



ANNUAL REPORT
2019-2020

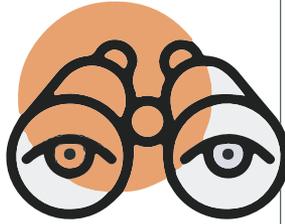
Communication should be treated as the steering wheel.

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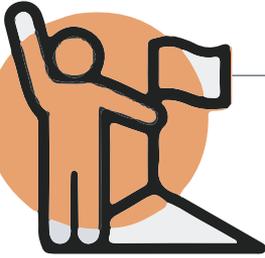
**Bangladesh
Center for
Communication
Programs**

OUR VISION



A society that enables a healthy, poverty-free, better life through Strategic Communication.

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



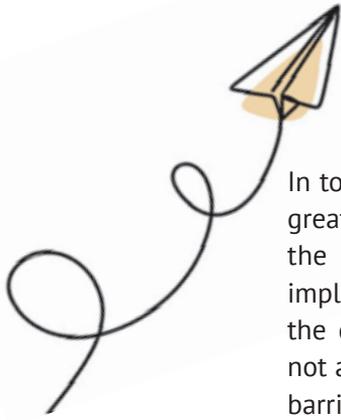


Technical Expertise of BCCP

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
- SBCC 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

CUTTING EDGE



From the CEO's desk

In today's world, the knack of carrying responsibility on one's shoulder is seen with great appreciation. This is a unique quality which is rarely found in an entity. For the last 25 years, BCCP has been carrying communication projects with implementation responsibility on its shoulder for the greater interest and benefit of the donors, target groups, beneficiaries, and other stakeholders. The journey was not always smooth. Different global and local, natural and other challenges created barriers towards BCCP's journey forward. But we never stopped or stumbled.

Rather, we stood strong and marched forward with the help of and shared responsibility by our partners, donors and stakeholders. BCCP strongly believes that for any sustainable development and for overcoming any challenging scenario, concerted efforts are essential. For example, to win over the pandemic situation the globe is facing now due to COVID 19, responsibility should be shouldered and shared by every actor in the value chain and an integrated communication effort should be taken by all of them. Only then, everyone relating to the system and society will be benefited.

With this in mind, BCCP has been implementing different projects in different sectors keeping the focus on strategic communication, capacity building, awareness raising, and behavior change of the target groups from conventional to intended positive behavior. Besides, capitalizing on technological advancement and the power of intelligence, including artificial intelligence, BCCP is no longer doing business as usual, rather relying on state-of-the-art techniques and is ready for any exponential change coming in the near future.

The use of theory-based, process-oriented and results-driven Strategic Communication has been a sustained practice of BCCP. In doing so, BCCP has worked with the Government of Bangladesh and other national and international development partners for numerous public projects. We are contributing to policy advocacy and promoting valuable social norms in the society. The organization has been working to build BCC capacity for improving operation of the health system and to promote Public Procurement reforms for better transparency in the procurement system. Visioning and working for a tobacco-free nation is another area worth-mentioning. We take pride to work for a better future of the children working in the Dried Fish sector in Bangladesh. By building capacity and leadership of the youth and other beneficiaries, BCCP is contributing to the formation of a vibrant future generation for the country.

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. We believe in respecting one another, collaborating with all professionally and working together for bringing fruitful outputs for the organization. Moreover, the organization has always received exceptional guidance from its passionate Executive Board led by Dr. A Majeed Khan for its further growth in future.

We sincerely believe that with spontaneous support from all concerned, we will stand strong and rise against all odds whatever it may be like pandemics, global recession or other unforeseen challenges.

Mohammad Shahjahan
Director & CEO



The Executive Board of BCCP

Since beginning, designing and running Social and Behavior Change Communication (SBCC) programs successfully has been in the DNA of BCCP. The organization has the experience of implementing a number of landmark communication programs in different fields of the development sector. Its specialty includes developing appropriate SBCC strategy with implementation plan for any development program; designing, implementing, monitoring and evaluating large-scale behavior change communication programs; knowledge management; building capacity of the concerned professionals in planning and implementing SBCC programs and providing technical assistance to the Government and Non-Government organizations in running communication programs successfully. So far, BCCP has proceeded uninterrupted with its mission and vision bringing success to so many programs in the country, as well as in the region, that earned this image as a leader in the field of strategic communication. Though the last year posed a serious threat to the organization about continuation of normal activities because of the crisis caused by the pandemic situation due to COVID-19, BCCP has been able to overcome the challenges so far. This has been possible for taking need-based pragmatic strategies, including ensuring safety measures in the workplace like wearing masks, maintaining social distancing and taking other health related safety measures.

Acquiring this strength to move on in spite of the unprecedented crisis situation has been possible mainly because of the fact that at times of need, the organization received proper guidance, suggestions and support from its capable, efficient and highly experienced Executive Board. Comprised 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 the overall performance of the organization and provides appropriate guidance to move forward by planning and implementing programs that meet organizational goals as well as the Sustainable Development Goals. While reviewing matters and taking important decisions, Mr. Ali Ashfaq, Treasurer and Mrs. Gule Afruz Mahbub and Mrs. Mahmuda Chowdhury, Members of the Board have played significant role in the performance of the Board.

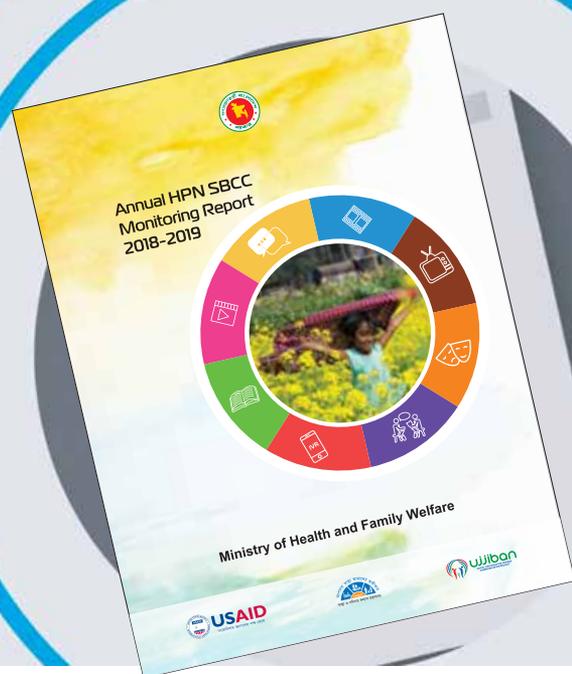
For the sake of sustainability of the BCCP, the organization now needs not only to consolidate its image, but also to take special initiatives to further diversify its business by taking new projects in new areas. Also, the organization needs to continue to put its emphasis on client satisfaction by producing quality outputs, on time and at reasonable costs. There is no room for complacency, constant vigilance is needed at every stage of its operation which BCCP is already doing as a common practice. For coming to this stage, we are grateful to all the dedicated colleagues, the Members of the Executive Board and particularly, to the President of the Executive Board, Dr. A. Majeed Khan, whose experience, skills and wisdom have been vital in establishing the organization to the present stage.

Institutionalization of SBCC Tools and Processes into Government System for Sustainability

Since its onset in April 2017, the project 'Ujjiban capacity and system strengthening interventions' (?) continued to innovate and introduce Social and Behavior Change Communication (SBCC) processes and tools within MoHFW system for strengthening SBCC program planning and implementation. Ujjiban works closely with the relevant DGFP and DGHS units to improve their systems for providing the SBCC tools, training, and supportive supervision needed to consolidate and mainstream the work for sustainability. In the third year of the project, the focus was to transfer skills and scale up the use and reach of the tools and processes through using the concerned units' Operation Plan (OP) resources. A number of Capacity Strengthening activities have already been incorporated in the units' action plan and resource pools have been formed with the unit staff at the central level.

The SBCC Activity Monitoring Checklist Application: Ujjiban strengthened Monitoring Mechanisms at the systems level. A monitoring app has been developed for field supervisors - Health Inspectors (HI), Assistant Health Inspectors (AHI) and Family Planning Inspectors (FPI) to effectively monitor the SBCC activities conducted by frontline health workers. The app was piloted in six Upazilas of Sylhet and Chattogram divisions in 2019 by the Information, Education and Motivation (IEM) unit and the Bureau of Health Education (BHE) with support from Ujjiban. Now, DGFP and DGHS have initiated the scale up phase and trained field supervisors and health managers in six additional Upazilas of Chattogram and Sylhet. Additionally, 28 master trainers at the central level were equipped to provide cascade training at divisional, district and Upazila levels.

Annual HPN SBCC Monitoring Report for 2018-2019: The report was developed in association with MoHFW. The report provides information on reach, coverage, resource allocation, types of activities, and communication channels and mediums through which health, population, and nutrition (HPN) SBCC activities were implemented by the government and non-government organizations. Ujjiban shared key findings of the report with the GO-NGO partners, HPN SBCC key stakeholders to consider for SBCC program implementation. Following the recommendations from the previous report 2017-2018, Ujjiban assisted the Public Health (PH) wing, Health Services Division (HSD) to draft the concept note on SBCC desk, develop a cascade training module for Leadership and Coordination for SBCC and develop an Operation Guidebook for HPN SBCC Coordination Committees.



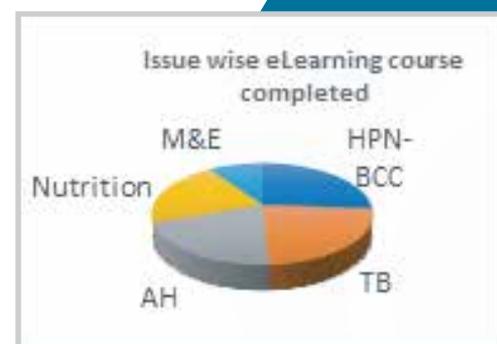
Expanded and sustained use of SBCC Digital Resources

Online SBCC Materials Approval:

Ujjiban developed the Online SBCC Materials Approval (OSMA) App to improve the IEC Technical Committee's efficiency in approving and providing feedback on SBCC materials submitted by the government organizations) and departments, NGOs and private sector organizations. Following beta test, OSMA became fully functional in April 2019. OSMA also enables the IEC Technical Committee to follow the review criteria precisely, document the review process digitally and archive the materials that have been approved. This app has considerably reduced review and approval duration. 246 SBCC materials have been reviewed since the app was introduced whereas 111 of them have been reviewed in this reporting year. The members of IEC Technical Committee received training to sustain the use of OSMA.

eToolkit and eLearning Course Training:

The eToolkit is a counselling tool for field workers, comprised of an array of SBCC materials on health, family planning and nutrition that field workers can share with the clients or use in their counselling sessions in digital devices (i.e., tablets, smart phone, etc.). The eLearning course for the field workers has been designed to enhance their knowledge on topics such as Behavior Change Communication (BCC) on HPN, Basic Contents of TB, Adolescent Health, Nutrition, and WASH. These resources aim to improve field workers' counselling skills and ensure that people are receiving appropriate information, referrals and services. DGFP and DGHS have included training of digital resources in their respective OPs and trained the field workers accordingly. More than 75% of the trained field workers are using the eToolkit for counselling clients during household visits. In this reporting period 2,389 eLearning course certificates were issued to the field workers and program



Unified School Health Education Package:

Ujjiban is facilitating the development of a unified, integrated and comprehensive school health education package to be commonly used by the entire HPN units under MoHFW in order to produce a curriculum having univocal and integrated messaging for the school students on the HPN issues. A national committee has been formed to develop this unified school health education package. This national committee reviewed the contents for the unified school health education package that were outlined in the Inter-OP Coordination workshop and provided their inputs.

HPN SBCC Coordination Committee:

An overarching and seamless model of SBCC coordination has now been systemized to work through the national, district and upazila level coordination committees. Coordination Committees bring up and maintain an effective coordination in the HPN activities/issues right from the policy level up to the field level implementation to reduce duplication and to maximize use of resources. The Coordination Committee at ministry level specially reviews the implementation status of the Comprehensive SBCC Strategy and provides guidance accordingly.

Technical Assistance to Implement Quality Campaigns and Programs

Ujjiban supported the units through technical assistance to implement quality campaigns and programs by following a standard process, i.e., planning and preparing activities ahead of time, designing messages and materials based on target audience and utilizing resources effectively. The Ujjiban team provided technical assistance to draft the campaign plans, facilitate the GO-NGO coordination meetings, design materials and organize Facebook campaigns. The team also assisted the units in conducting SBCC capacity assessment and identified the areas which needed technical assistance for further improvement and developed the annual SBCC capacity strengthening plan.



Bringing Transparency in the Public Procurement System

Bangladesh has been able to continue and retain its robust economic growth by promoting transparency in the public procurement system through modernization and digitization of the process. As the lead agency, the Central Procurement Technical Unit (CPTU) under the Implementation Monitoring Evaluation Division (IMED) of the Ministry of Planning is playing the key role here by implementing the World Bank financed “Digitizing Implementation Monitoring and Public Procurement Project (DIMAPPP)”.

This popular digital mode of public procurement system - the very vital organ that facilitates the authorities to initiate project works - has been proven as a very effective tool as it has enabled the concerned parties for maintaining country’s development efforts operational in full pace even during the country-wide lockdown for over four months due to the pandemic (Covid-19 outbreak) across the globe. This has been possible through executing a digitized system to improve public procurement performance and enhance capacity for implementation and awareness of the procuring entities (PEs) and tenderers about Electronic Government Procurement or e-GP.

BCCP, as the communication consulting firm, is carrying out Behavior Change Communication (BCC) program to support DIMAPPP in promoting e-GP and contributing to create a transparent public procurement culture in the country. As a partner, BCCP has conceptualized and mobilized a unique common platform for the Procuring Entities and Tenderers, the first of its kind - the “Government Tenderers’ Forum” (GTF) in the country where they can share and exchange ideas for resolving any confusions on public procurement and overcoming disputes for ensuring good practices in the system and enhancing its performance for better utilization of public money.

For ensuring sustainability of public procurement, GTFs are operational in 64 districts and workshops are being organized regularly. During 2019-2020, BCCP organized two workshops on the GTF platform where the honorable Secretary, IME Division, Ministry of Planning attended as the Chief Guest and the honorable Director General of the CPTU attended as the Special Guest.



Institutionalizing the Bangladesh Government Tenderers' Forum (BGTF)

During October 2019-September 2020, there was significant progress in institutionalizing GTFs and as part of it, following the demand and recommendations from various stakeholders, a convening committee of the Bangladesh Government Tenderers Forum (BGTF), the apex body of GTFs, was formed in October 2019, comprised of tenderers, procuring entities and the World Bank representatives. Aiming at forming a full-fledged committee within next six months, the convening committee organized a total of eight meetings - five onsite and three online - with the facilitation of BCCP. During the meetings of the convening committee, formation of the rules of the convening committee, terms of reference and Memorandum of Association of BGTF were discussed to pave the passage of launching a full-fledged committee.



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Media Trend Analysis of Public Procurement in Bangladesh

During the last few months of the year, the procurement scenario of Bangladesh has observed several uncertainties for the impact of global pandemic due to coronavirus. There were numerous media reports concerning public procurement which demonstrated some remarkable progress as well as some irregularities and weaknesses. With the objective of analyzing media reporting trend on public procurement to help determine the factors causing changes to the overall process, BCCP has collected and reviewed the media reports regarding e-GP as well as public procurement environment published in several newspapers. As part of it, a new script of TVC has been developed focusing different aspects of e-GP and highlighting the usage for beneficiaries and stakeholders and shared it with the CPTU during the year 2020.

Dissemination of e-GP info through digital billboard - an inspirational move

Since dissemination of information plays a vital role in inspiring people, especially the stakeholders, and ensuring accountability of the system, BCCP is managing operation of a Digital Billboard at a central point in the capital. Through this board, the updated information of performance of public procurement is displayed live for exposure to the people. For smooth operation of the board, BCCP is managing day-to-day maintenance of it.



Other supporting initiatives

To support the e-GP implementing agency, CPTU, BCCP has been continuing with other specific and need-based initiatives. Such supporting initiatives include production and distribution of calendars highlighting different components of public procurement and e-GP. Another initiative is production and distribution of CPTU e-Newsletter among all the stakeholders projecting important information and successes in the area of public procurement.



Special Drive for Betterment of the lives of the Displaced Rohingya Population

Bangladesh provides shelter to about 12 lac Forcibly Displaced Myanmar Nationals (FDMN) who fled to Bangladesh risking their lives by sea or on foot, in order to avoid the death or persecution in the northern Rakhine province of Myanmar (Burma). They have been entering into Bangladesh since August 2017 causing the advent of the World's fastest growing refugee crisis. Currently, they are sheltered in Teknaf and Ukhia Upazilas of Cox's Bazar district. This huge number of refugees place an immense strain on the existing local infrastructure and on an already resource-constrained social service delivery system and the environment.

The large influx of FDMN population outnumbers the host community by about 2:1 in the affected Upazilas, posing significant risks of exposure to natural disasters, road communication, crowding and congestion in hat-bazar and other public places. In a bid to address the major challenges in this respect, BCCP has been awarded a 30-month Consultancy Services for "Communication and Awareness" by the Local Government Engineering Department (LGED) under the Emergency Multi-Section Rohingya Crisis Response Project (EMCRP) funded by The World Bank. The project has been signed on March 2020 and will continue up to September 2022.

The communication program includes:

- **Design a Communication Strategy and Action Plan** to help LGED, DPHE to smoothly implement the project. The strategy will detail out the communication objectives, articulate messages, identify communication channels, type of media, frequency and action plan.
- **Communication Materials and Activities** including public service announcement, posters, leaflets, pictorial booklet, religious sermons, wall calendars, miking scripts, Ramadan timetable, signboards, animation video, short video spots, radio spot and or community Radio, documentary video, social media/YouTube etc.
- **Outreach and community mobilization activities** like Courtyard Meeting (Uthan Boithok), sports and painting competition for children, photo exhibition, street drama, media visit, roundtable discussion, collect and share best practice, success or failure stories etc.

- **Capacity strengthening Activities** such as advanced communication training for stakeholders, communication training for front line workers, workshop with community, WASH management, community sessions with children, orientation for the volunteers, youth and students and orientation for the religious groups and imams etc.
- **Monitoring and Evaluation System** implies develop M&E system, opinion study, mid-term assessment and end-line assessment of the programs.

So far, BCCP has carried out a stocktaking on communication intervention and message/materials, literature review from the representatives of key stakeholders from Cox's Bazar and Dhaka. Also, a brief Opinion Study to understand communication needs for generating evidence has been completed. This will lead in developing Communication Strategy and Action Plan and as well as the theme and communication materials for the program.



Now, a tailored, well-planned communication strategy is being developed with the objective to ensure that project interventions are well understood by the displaced Rohingya population, host communities, media, government agencies, development partners, national and international NGOs and other stakeholders. The strategy and other activities will focus on a set of objectives primarily to promote behavior change, awareness and promote social cohesion.

Towards Building Next Generation Tobacco Control Researchers



Fulfilling the vision of the Honorable Prime Minister of the Government of the People's Republic of Bangladesh to make the country tobacco-free by 2040, BCCP joins hands with the relevant departments of the Government of Bangladesh and other NGOs working on tobacco control. Collaborating with the Institute for Global Tobacco Control (IGTC) based at the Johns Hopkins Bloomberg School of Public Health, BCCP has continued implementing the Tobacco Control Policy Research Grant Program since 2013.



The purpose of the program is to build the research capacities particularly of the young researchers of different universities and institutions and create a local evidence-base for tobacco control. Two types of research grants including "Student category" and "Researcher category" are available under the program. At the beginning of each round, a Consultative Meeting is organized with the Ministry of Health and Family Welfare to identify the future tobacco control research needs in Bangladesh. The outcome of the consultative meeting is utilized to develop the Request for Proposal.

A proposal review panel comprising of renowned researchers and tobacco control experts from home and abroad reviews the proposals received to select the winning ones following a systematic three-step review process. After initial selection, the proposals are finalized through a Proposal Review Workshop. The program encompasses three mentoring workshops covering the whole spectrum of research process with an emphasis on engaging the young and experienced researchers to promote peer learning. The grantees are also provided mentorship to identify the appropriate journal and prepare the manuscript for publication. At the end of research work, a dissemination conference is organized inviting the relevant stakeholders including the media. Abstract booklets highlighting the major findings of the studies are distributed among participants.

Since beginning, eighty-eight studies were implemented as of 2019 under the program. Eight more studies have been completed in 2020. The findings of the studies have been submitted to the National Tobacco Control Cell for undertaking appropriate interventions in tobacco control. Besides, the research findings are also available at www.btcrcn.org. So far, twenty-five studies have been published in the international journals while fifteen studies have been presented in the international conferences. The Ministry of Health and Family Welfare is working on the second amendment of the Tobacco Products Usage (Control) Act 2005 to make it more compliant to the Framework Convention on Tobacco Control. It is expected that the available research findings will tremendously contribute to develop the next amendment in the law.

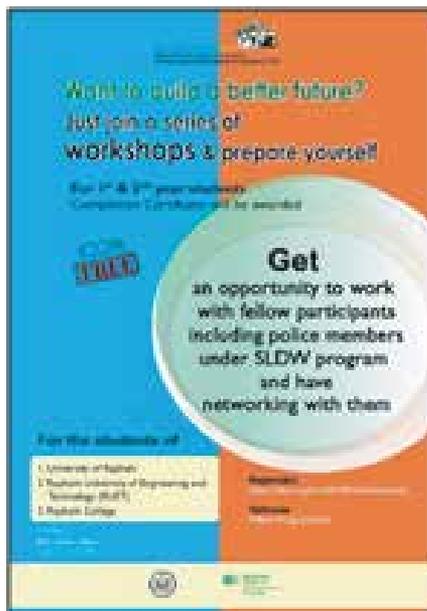


Believe in Peace, Work Together

Students are the backbone of any community and in order to lead the community peacefully – students need to be enlightened about the significant role and responsibilities they have on their shoulders to act as barriers for those engaging in violent extremism.

BCCP is implementing “Student and Police Engagement-Students Leadership Development Workshops (SLDW)” program with the students and police members since 2015. The objectives are to enhance relationship between the students and the police as well as increase the leadership capacity, interpersonal communication skills and qualities of good citizenship of University/College students and to empower the young students to promote tolerance by increasing knowledge about the contemporary social issues and community resiliency. BCCP started this one-year program from Rajshahi district and then gradually conducted in Chittagang and Sylhet.

Utilizing experience in conducting “Student and Police Engagement- Student Leadership Development Workshops (SLDW)” BCCP has been privileged with the opportunity to work again with SLDW program in Rajshahi with support from US Embassy, Dhaka to bring a new look in this phase that will enhance the appeal of the program. The program in this phase is involving 150 students from three institutions of Rajshahi namely Rajshahi University of Engineering and Technology (RUET), University of Rajshahi, Rajshahi College and 30 nominated police members from Rajshahi Metropolitan Police. It is a 1-year student leadership development-based project from 15 August 2020 to 14 August, 2021 to build harmonious relationship between police and students to combat Violent Extremism (VE) together with enhanced knowledge on Prevention of Violent Extremism (PVE) through the participation of the series of theme-based workshops.



The activities of this year’s Student Leadership Development Workshop in Rajshahi has been planned to be implemented in a moderate format because of the prevailing worldwide Covid-19 phenomenon. Emphasizing the health and safety issue, the project has been conducting the student registration process online and till now the participant response has been tremendous. University-focused events are designed to assist participants and share their workshop experience in a delightful manner. Other than the theme-based workshops for peace and unity, the project will also incorporate some outreach events to aware the society about prevention of violence and extremism and a Capstone seminar to encourage new ideas and disseminate information to likeminded groups and individuals.

From the very beginning of this year’s Rajshahi SLDW, the project has been receiving a positive vibe from the enormous response the students are providing by online registration. It already has created an impact among the students, police and community to work together and establish peace and harmony by preventing extremist ideologies and activities from gaining further momentum.

Helping the Little Hands to Make a Better Future (CLIMB Report)



Child labor is an obstacle to the physical, mental and social development of a child. Every child has the right to grow up in a healthy atmosphere where he/she can get all the facilities to cherish his/her childhood. With this belief, BCCP has been working since long to ensure a healthy and better future for children through its different program interventions related to child rights, protection, education, health, nutrition etc.

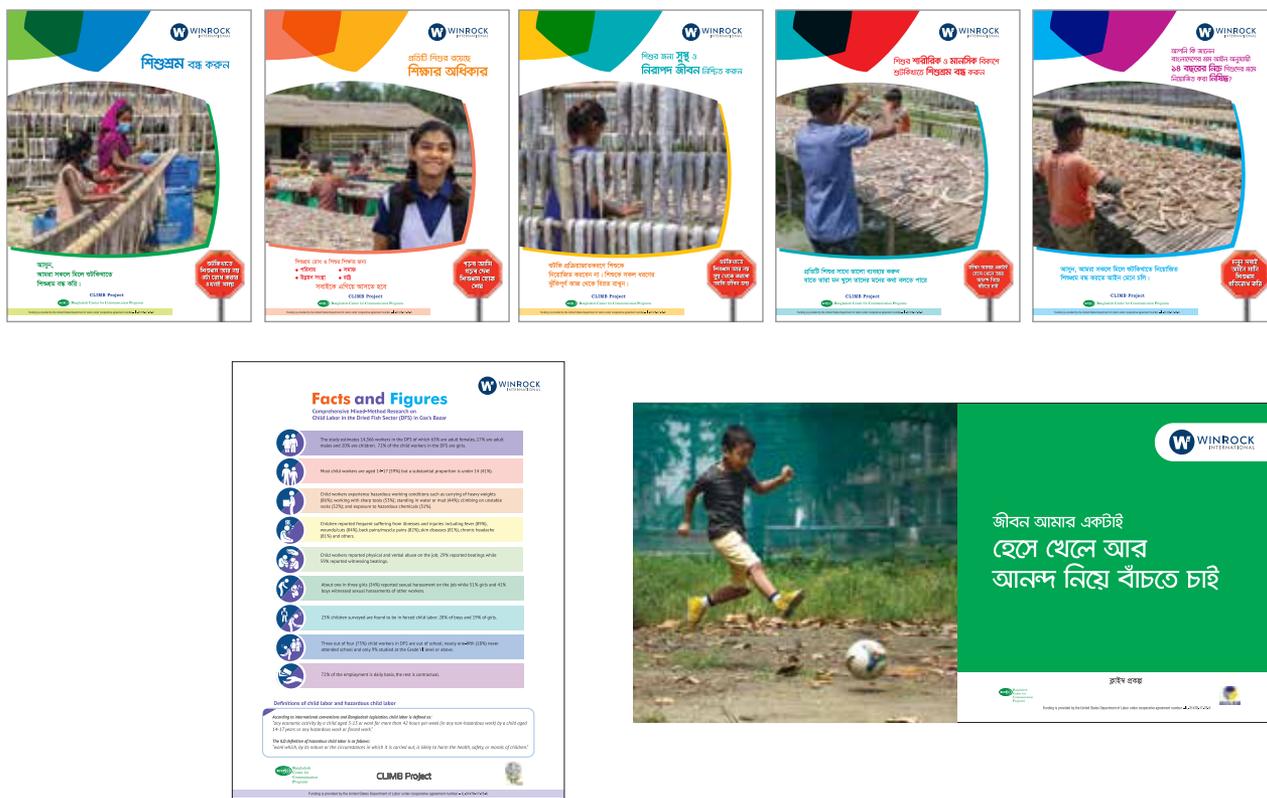
Continuing this focus, currently, BCCP is promoting an admissible work condition for the children working in the Dried Fish Sector (DFS) of Bangladesh with the support from U. S. Department of Labor through WINROCK International under Child Labor Improvements in Bangladesh (CLIMB) project. The overall goal of this project is to reduce Child Labor (CL) and increase acceptable conditions of work in DFS in the southeast part of Bangladesh.

The CLIMB project is working with a specific objective to improve capacity of civil society to understand and address CL and Forced Child Labor (FCL) and promote acceptable working conditions for children specially working in DFS in Cox's Bazar. To achieve this program objective, BCCP has been contributing as Media and Communication partner to this project to create awareness among the related stakeholders like parents, communities, Civil Society Organizations (CSO), Government and others.

BCCP has been transmitting information/stories related to CL and FCL in the country's DFS by reaching CSOs, media people, and stakeholders. BCCP has been mentoring media people to contribute to the dried fish sector to address the lack of information and to identify the issues and problems. Besides, BCCP has also been working to improve the capacity of CSOs who are collecting and disseminating information related to child labor issues, organizing local level awareness and BCC campaigns to facilitate access to grievance mechanisms and remedy for victims of labor exploitation. As part of these activities, BCCP has already formed a journalist forum to sensitize both national and local level media. Through this forum, around seventy news articles have been published in national & local newspapers in last one year.



As a special effort, BCCP and Prothom Alo jointly organized a roundtable event with the national-level stakeholders to influence policy planners and the local government institutions to make them aware and responsive for the betterment of lives of the children. BCCP developed six survivors voice publications focusing on six different components of the CLIMB project and also developed a set of materials with appropriate messages to create awareness among the target audiences. Moreover, BCCP is going to provide technical assistance to the local level CLIMB partners to organize outreach events in the locality so that it can draw the attention of the local people and make them participatory and compliant to these interventions.



By effective implementation of the project, BCCP is expecting a number of outcomes to be achieved to ensure a hazardous-free living environment for the children in the DFS, Cox’s Bazar which are:

- Outcome 1: improved capacity of civil society organizations to identify and document accurate, timely, and user-friendly information on the nature and scope of CL, FCL, and unacceptable conditions of work for children in DFS.
- Outcome 2: improved capacity of civil society to raise awareness and advocate for the protection of children from CL, FCL, and/or unacceptable conditions of work in DFS.
- Outcome 3: improved capacity of civil society to implement initiatives to address CL, FCL, and/or unacceptable conditions of work for children in DFS, including facilitated access to grievance mechanisms and remedy for victims of labor exploitation.

With all the efforts BCCP is making in this area, we expect all concerned to come together to provide these children a beautiful life which they really deserve.

Maximizing the Primary Health Care Services for achieving Universal Health Coverage and Sustainable Development Goal

Health workforce is one of the most important factors to achieve the Sustainable Development Goal (SDG) and the Universal Health Coverage (UHC). The Government of Bangladesh, with its political commitment, recruited huge number of doctors in early 2020 to strengthen the Primary Health Care (PHC) service delivery and is also planning to increase the service coverage with medical professionals. Most of the Medical Officers (MOs) are working in PHC without basic training on services. So, competency and skill gaps of the newly recruited MOs need to be identified in order to plan, design and deliver appropriate training for them so that they can effectively deliver the PHC services. Considering the above context, Bangladesh Medical Research Council (BMRC) engaged Bangladesh Center for Communication Programs (BCCP) to conduct a study “Training Needs Assessment for Newly Recruited Medical Officers at PHC to Achieve SDG and UHC”.



The study was conducted covering 8 divisions, 16 districts and 128 Upazilas of Bangladesh. UHC is at the center of the health goal of Bangladesh and PHC is one way to achieve SDG 3: ‘Health and wellbeing’. SDG target 3.8 represents coverage of essential health services based on tracer interventions that include reproductive, maternal, newborn and child health, infectious diseases, non-communicable diseases, service capacity and access. The study findings showed that most of the MOs are aware about primary health care service components; reproductive, maternal and child health, communicable diseases and major non-communicable diseases, prevention and control of local endemic diseases, nutrition promotion and health education on prevailing health problems and SDGs. Among the MOs, fewer of them received training on PHC components and very few of them received training on SDG and UHC. The study also assessed competency-based skills of the MOs followed by Hennessey- Hickee training assessment guideline and found gaps in performances.

PHC service is being hampered due to lack of adequate skills of the MOs as well as adequate infrastructure and facility, inadequate supply of medicine, medical equipment, reagent and supplies for the service. These findings are indicative of the requirement of having a policy support for the development of a comprehensive training program that recognize PHC service as a priority in line with SDG and UHC. It also implies the very purpose of the training programs transforming capacity from knowledge into skill and skill into performance ability which should be emphasized as prime focus for the achievement of SDG 3.8 and UHC in Bangladesh.

Once the medical professionals receive appropriately designed trainings based on the recommendations of the study, they are expected to deliver more quality services that paves the way to contribute to achieve UHC and SDG.

Study to Support Suicide Prevention Initiative: A New Hope to Change the Scenario

Suicide remains a major public health challenge globally. Every year, approximately one million people commit suicide and there are many more who attempt suicide which represents a global mortality rate of 16 per 100,000. The average rate of suicide in Bangladesh is 8 per 100,000 each year (WHO, 2014), but the rate is much higher in adolescents (15 - 19 years), 17.1 in males, and 22.7 per 100,000 in females (Ahmed, M.K, 2004). These figures are likely to be an underestimate, as there is no systematic suicide surveillance system and no nationwide survey on suicidal risk factors has yet been conducted in Bangladesh. Reports from police records, media, court, hospitals and the focused study on selected population are the main source of suicide data, which indicate that suicide rate in Bangladesh is unacceptably high.

Global attention towards suicide prevention is articulated in the World Health Organization (WHO)'s Global Mental Health Action Plan which set target of a 10% global reduction of suicide by 2020. The Sustainable Development Goal (Target 3.4.) also uses suicide rate as an indicator of health and wellbeing and aims to reduce deaths due to Non-Communicable diseases (including death by suicide) by one-third by 2030. To achieve this target, it is necessary to estimate the burden of suicide as well as to implement evidence-based intervention to bring about a systemic change at the national level in reducing suicidal ideation, suicide attempts and ultimately suicide rates.

Suicide Prevention and Implementation Research Initiative (SPIRIT) is one of the National Institute of Mental Health, USA (NIMH)'s Collaborative Hubs. As part of the SPIRIT project, BCCP is in a collaborative partnership with the Indian Law Society and the Trimbos Institute, Netherlands to implement a scale-up study of integrated suicide prevention intervention for a wide array of targets in the South Asian countries, to document and provide scientific evidence for policy level reform in India and Bangladesh. The project aims to bridge the gap between scientific evidence and practice in suicide prevention and mental health interventions in India and Bangladesh. To implement the scale-up study, three different training programs have been conducted on i) Centralized Pesticides Storage Facilities (CSF) so as to control access to the means of suicide, ii) the Mental Health Gap Action Program (mhGAP) developed by WHO for Master Trainers to build community resilience and iii) Youth Aware ? Mental Health Program (YAM) to help teenagers to protect their mental health and support others.

As a faculty member of the SPIRIT Implementation Science Fellowship Program, Mr. Mohammad Shahjahan, Director and CEO, BCCP contributed to the capacity building component of fellows by sharing a presentation on stakeholder analysis, an integral part of the suicide prevention interventions. To this effect, BCCP received ethical clearance from BMRC to conduct "Pilot study on - Community-based suicide surveillance system in three villages of Jhenaidah district of Bangladesh". BCCP research team and participants from CBHC, DGHS received training from SPIRIT India team on operating the surveillance system. It is hoped that this small initiative will open the door for large scale surveillance of suicide in Bangladesh.



Development of Communication and Knowledge Management Strategy and Outreach Plan for SREDA

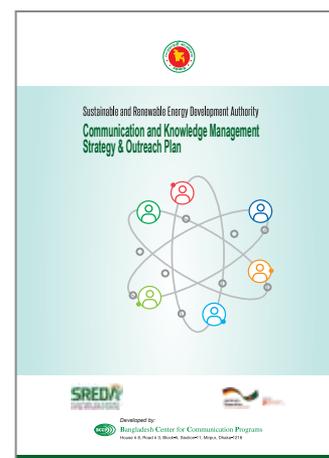
GIZ, the German Development Cooperation in Bangladesh, has proceeded with the concept of renewable energy and energy efficiency in Bangladesh in collaboration with the Government and supported the establishment of a dedicated national nodal agency, the 'Sustainable and Renewable Energy Development Authority (SREDA)'. GIZ continued its support to SREDA by providing initial support to the newly formed organization, developing the preliminary action plan, sector strategies, human capacity development and orientation for its collaborative partners. In order to transform SREDA into a strong Renewable Energy (RE) and Energy Efficiency (EE) facilitation Centre, SREDA needed a comprehensive Communication and Knowledge Management Strategy to optimize internal and external communication, and to engage stakeholders with its worthy undertakings effectively. In view of that, Bangladesh Center for Communication Programs (BCCP) was awarded a contract by GIZ in November 2019 to develop this Communication and Knowledge Management Strategy.



As per the contract, the Strategy was developed by BCCP in collaboration with and support from the concerned stakeholders. While developing the Strategy, all processes like - having clear understanding about the scope of communication for SREDA and identifying communication objectives for different levels of target groups were followed. The assignment also included an outreach plan to fulfill the objective of the strategy. Other major activities included training on Strategic Communication theory, skill and material design, and a Validation Workshop for SREDA staff on the newly developed Communication and Knowledge Management Strategy and Outreach Plan.

The Strategy outlined the target audience and their expected behavior, communication objectives, knowledge management, messaging strategy, dissemination channels, monitoring and evaluation. To provide training, BCCP developed a training module comprising of Communication Theory, Strategic Communication and its components, process for developing and implementing communication strategies and Action Plan; developing messages and materials on RE and EE, use of different media, conducting outreach activities, community and stakeholder's mobilization, etc.

As per the developed training module, BCCP organized and conducted a three-day training on Strategic Communication. Once all the activities run in full swing as outlined in the Strategy, SREDA is expected to achieve the goal it has envisioned.



Protecting the Displaced Rohingya Population from Sexual Harassment



Protection from Sexual Exploitation and Abuse (PSEA) is a responsibility of all humanitarian and development actors working in emergency response settings. Sexual Exploitation and Abuse (SEA) can occur in any humanitarian or development context and is a particular risk in emergency contexts. The risks presented by the unprecedented volume of new arrivals of Rohingya added to the existing refugee population, the affected host population in Cox's Bazar, and the massive deployment of staff to respond to the Rohingya refugee crisis is enormous.

The International Council of Voluntary Agencies (ICVA) is a global network having a secretariat in Geneva. ICVA works to support effective projects and strengthened cooperation between all actors in humanitarian assistance. To raise community-awareness on the risks of sexual exploitation and abuse SEA as well as to ensure that victims know where and how to safely report SEA when it takes place, ICVA engaged BCCP to develop a set of outreach and communication materials and make it publicly available as open-source documents for others' use.

Under this project, BCCP is developing a set of IEC materials to create community awareness on SEA in the Rohingya Camps in Cox's Bazar. The materials will be adopted and developed in English, Bangla and Rohingya Languages targeting 4 major types of audiences that include adults both women and men, children and parents, people with disability and influential persons of the Rohingya community.



Figure 1: Participants in Message and Materials Development Workshop ?



Figure 2: Participants in Message and Materials Development Workshop ?

It is expected that awareness on sexual harassment reporting mechanism and channel will be increased with proper materials designed, developed and distributed to all concerned. While developing the messages, the current practices & behaviour of the Rohingya people, their social context, information needs and currently available messages in the camp are being considered.

All materials developed under the grants will be "open source" and publicly available for the benefit of other humanitarian actors and communities as well.

Ensuring safe medicine usage through capacitating medicine gatekeepers



A total of 5480 A and C grade pharmacists have been trained in 137 batches in 11 districts of Bangladesh.

In Bangladesh, many pharmacists/small holders have independent retail establishments and providing over-the counter medicines along with some form of consultancy is common. In such scenario, lack of proper training results in improper handling of patients, unethical practices, and disregard of guidelines on dispensing and other matters related to the profession of pharmaceutical services. To address such risk, MSH with support from Department for International Development (DFID) has been implementing the Better Health in Bangladesh (BHB) project. Capacity building of the pharmacists and bringing them under a proper guideline has been one of the core purposes of the project.

Under the Management Sciences for Health's (MSH) Better Health in Bangladesh project, BCCP has successfully completed the task of Orientation on Establishment and Operations of Model Pharmacies in Bangladesh for the A grade pharmacists and training on Establishment and Operations of Model Medicine Shops in Bangladesh for the C grade pharmacists. A total of 5480 A and C grade pharmacists have been trained in 137 batches in 11 districts of Bangladesh.

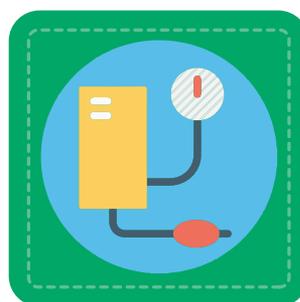


BCCP has planned and implemented the management activities in consultation with MSH, Pharmacy Council of Bangladesh and the Directorate General of Drug Administration and organized the trainers, trainees, venues and other logistics. The training program has helped to establish the standards for retail drug outlets and recognition of Model Pharmacies and Model Medicine Shops, which provide improved access to affordable, quality medicines and pharmaceutical services.

Strategizing Social and Behavioral Change Communication (SBCC) for Non-communicable diseases control (NCDC)

Non-communicable diseases (NCDs) impose a growing public health burden with about 41 million deaths globally each year, as stated in the WHO Non-communicable diseases country profiles 2018. Evidence shows that 15 million of all deaths attributed to NCDs occur between the ages of 30 and 69 years. In Bangladesh, out of total 856,000 deaths, (?) NCDs are estimated to account for 67% of all deaths with 22% risk of premature mortality between 30-70 years.

NCDs threaten progress towards the 2030 Agenda for Sustainable Development, which includes a target of reducing premature deaths from NCDs by one-third by 2030. To lessen the impact of NCDs on individuals and society, a comprehensive approach is needed requiring all sectors, including health, finance, transport, education, agriculture, planning and others, to collaborate to reduce the risks associated with NCDs and promote interventions to prevent and control them.



Low awareness on healthy lifestyle and the modifiable behavioral risk factors that contribute to NCDs is a critical factor that needs to be addressed at the national level for the prevention of NCDs. Additionally, persons who are at risk of developing NCDs need to be identified and require motivation to change their behaviors on an urgent basis. Therefore, health education and communication to inform, educate, and empower people about health issues and healthy lifestyle play a crucial role in the prevention and control of NCDs. BCCP, with its massive experience in the realm of strategic communication and health, has already established its image as the go-to organization for the formulation of an integrated SBCC strategy directed to change individual as well as group behavior, towards health factors, by strengthening the social context, systems and processes.

With funding support from the Management Sciences for Health (MSH) Inc., BCCP has developed an SBCC Strategy and Action Plan for the Non-Communicable Disease Control Program (NCDCP) of the Directorate General of Health Services, Government of Bangladesh. The major activity included designing of a draft SBCC strategy to promote healthy lifestyle necessary for preventing NCDs in Bangladesh, developing a draft action plan for effective implementation of the strategy and disseminating the strategy and the action plan at the national level. BCCP started the work in July 2019 and submitted the SBCC Strategy along with Action Plan in January 2020. BCCP expects that an effective implementation of the strategy will contribute to reduce the burden of non-communicable diseases and loads of premature deaths in Bangladesh.

There must be skilled professionals to deliver quality services

Only well-trained and well-qualified professionals can deliver safe and high-quality services in any field. For family planning service delivery, the need for skilled group of workforces is even more. Skills are acquired through standard, quality training, particularly, in-service training. In-service training reinforces and updates providers' knowledge while capacity needs assessment improves the quality of services offered to the clients. The Ministry of Health and Family Welfare (MoHFW) and its units make significant investments in training the Family Planning (FP) service providers to match their skills with the required service delivery standards. However, achieving a high return on these investments can only be achieved if in-service training interventions are planned and implemented following defined evidence-based methods and practices. The need for a standard practice that will improve the effectiveness, efficiency, and sustainability of FP service providers trainings prompted the development of a set of guidelines.



BCCP's involvement in the project "Review of In-Service Training (IST)" was with IntraHealth International, Inc., subgrantee of Shukhi Jibon Project of USAID with the purpose of developing a standard guideline with a view to standardize all the trainings provided by the department for its all tiers of professionals to deliver quality services. For this, BCCP first collected all the training manuals and related other documents being used in the program and reviewed those and identified the gaps. The findings were shared with the stakeholders in a Consultative Workshop that resulted to draw an outline of an ideal guideline. Then, a draft guideline was developed based on the outline and was shared with the stakeholders in a Validation Workshop. Finally, the guideline was finalized by incorporating the recommendations made by the participants.

The IST guidelines define training procedures, processes and best practices that should be followed in capacity strengthening in conjunction with MoHFW policies, management frameworks, training institutes and the family planning in service training (FP-IST) of service providers. The guidelines are intended to increase the effectiveness, efficiency and impact of training interventions of the National Institute of Population and Research (NIPORT), the Director General of Family Planning (DGFP), its implementing Partners and the Non-Government Organizations.

These guidelines are also intended to help operationalize the statutory mandates of NIPORT, DGFP and DGHS for family planning training and service delivery. These guidelines will be used by NIPORT, DGFP, DGHS and all training institutions and implementing partners and organizations that provide training for FP service providers in Bangladesh.

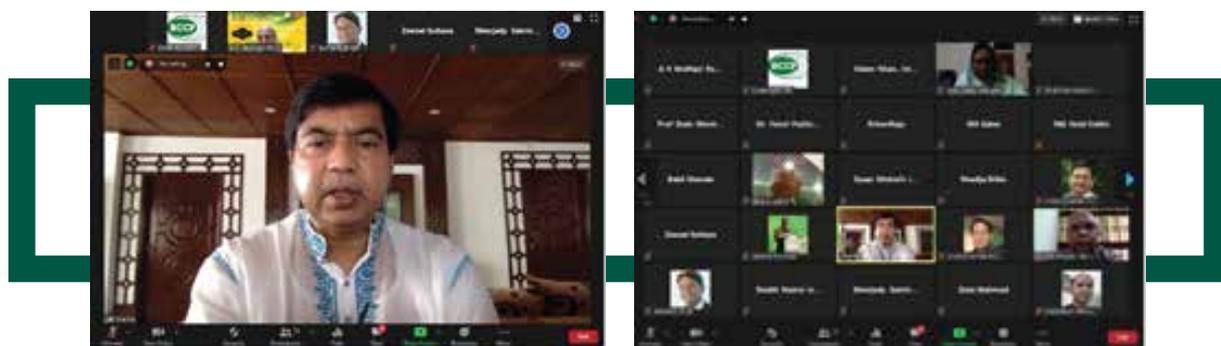
It is expected that these guidelines will serve as a useful guide to all training providers of DGFP and its implementing partners, NIPORT and non-government organization in planning, designing, delivering, evaluating and follow-up of FP service providers' in-service training. Eventually, these will improve the quality of FP service delivery in Bangladesh as well as contribute significantly towards further improvement of the FP-MCH related health indicators.

Policy Dialogue

Prioritizing Risk Communication and Community Engagement (RCCE) to combat pandemic situation

A general consensus came from the discussions that took place in a policy dialogue on ‘Integrating Risk Communication and Community Engagement (RCCE) in the National Health Care System’. This policy dialogue event was held through webinar in the Zoom platform on September 26, 2020. Prof. Dr. Habibe Millat MP attended this event as the Chief Guest while Prof. Dr. Shah Monir Hossain, Chairperson, Public Health Association of Bangladesh and former Director General, Directorate General of Health Service (DGHS) chaired the dialogue event.

Prof. Dr. Habibe Millat MP emphasized on community engagement in the health care system and termed this policy as an essential part of the health service delivery system. He also opined for reformation of the health service management and delivery system by integrating RCCE in the system as core health care intervention. He welcomed BCCP’s effort for this policy dialogue and their plan to develop a position paper.



This dialogue and subsequent discussions were attended by senior policy level professionals of Ministry of Health and Family Welfare (MoHFW) and DGHS, local government representatives and public health professionals as panelists, discussants and observers. In addition to the policy level professionals, 58 professionals of different levels from the health, population and nutrition field also attended this policy dialogue.

The policy dialogue event began with a keynote presentation made by Dr. Zeenat Sultana, Program Director, BCCP. The panelists, discussants and the observers made some key recommendations that include:

- RCCE to include in the health education, in-service and on-the-job trainings as part of core health care policy
- The essence of One Health, Sustainable Development Goals (SDG) and Universal Health Coverage (UHC) entirely depends on engaging community for model health behavior and practice
- A position paper has to be developed on the subject issue including the recommendations made in this policy dialogue
- Preventive measures are sustainable and cost-effective compared to the curative health service delivery system.

At the end, Mr. Mohammad Shahjahan, Director and CEO, BCCP and Prof. Dr. Shah Monir Hossain, chairperson of the event, also spoke on the occasion and expressed their satisfaction over the discussions and the recommendations that are expected to bring the desired results.

Subsequent to the event, a Position Paper, as recommended in the event, was developed and submitted to the Ministry of Health and Family Welfare. Once the recommendations of this position paper are implemented, our health care service system is expected to attain the objectives it is striving for.

Transforming commoners in communication leaders through



Continuing through the last 25 years to enrich communication professionals by sharpening their BCC capacity, the annual two-week-long Advances in Strategic Communication workshop was held from February 22 to March 05, 2020. Organized by BCCP, this course was participated by 21 professionals coming from different disciplines/levels, including project leads, senior and mid-level officials, and development professionals from the GoB and NGO fields.

This 12-day workshop provided thorough review of the latest findings in health and social communication, an opportunity to enhance Behavior Change Communication (BCC) understanding, knowledge and skills. The highly participatory approach of the workshop was designed and aimed at helping participants develop effective advocacy, social mobilization and program communication strategies while strengthening their ability to implement dynamic communication programs. The participants designed some communication programs following a systematic process with the support of “SCOPE” – a computer-based project planning tool.

The inaugural ceremony was attended by Mr. Kazi A K M Muhiul Alam, Director General, Family Planning as the Chief Guest. Mr. Mohammad Shahjahan, Director and CEO, BCCP and Dr. Zeenat Sultana, Program Director, BCCP were also present on the occasion. Mr. Mohammad Shahjahan expressed his happiness for being able to continue this course since 1994 up to its silver jubilee celebration with the 25th workshop. Over 600 professionals from Bangladesh and abroad participated in these workshops. In his speech, the Director General-Family Planning mentioned SBCC as a very challenging job which requires changes in mindset and behavior of the communicators.

The concluding ceremony was held on March 05, 2020 which was attended by Mr. Nitish Chandra Sarker, Additional Secretary, ME and FWD, MoHFW as the Chief Guest. He mentioned that this workshop has proved to be critically important in bringing a positive change among the communication professionals concerned with implementation, management and supervision of BCC activities. At the end, he distributed certificates to the participants on successful completion of the course.

This two-week workshop was led by a group of distinguished faculties composed of communication, policy and development experts to help workshop participants transform various communication approaches into the work field. BCCP expects that this course will help the participants in adding value to their learnings in integrating knowledge, sharpening intellectual thinking and enhancing applied learning for planning, designing and implementing SBCC interventions.



Success Story

OSMA: Facilitating quick approval and dissemination of SBCC Materials

To have high-quality HPN SBCC materials, the Ministry of Health and Family Welfare (MoHFW) formed the IEC Technical Committee assigned for reviewing BCC materials for technical correctness, cultural acceptability and consistency with the national policy and for giving approval to those. Earlier, this process was entirely manual, took considerable time and resources.

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

The offline submission and approval process that organizations had to rely upon prior to OSMA was time-consuming. Further, due to a lack of documentation of the materials reviewed and approved, it was difficult to ascertain if there were any duplication of materials. The OSMA helps the IEC Technical Committee to ensure high quality of SBCC materials, follow the review criteria and government policies precisely, and avoid duplication. Organizations are now able to disseminate approved materials in mass media and in communities in a timely manner without compromising their implementation timeline. With OSMA, the review and approval time for materials has been reduced from 15-20 days to an average of 4-5 days. OSMA is hosted in government server and members of the IEC Technical Committee received training to sustain the use of OSMA.

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

Ms. Happyna Tri pura, Assistant Chief, BHE



Nasima Marching Towards a Better Future

Nasima (symbolic name), a 12-year-old enchanted girl is supposed to go to school carrying books in hand and dreams in mind. Her childhood is supposed to pass through playing with friends and cherishing dreams. But in reality, the dreadful bite of poverty has spoiled her life, forced her to walk through the path of earning. And this is a very common scenario of numerous children working in the dried fish sector in the Southeast part of Bangladesh, especially in the Cox's Bazar district.

Coming forward to bring the needed change in this situation, CLIMB, a project of Winrock International, is working in this area to ensure the Rights of these children working in the dried fish sector through its diversified interventions. BCCP, as a media partner of CLIMB, is also working in this area to reduce the risky child labor by strengthening and promoting the importance and overall success of the project through mobilizing and sensitizing the media and civil society, building capacity of the local partners of CLIMB project and thus striving to provide a safe and beautiful life to these children.

Nasima, once who worked in an unhealthy, unsafe and hazardous environment, decided to come out of this strenuous situation inspired by her dream. With the aim of alternative earning, Nasima enrolled herself in a handicraft training program conducted by a voluntary and associated organization of CLIMB named "Swapnaja". Getting out of the risky child labor of dried fish farms, Nasima dreamt of a new life. Getting trained on handicraft, Nasima wants to open her own handicraft shop in the near future.

BCCP aspires that girls like Nasima don't get defeated in the battle of life. Let their path be smooth and gentle. Let risky child labor be stopped. Let their dream spread in the wide blue sky. Let the world be filled with the smiles of these innocent children.

BCCP's Cornerstones of Success

Over a span of two decades, BCCP built itself from the ground up. As a learning organization, building on its experience as the country office of JHU.CCP, BCCP emerged as a vanguard in the field of Strategic Communication employing innovative community mobilization activities, orchestrating media campaigns, policy and local advocacy; integrating ICT based applications. Concomitant to these, BCCP pioneered the enter-educate approach in Bangladesh and utilized it to capture and retain the attention of the audience to induce positive behavior change thereby achieving the program objectives.

To name but a few of the symbols that turned as BCCP's success story and paved its journey forward:



The Green Umbrella logo campaign brought integrated MCH-FP services together and thus symbolized the Umbrella. As a result, health and family planning service centers provided integrated services at the doorsteps.



The emergency obstetric care (EOC) logo linked people and EOC health centers to save lives of pregnant women. Multi-million copies of the EOC pictorial card containing danger signs in pregnancy were printed and distributed by numerous agencies. The pictorial card soon became a national card.



The *Surjer Hashi* logo brands the largest consortium in Bangladesh promoting service sites and healthy behavior supporting GOB HNP program. The program covers millions of people through its static clinics and satellite clinics branding the logo.



The *Nijeké Jano* logo through the Adolescent Reproductive Health (ARH) Campaign symbolizing a historical landmark that ushered a healthy life for adolescents in the country. The ARH toolkit containing booklets, facilitation video and comic books were replicated several times over by GOB, UNICEF, UNFPA, SAVE and other INGOs marking the beginning of adolescent friendly services.



The Rainbow logo stands as a symbol of quality primary health care services for the urban population in Bangladesh. Promoted through well-orchestrated campaigns both at central and local levels, this brand now links the health service seeking urban population, specially the poor including women and children, with the service centers of the Urban Primary Health Care Services Delivery Project run through public-private partnership under the guidance of the Local Government Division.

Who we are

We are a leading strategic communication organization providing one-stop services for the social development sector, both in Bangladesh and in the Asia region.

We emerged in 1996 as the successor to the Bangladesh office of the Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs (JHU.CCP), USA.



What we do

We empower people through strategic communication to build a society that enables a healthy, poverty-free better life.

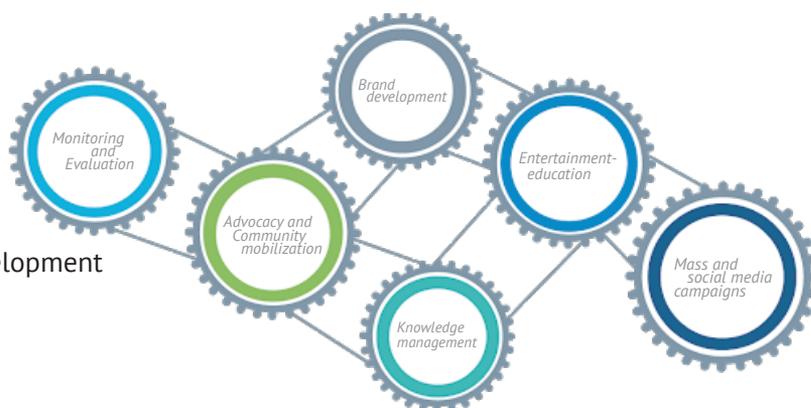


How we work

- Listen to our audience
- Plan and implement strategies
- Innovate
- Inspire people
- Build synergy
- Produce results

Our areas of expertise

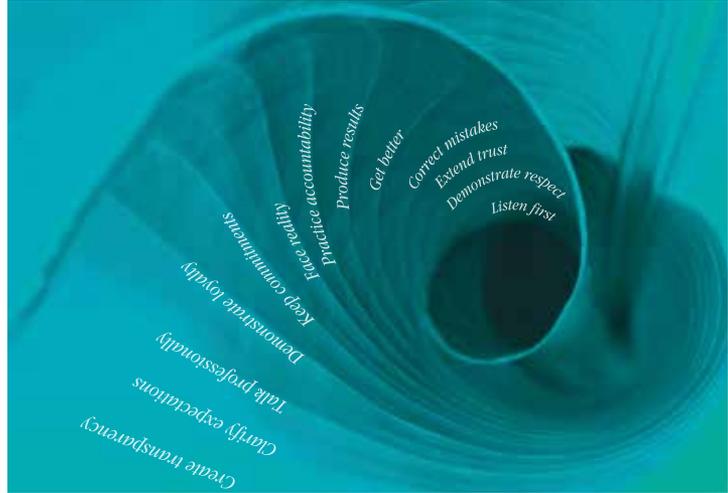
- Communication research
- Strategy development
- Brand development
- Mass and social media campaigns
- Communication tools and materials development
- Advocacy and Community mobilization
- Entertainment-education
- Knowledge management
- Monitoring and Evaluation
- Capacity strengthening for strategic communication



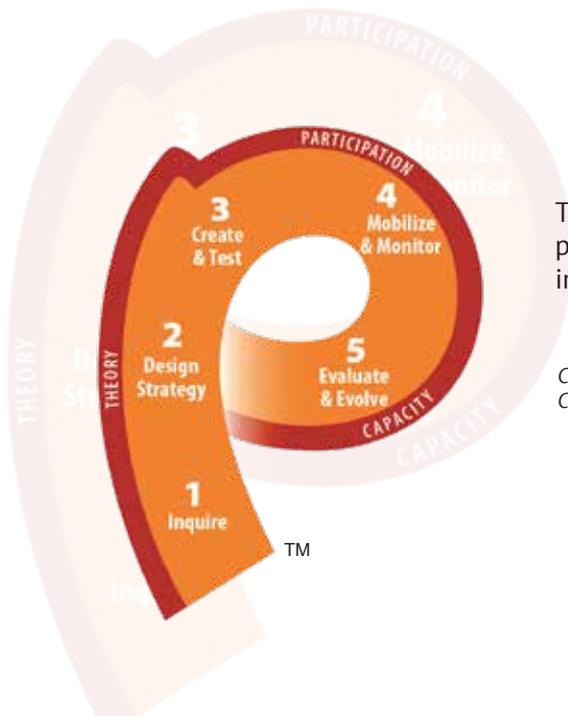
We follow

13 professional behaviors of highly effective people

- Listen first
- Demonstrate respect
- Extend trust
- Correct mistakes
- Get better
- Produce results
- Practice accountability
- Face reality
- Keep commitments
- Demonstrate loyalty
- Talk professionally
- Clarify expectations
- Create transparency



Courtesy: Stephen M.R. Covey & Rebecca R. Merrill, *The Speed of Trust*, Free Press, New York, Feb 2008



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 Bloomberg School of Public Health/Center for Communication Programs (JHU.CCP)

Operating from its own premises, BCCP has established a strong portfolio of successful projects, covering a wide range of issues with diversified funding sources.

6 Sister organizations contributing to BCCP's sustainability and staff benevolence.

A number of sister organizations have been established by BCCP in attainment of multi-dimensional objectives having a common goal to contribute to the sustainability of the parent organization-BCCP. Six such organizations are complementing and supplementing BCCP's strategic vision and expanding expertise and are contributing to mobilize resources for BCCP's sustainability and staff benevolence. A short introduction of these sister organizations is as follows:

Name	Expertise	Objective
Innovative Communication Limited Since 2008	Creative design, material development and production	Acts as a wing of BCCP to supplement with SBCC material designing, development and production
Bangladesh Training and Research Foundation (BTRF) Since 2011	SBCC related training and research	Provision of supplementary support to BCCP for SBCC training and research related activities
Bangladesh Tobacco Control Research Network (BTCRN) Since 2015	Tobacco control research	Helps sustain BCCP effort in tobacco control research through a network of experts
Endeavour Multipurpose Cooperative Society Limited (EMCSL) Since 2011	Cooperative effort through small businesses	Contribute to the sustainability of BCCP through cooperative effort
Swapnochaya Sanchay O Rindan Somobay Samity Limited Since 2015	Housing and loan through cooperative effort	Contribute to the sustainability of BCCP through cooperative effort
Utsho Since 2019	Cooperative effort for retailing of commodities of daily needs	Contribute to the sustainability of BCCP through cooperative effort

BCCP: 1996-2020

Six Sister organizations contributing to BCCP's sustainability



Swapnachhaya Sanchoy
O Rindan Samabay Samity Ltd.



Bangladesh Tobacco Control
Research Network



Bangladesh Training and
Research Foundation (BTRF)





BTCRN Strides to Reduce Tobacco Control Industry Interferences at the Universities in Bangladesh



Nowadays, different multinational Tobacco Industries (TI) operating in Bangladesh are promoting their brands targeting the students of the educational institutions. TI spends crores of local currencies in arranging university road shows decorating with colorful banners-festoons to increase their brands and companies' image. The industries also organize events like talent hunt competitions for the graduate students at the campuses or five-star hotels. Such competitions are ill tactics of the industries to promote their products rather than hiring the graduates for their companies. However, the Tobacco Products Usage (Control Act) 2005 bans all these activities.



Emerging towards promoting the tobacco control issues, Bangladesh Tobacco Control Research Network has recently kicked off the University-based Lecture Program on Tobacco Control. The purpose of the program is to create awareness among the university students, faculties and administrative staff members about the tobacco industry interferences targeting the educational institutions. BTCRN and BCCP collaborates with different universities to organize the University-based Lecture Program on Tobacco Control. The program has already been organized at the North South University and Northern University-Bangladesh during the last six months. In the program, the speakers talked about different topics including the Smoking and Tobacco Products Usage (Control) Act, 2005 and its Amendment 2013; smokers' higher risk of severe disease and death from COVID-19; tobacco industry interferences targeting educational institutions; and 'Foundation for Smoke-free World' an example of the latest effort by the Philip Morris International. Questions from the audiences were received and directed to the relevant speakers to respond during the program. Vice Chancellors of the host universities, representatives of the Ministry of Health and Family Welfare, Bloomberg Initiative partners and grantees attend the program as guests. Each of the program was attended by around hundred participants.

As evident, the University-based Lecture Program has been providing effective role to sensitize the university authorities not to allow the tobacco industries to make any promotional activities around their campuses and students. The program is also facilitating the university authorities to fully comply the Tobacco Control Law.



BCCP's Executive Board

Dr. A. Majeed Khan

President
Eminent Educationist

Mr. Ali Ashfaq

Treasurer
Renowned Chartered Accountant

Mrs. Gule Afruz Mahbub

Member
Renowned Gender and Reproductive
Health and Family Planning Program Specialist

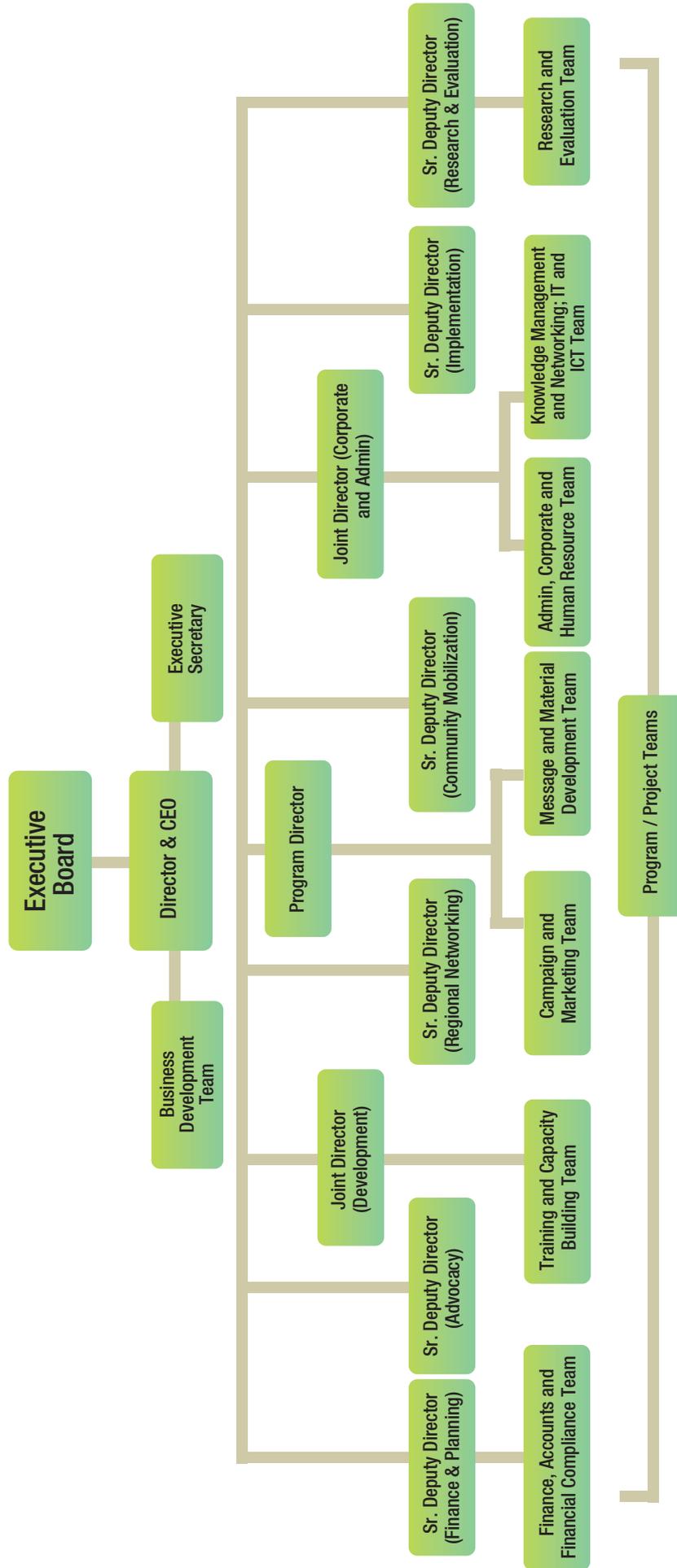
Mrs. Mahmuda Chowdhury

Member
Social Development Specialist

Mr. Mohammad Shahjahan

Member-Secretary
Management and Communication Specialist

BCCP Organogram





BCCP's Senior Professionals and Expertise

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

Key Program Professionals

Dr. Zeenat Sultana
Program Director
Advocacy, Program Management and Implementation

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

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

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

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

Meher Afroze
Deputy Director (Program & Gender)
Program Implementation, Gender Issues

Dipak Kanti Mazumder
Senior Communication Specialist
Program Conceptualization, Communication & Technical Support to MoHFW

Dr. Tofail Md. Alamgir Azad
Senior Communication Specialist
Program Conceptualization, Communication & Technical Support to BHE, DGHS

Khandoker Abu Jafor Md. Saleh
Senior Communication Specialist
Program Conceptualization, Communication & Technical Support to IEM, DGFP

Badal Krishna Halder
Assistant Director (Training)
Capacity Building, Program Management

Mohammad Shamimul Islam
Assistant Director (Program)
Program Management and Implementation

Abu Hasib Mostafa Jamal
Assistant Director (Program)
Program Management and Implementation

A. B. M. Rasheduzzaman
Research Manager
Quantitative Research, Monitoring and Evaluation Design

Mohammad Khairul Abedin
Program Manager
Program Implementation and Coordination

Muhammad Abdus Salam
Program Manager
Program Implementation and Coordination

Key Corporate, Finance & Admin. Professionals:

Md. Motaherul Haque
Advisor (Corporate Affairs)
Corporate Affairs, Program Management

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

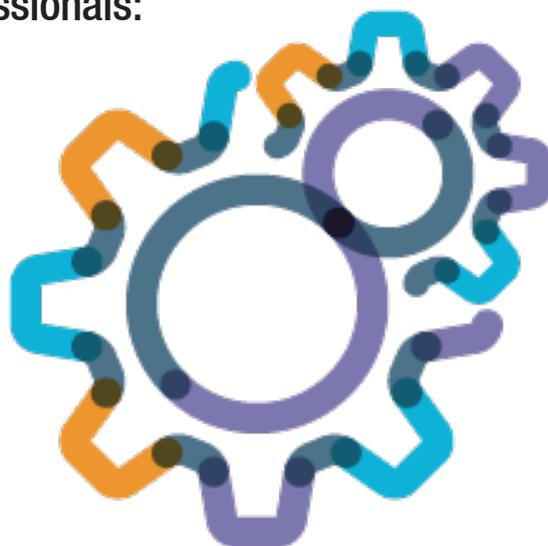
Biman Barua Chowdhury
Deputy Director (Administration)
Program Support and Administrative Management

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

Ahsan K. M. Marzanul Islam
Marketing & Business Development Specialist
Proposal Development, Coordination and Marketing

Md. Ahsan Ullah
Assistant Director (Finance)
Accounts and NGOAB Matters

Kazi Jamal Hasan
Assistant Director (Administration)
Program Support, Logistics, Maintenance





Contribution of BCCP to Bangladesh Government Exchequer

Sl #	Particulars	Financial Year 2019-2020	
		BDT	USD
1	Tax deduction at source from staff salary	2,970,688	35,365
2	Tax deduction at source from third parties	884,772	10,533
3	VAT deduction at source from third parties	2,385,151	28,395
	Total	6,240,611	74,293

Auditor's Report



AZIZ HALIM KHAIR CHOUDHURY
Chartered Accountants
Exclusive Correspondent Firm of PKF International

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Independent Auditors' Report

To the Members of the Executive Board of Bangladesh Center for Communication Programs (BCCP)
Report on the Audit of the Consolidated Financial Statements

Opinion

We have audited the Consolidated financial statements of **Bangladesh Center for Communication Programs (BCCP)** which comprise of the Consolidated Statement of Financial Position as at 30 June 2020 and related Consolidated Statement of Income and Expenditure and Consolidated Statement of Cash Flows and Consolidated Statement of Changes in Fund for the year ended 30 June 2020 and a summary of significant accounting policies and other explanatory information

In our opinion, the accompanying consolidated financial statements present fairly, in all material respects of the financial position of **Bangladesh Center for Communication Programs (BCCP)** as at 30 June 2020, and of its financial performance and its cash flows for the year then ended in accordance with International Financial Reporting Standards (IFRSs) and comply with the applicable laws and regulations.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs). Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Company in accordance with the International Ethics Standards Board for Accountants' Code of Ethics for Professional Accountants (IESBA Code), and we have fulfilled our other ethical responsibilities in accordance with the IESBA Code.

We believe that the audit evidence, we have obtained is sufficient and appropriate to provide a basis for our opinion on the financial statements.

Key Audit Matters

Key audit matters are those matters that, in our professional judgment, were of most significant in our audit of the financial statements of the current period. These matters were addressed in the context of our audit of the financial statements as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters. We have determined that there are no other key audit matters to communicate in our report.

Information Other than the Financial Statements and Auditor's Report Thereon

The management is responsible for the other information. The other information comprises all of the information in the Annual Report other than the financial statements and our auditors report thereon. The Annual Report is expected to be made available to us after the date of this auditor's report.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information identified above when it becomes available and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained during the course of our audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement therein of this other information; we are required to report the fact. However, we have nothing to report in this regard.

Responsibilities of management and those charged with governance for the financial statements

The Management is responsible for the preparation and fair presentation of these financial statements in accordance with International Financial Reporting Standards (IFRSs), and for such internal control as management determines is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the management is responsible for assessing the organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or to cease operations, or has no realistic alternative but to do so.

Those Charged with Governance are responsible for overseeing the financial reporting process of the organization.

Auditor's Responsibility for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high-level assurance, but is not a guarantee that an audit conducted in accordance with ISA will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

As part of an audit in accordance with ISAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- identify and assess the risk of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control;
- obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion the effectiveness of the fund's internal control;
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management;
- Conclude on the appropriateness of management's use of the going concern basis of accounting in preparing financial statements and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the ability of the fund to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the fund to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

Dated: 20 December 2020
Dhaka


Aziz Halim Khair Choudhury
Chartered Accountants

Signed by:
Md. Aftab Uddin Ahmed FCA
Senior Partner

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