner agencies and donors to provide evidence-based data to help them in policy planning and decision making.

Advocacy, Community Mobilization and Awareness Generation: BCCP has years of experience in implementing advocacy and community engagement and mobilization programs considering the different experiences, needs and capabilities of various groups in the community to promote community resilience through participation, commitment, accountability and peaceful change.

EDC pictorial card with danger signs in pregnancy were printed and distributed in two decades by various agencies. The EDC pictorial card became a national card and remains so today.



Awareness Generation materials for combatting Infectious Diseases for people of all walks of life

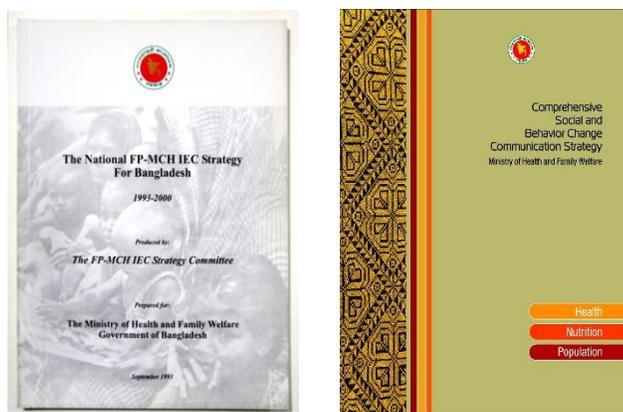
Media Campaign (Both Traditional and Digital - Social Media and others): Based on the campaign goals, objective and target audience, BCCP uses traditional or digital media or media-mix to develop a standalone or comprehensive media campaign. Innovative and cost-efficient planning makes BCCP’s media campaign unique and more effective. Recognizing its success in the field, BCCP was honored with the 25th Global Media Award for the best combined media effort in 2004 in Geneva, Switzerland by the Population Institute. BCCP has many more international recognitions at its credit for remarkable program success.

Antenatal Care TVC



Strategy and Action Plan Development: BCCP has pioneered development of the first ever IEC Strategy and recently, the comprehensive SBCC Strategy for the Ministry of Health and Family Welfare with some other strategies in the sectors of public procurement, energy efficiency (Climate Change), education, local government etc. These strategies have been proven effective because BCCP uses established communication and behavior change models, applies relevant data and consistently addresses individual, societal and environmental factors that affect the issue.

Development of 1st ever FP-MCH IEC (1994) Strategy and current Comprehensive National SBCC Strategy (2016-21)



Research Capacity Strengthening: A total of 100+ Tobacco Control Research Grants have been awarded so far to generate local evidence. Capacity of student researchers enhanced, and they are encouraged to conduct more social and behavioral research. GOB and other organizations are utilizing the research findings to design SBCC programs to reduce tobacco use. All the research activities are evolving around the Bangladesh Tobacco Control Research Network (BTCRN).



The BCCP team: BCCP is guided and governed by a highly experienced, passionate and engaged Executive Board of 5 members comprised of an eminent educationist (President), renowned health and family planning program specialist (Member), distinguished social development specialist (Member), leadership and management specialist (Member-Secretary) and a renowned chartered accountant (Treasurer). The administrative and management professionals, with state-of-the-art communication skills, possess a full range of technical know-how in program design and implementation. In fact, the success of BCCP relies on the technical expertise of BCCP management and staff. BCCP is led by the Director & Chief Executive Officer (CEO) who is a renowned Communication Policy, Strategic Design and Program Management Specialist having 30+ years of experience. He is also a Founding Member of CARES – Engage Science in Life (A Catalyst organization to research in natural and social science). The Program Director, the Policy Advocacy Expert, and the Corporate Advisor work in close consultation with and guidance from the CEO.

BCCP has a pool of skilled regular staff who work in following teams: Research & Development, Strategic Design & Demand Generation, Policy Advocacy & Community Mobilization, Material Development, Pretesting and Production, Training and Program Implementation, Media and Campaign, Knowledge Management and ICT and Corporate team (Admin and Finance). Other than regular experts, BCCP has an expert panel of consultants who work for BCCP in relevant projects as and when required.

Our values:

- Integrity** - We maintain honesty, openness and transparency.
- Innovation** - We pursue continuous improvement and creativity.
- Responsiveness** - We are supportive, caring and responsive to our partners and clients.

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BCCP way of thinking:

