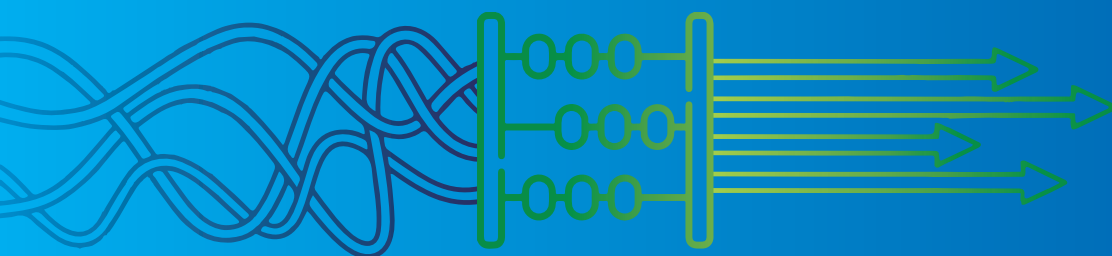


ANNUAL REPORT 2020-2021



**In Strategic Communication,
consistency counts**



**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



From the CEO's desk

To meet the ever-changing requirements of the fast-moving world in general, and the development sector in particular, any dynamic organization needs to bring matching changes within it to move forward sustainably. Here, the employees need to change their mindset and transform themselves to adopt the behavior that responds to the current need. As an ever-learning organization, BCCP always adopted appropriate policy that encouraged the employees to embrace the change at every juncture of its journey. We expect this proven successful policy to continue as we move forward. Connecting the stakeholders, this core message was well disseminated to all the stakeholders of BCCP through celebration of its 25th anniversary in September 2021.

For the last 25 years, BCCP has been designing and implementing communication projects with support from different donors and stakeholders. We coped with every situation and changed our role as per the requirements of the projects to ensure desirable outcome of the projects and assignments. The journey was not always smooth. We had to face different global and local, natural and other challenges, but we stood strong and marched forward. For example, to cope with the worldwide changing scenario caused by COVID 19, BCCP very nicely responded to that by adopting more digital, social and youth-friendly approaches. We believe that responsibilities need to be gradually shifted upon the younger, tech savvy generation blending it with the expertise from the experienced generation. As we experienced, this integrated approach works best in going through a process of transformation to respond to the changing needs.

Keeping the focus on capacity building, awareness raising, and behavior change of the target groups, BCCP has been implementing different projects in different sectors capitalizing on technological advancement. 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 improving operation of the health system, promoting Public Procurement reforms for better transparency in the procurement system, promoting social cohesion in the humanitarian context, paving a safer road for every citizen of the country, ensuring a better future of the children laboring in the Dried Fish sector of Bangladesh. At the same time, empowering women and trying to build women entrepreneurship into the local economic development system and materializing protection of vulnerable groups from Sexual Exploitation and Abuse are other areas worth mentioning.

Striving for a tobacco-free nation has been a significant contribution to the society. 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 with sound mental health. 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 with expertise in the desired fields to maintain the highest quality. We take responsibility to produce results with highest possible quality. We believe in respecting one another and we collaborate with all professionally. The organization has always been receiving important guidance from the Executive Board led by Dr. A Majeed Khan for its further growth in future.

We sincerely believe that with the Transformation Plan we adopted and the readiness of the professional group of employees, we will continue to rise against all odds and contribute further to the socio-economic development of the target beneficiaries, the society and the country.



Mohammad Shahjahan
Director & CEO





THE EXECUTIVE BOARD OF BCCP

With celebration of its 25th anniversary in 2021, BCCP has successfully drawn attention of all the stakeholders with whom it worked in the long course of its journey reminding them the milestone achievements that the organization made through its endeavor to improve people's lives by playing a vital and leading role in the area of Social and Behavior Change Communication (SBCC). Having many remarkable accomplishments at its credit, BCCP is now visioning to make further contributions to the overall growth of the country by consolidating its strength and position and by applying technological advanced knowledge in all its operations in the field of SBCC. The image that the organization earned as a leading, one-stop strategic communication organization in the country and in the region is the result of the principles and the policies – including the policy of producing outputs with quality, on time and at reasonable cost - that it has continuously following all through its long journey.

Because of its strong policies and strategic approaches like adopting a Transformation Plan, BCCP could successfully move forward with all its programmatic activities even during the challenging situation caused by Covid – 19 pandemics. This has been possible as the organization has always 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 oversee the organization's overall performance and provides needed guidance to move ahead by planning and implementing well thought out programs that not only meet the organization's goals, but also support the Sustainable Development Goals (SDG). In transacting the businesses of the Board and in taking important decisions, Mr. Ali Ashfaq, Treasurer and Mrs. Gule Afruz Mahbub and Mrs. Mahmuda Chowdhury, Members of the Board have played significant role.

Though achieved a lot, there is no room for any complacency, BCCP needs to move with much more determination as everything has become more competitive than before. It needs to continuously learn new things and apply those as appropriate. With the trend of its operation BCCP has already set, it is believed that the organization will march forward strongly in the coming days also by setting new examples. For coming to the stage BCCP is standing today, we are grateful to all our 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 pragmatism have been vital in earning such a prestigious image of the organization.

Week-long Celebration Program Marking 25th Anniversary of BCCP



Background:

Starting its journey in 1996, BCCP stepped into 25th year of its operation in Bangladesh in the field of Social and Behavior Change Communication (SBCC). During this period, the organization could successfully accomplish many landmark achievements in the field of SBCC that contributed to earn it the well-recognized position of a leading communication organization in the country and in the region. With a long list of many wonderful and remarkable achievements in these 25 years at its credit, it was thought essential to get connected with the stakeholders and share these valuable experiences in order to benefit others in national and local level communication program planning and at the same time, for creating more opportunities for BCCP to get involved in program designing and implementing in diversified areas of development.

With this end in view, a week-long celebration program from September 01 to 07, 2021, was chalked out with different events. A colourful logo, a program and a brochure were developed and a theme was selected and then a formal announcement of the celebration program was made by inviting all the stakeholders, well-wishers, Executive Board Members and other national and international guests. Interesting to note that all the events marked spontaneous participation by the stakeholders.

Theme of this celebration program:

Connecting stakeholders to share achievements and future prospects

Program Logo:



Opening Program

An eventful day was spent on September 01, 2021, the first day of BCCP's 25th anniversary celebration, that began with a specially organized staff meeting where, the Executive Board Members and other guests were connected on-line. The meeting started with the introductory remarks from the Director & CEO, BCCP Mr. Mohammad Shahjahan and continued with the greetings from the Members of the BCCP Executive Board and many national and international guests including: Dr. A Majeed Khan, President, Executive Board of BCCP, Dr. Phyllis T. Piotrow, Founder-Director of JHU-CCP; Mr. Edson E. Whitney, Senior Technical Specialist, JHU-CCP; Ms. Susan Krenn, Executive Director, JHU-CCP; Ms. Joanna E. Cohen, Bloomberg Professor and Director, Institute for Global Tobacco Control; Dr. Benjamin V. Lozare, Director, Capacity Building and Training, JHU-CCP; Mr. Jose Oying G. Rimon II, Director, Bill & Melinda Gates Institute for Population and Reproductive Health and Mr. Md. Faruque Hossain, Former Secretary, of the Government of Bangladesh, currently is working



as Procurement Policy Consultant of the World Bank, Dhaka. Most of the guests highly appreciated BCCP's milestone achievements and praised the organization's efficient leadership and the dedicated contributions of the staff. Giving their feelings, BCCP Executive Board Members also expressed identical views and their candid reflection was really great and inspiring.

A blog post by JHU-CCP highlighting BCCP's progress was published in their official website. The new Website campaign of BCCP launched on the occasion was also a lucrative part of the event. At the last part of this event, an emblem on a cut-out board was opened by cutting a ribbon by the Director & CEO to formally open the week-long celebration program. The meeting acknowledged the staff who were still continuing with the organization since the birth of it and some staff expressed their nostalgic feelings by sharing their memorable experience in the journey. Before end of the opening program, staff enjoyed a photo show which reflected different stories happened at different periods of time.



Prominent TV and Radio channel broadcast programs

A special program in Maasranga Television in their popular TV show 'Ranga Shokal' was aired on September 06, 2021. In the program, BCCP Director Mr. Mohammad Shahjahan reflected on his personal and professional life and about how BCCP was established back in 1996 with his effort in collaboration with others and how the organization grew over the years.



Strategic Communication needs to be the steering wheel for bringing positive change in the society : BCCP Director says in a Radio talk

"The prospect of strategic communication in Bangladesh is immense. We have adequate resources in many sectors of our country, particularly manpower which is not properly utilized. If all of us can utilize our manpower

in a proper way and try to solve critically important problems, then the development of our country will reach to the peak. In order to witness such a scenario, communication must be considered as the steering wheel, not as the spare wheel".



Mr. Mohammad Shahjahan, Director & CEO, BCCP said this while joining a special live radio program on Radio Today at FM 89.6 on 5th of September, 2021 on the occasion of BCCP's 25th anniversary. Assistant Director, BCCP, Mr. Abu Hasib Mostafa Jamal also attended and spoke on the occasion.

Three consecutive webinars brought strategic communication issues into discussion and connected several program stakeholders

Strategic Communication is the Key for Community Engagement

On the occasion of 25th year's anniversary, BCCP organized three webinars in zoom platform. The first one was titled as "A strategic communication is the key for community engagement in the social development programs" which was held on 3rd September, 2021 starting from 3 pm. The main objective of the webinar was to highlight the great power of strategic communication to get people engaged in social development issues.

The webinar was chaired by Prof. Dr. M Shamsheer Ali, Founder Vice-Chancellor, Bangladesh Open University and Southeast University. Mr. Md. Ruhul Amin Talukder, Additional Secretary, Ministry of Agriculture; Mr. Toslim Uddin Khan, Deputy Managing Director, Social Marketing Company; Mr. Md. Shahid Hossain, Advisor, MRDI and Mr. Md. Azmal Hossain, Program Analyst – Urban Health, UNFPA Bangladesh contributed as panelists. Other officials from Government, NGOs, INGOs, BASCOM Members also attended the event. Dr. Zeeant Sultana, Program Director, BCCP made the keynote presentation in this event.

"A strategic communication is the key for community engagement in the social development programs"

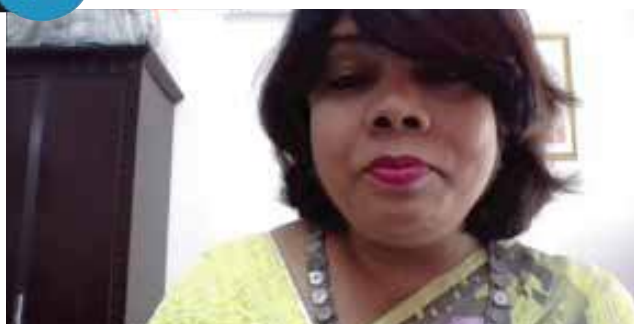


Importance of National Communication Campaign Making Bangladesh Tobacco-free by 2040

The second scheduled webinar titled "Importance of a Comprehensive Social and Behavior Change Communication Campaign in Making Bangladesh Tobacco-free by 2040" was held on 6th September 2021 at 11:00 am. In this event, Ms. Kazi Zebunnessa Begum, Additional Secretary (World Health Wing), Health Services Division, Ministry of Health and Family Welfare attended as the chief guest. Mr. Hossain Ali Khondoker, NTCC Coordinator (Additional Secretary), Health Services Division, MOHFW was present as the special guest. Professor Shah Monir Hossain, Former Director General, DGHS chaired the webinar. Dr. Shahida Haque, Senior Deputy Director (Research and Evaluation), BCCP made the Keynote Presentation in this event.



"Importance of a Comprehensive Social and Behavior Change Communication Campaign in Making Bangladesh Tobacco-free by 2040"



The webinar's outcomes is expected to support the planning of a Comprehensive Social and Behavior Change Communication Campaign, which could ideally be included in the 5-year plan of the National Tobacco Control Program. The webinar was attended by the Government officials, representatives from NGOs and CSOs, including the international organizations, to find out the most effective ways to make Bangladesh tobacco-free.

An Overarching Comprehensive Campaign is the Need of the Hour for Road Safety

Bangladesh has one of the highest rates of road accident deaths in the region and therefore, improving road safety is now a vital issue to address the wellbeing for the citizens of the country. Awareness at all levels became an inevitable intervention for bringing the safe road use practice. In view of the importance, the third webinar titled “Comprehensive communication interventions for a safe road use practice is demand of time” was organized on 7th September 2021 at 3:00 pm.

Professor Dr. Mohammad Hadiuzzaman, Director, ARI, BUET attended the event as the chairperson, while several Government officials and members of civil society, including Mr. Iqbal Habib, Mr. Ilias Kanchan attended the program and with them, eminent journalist Mr. Khairuzzaman Kamal took part in the discussion as panelists. Mr. A. K. Shafiqur Rahman, Joint Director, BCCP presented the keynote paper in this webinar.

It is expected that through this webinar, a discussion forum could be formed to talk and advocate about the socio-cultural and policy issues in respect of the road safety interventions and bring recommended issues to the notice of the policy makers.



“Comprehensive communication interventions for a safe road use practice is demand of time”

In addition to these programs, BCCP sent greetings card and special brochure on the event to about 4500 addresses who were somehow in connection with BCCP. BCCP website kept regularly posting of greetings messages along with other special features on the occasion. BCCP Facebook page also kept on posting on the program event news and a total of 15 posts have been given in the BCCP official page followed by video while many of those were shared in the individual pages as well.

Feelings after Closing of the Program

BCCP staff gathered again in a special meeting at the end of the program to express their feelings on the celebration program. They spontaneously expressed how energized they are feeling after the program. In their view, with this program, BCCP was benefited both externally and internally. From external consideration, all the stakeholders who got connected with the program could be shared with the landmark achievements and many of them re-asserted how BCCP is making a difference while implementing SBCC programs referring its potentiality to go a long way with further success. Internally, all the staff regained their confidence and expressed that they are to do much more and they will!

Conclusion

The celebration of BCCP's 25th anniversary very nicely created an opportunity to continue and maintain connection with the stakeholder groups and draw their attention on the achievements BCCP has already made and share its expertise and success stories. This is assumed that all the events accomplished on the occasion will either strengthen or establish business links for BCCP exploring opportunities for new business drive. Thus, augmenting revenue generation, BCCP looks forward to attain sustainability of the organization producing the deliverables outlined in its Transformation Plan. Here, all the staff will be at the center with new energy they acquired from the celebration program.

Scaling Up and Skills Transfer for Sustainable use of SBCC Tools

To ensure the matter, a number of significant tasks were accomplished:

1. Transferred the digital tools developed by Ujjiban to the permanent and secured servers of the Directorate General of Health Services (DGHS) and the Directorate General of Family Planning (DGFP) under MoHFW for sustainable use. Additionally, uploaded all the operations guidebooks to the websites of the Units and the BCC Working Group to ensure that the program implementers, trainers, field workers and relevant point persons can navigate and troubleshoot the digital tools.
2. Worked with the Health, Population and Nutrition (HPN) Units to scale up the use of the eToolkit and eLearning courses by the frontline service providers and program managers, and to build resource pools for continuation. More than 2000 frontline workers received distance-based training this year, who now have the opportunity to apply this new learning as they provide services and counselling to their clients. Follow-up findings revealed that most of the trained frontline workers are using eToolkit during client counselling and nearly 80% of them went on to complete one or more eLearning courses.
3. Expedited real-time monitoring of SBCC activities at grass-roots level; oriented the Health and Family Planning Managers from 12 upazilas of Sylhet and Chattogram to operate the online panel for monitoring frontline supervisors' use of SBCC Activity Monitoring Checklist for the Supervisor (SAMCS) and to utilize the data for local-level planning. The frontline supervisors i.e. Family Planning Inspectors (FPIs) and Assistant Health Inspectors (AHIs) from these upazilas were provided training on use and troubleshooting of SAMCS and were equipped with a troubleshooting guidebook as a ready reference to resolve any problem.
4. Ensured that the Online SBCC Material Approval (OSMA) App is regularly used by the stakeholders to approve HPN SBCC materials. It has been observed that the overall number of submissions through OSMA has increased. Officials from the IEC Technical Committees under MoHFW and the Sub-committees under the Units were trained on OSMA.
5. Officials from MoHFW and the Units and from other relevant Ministries received Training of Trainers (ToT) on Leadership and Coordination. The training curriculum was developed by Ujjiban to enhance the leadership and coordination skills of the district and upazila government officials working in the HPN sector.
6. Oriented Unit-level high officials on the Community Mobilization Guidebook developed by Ujjiban to apply the actions and techniques from the guidebook in planning community mobilization interventions.



Strengthening Coordination among MOHFW Units

Major activities that facilitated strengthening of coordination:

1. Facilitated by Ujjiban, MoHFW Units that had school programs came together to jointly develop a unified School HPN Education Package to reach schools with uniform messaging and information. Ujjiban provided extensive technical assistance to the rigorous year-long collaboration and exercise for message and content development and review. The School HPN Education Package was validated by MoHFW and relevant stakeholders for nationwide use.
2. Assisted MoHFW in organizing the SBCC Share Fair online for dissemination of HPN best practices and success stories from 15 government organizations and NGOs. The stories were organized under a number of categories like ICT and Innovation, Media Campaign, Community Engagement, and Advocacy. The fair was inaugurated by Mr. Zahid Maleque MP, Minister, MoHFW. The Share Fair also had virtual stalls which displayed SBCC materials produced by different organizations which was visited by the online participants.
3. Disseminated the HPN SBCC Coordination Committee Operations Guidebook; conducted a series of orientation sessions for central and district level Health and FP officials to operationalize the HPN SBCC Coordination Committees and facilitated the Units to organize the HPN Coordination Committee meetings.



Ujjiban supported the Units to build SBCC capacity: Provided technical assistance to the Units to implement quality programs by following a standard process so that they are able to develop Units' annual SBCC capacity strengthening plan, design messages and materials for specific audiences, design issue specific campaign, develop capacity on strategic communication and utilize resources effectively.

During COVID-19 pandemic, Ujjiban took adaptive implementation approach like assisting the Units in using virtual platforms for different capacity strengthening activities including distance-based learning and online monitoring. With these accomplishments and with implementation of the remaining activities next year, it is expected that MoHFW will have a sustainable system in place to plan and run its SBCC activities in the most effective way.

Digitizing Implementation, Monitoring and Public Procurement for ensuring more transparency and better system in the process

In order to strengthen and institutionalize the system and functions of stakeholder engagement communication across the public procurement practice in the country and bring a positive change in stakeholder's mindset towards a sustainable procurement system, Bangladesh Center for Communication Programs (BCCP), as the communication consulting firm, has been carrying out Behavior Change Communication (BCC) program for a long time to support the Digitizing Implementation, Monitoring and Public Procurement Project (DIMAPPP) in promoting Electronic Government Procurement (e-GP) and contributing to create a transparent public procurement culture in the country. The BCC program

has already started bringing changes to the mindset of some selected public sector organizations and thus is contributing to ensuring efficient public procurement management and monitoring in line with the objectives of DIMAPPP. The program is expected to influence the mindset of the civil society, media, other stakeholders, and general public as well about the benefit of efficient public procurement and e-GP.

Electronic government procurement uses unique web portal: The Central Procurement Technical Unit (CPTU) under the Implementation Monitoring and Evaluation Division (IMED) of the Ministry of Planning is playing a key role here by implementing the World Bank financed DIMAPP Project. The Ministry of Planning took initiative to bring all government purchases under similar process known as electronic government procurement (e-GP). e-GP uses unique web portal for conducting procurement activities of the government agencies with transparency and accountability. In this system, the procuring entity and the bidder both can save time and money.

Journalist Orientation Program: Journalists often publish reports on public procurement issues which sometimes need appropriate terminology and other explanation for a clear and better understanding to readers. So, they need to have clear concept on the issue, on which they focus for media coverage. The role of journalists in expediting quality implementation of public procurement and Annual Development Programme (ADP) is important because media often highlight various aspects of the subjects in their reports.



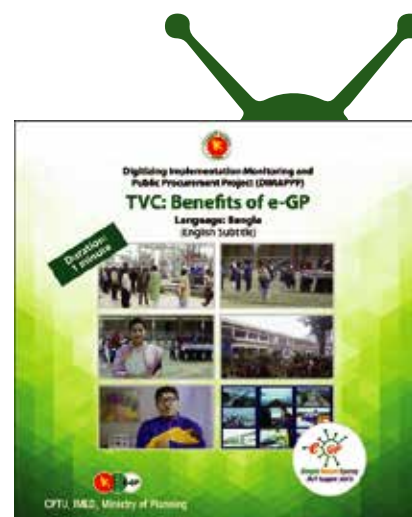
With this need in mind, BCCP developed an orientation Manual for the journalist/media representatives. A number of orientation programs on Public Procurement and e-GP for the journalists were organized at Divisional level to give ideas and explain Public Procurement Act, Rules and digitization of public procurement or e-GP. It helped the journalists to prepare investigative reports, features and analyse information on public procurement as well as to understand the importance and main activities on social awareness, citizen portal and citizen engagement in public procurement.

Meeting for the Government Tenderers' Forum: BCCP conceptualized and mobilized a unique common platform called Government Tenderers' Forum (GTF) for the Procuring Entities and the Tenderers. In 64 districts of 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. Regular meetings and workshops are organized for the GTF with a number of objectives:



- To gather ideas/suggestions and recommendations to sustain and institutionalize the GTF at the district level.
- To exchange views, ideas and experiences related to public procurement, including e-GP, through face-to-face dialogue between the bidding community and the procuring entities.
- To allow the tenderers as well as the procuring entities to bring various issues and problems to the notice of the high officials and experts of the CPTU, the World Bank and other authorities; and
- To create an environment where the high officials and experts of the CPTU, the World Bank and other authorities can clarify the queries of the tenderers and procuring entities on various issues for their motivation and confidence building on procurement process for its sustainability.

Television Commercial focusing the benefits of e-GP: BCCP developed a Television Commercial (TVC) focusing the benefits of e-GP in improvement of public service delivery. This new TVC has reflected the results and benefits that general citizen are enjoying due to introduction of e-GP. The overall objectives for production of the TVC are to promote benefits of e-GP showing its positive results and to focus on how the e-GP is contributing to improvement of people's life. The TVC promoted efficient public spending for better public service delivery. It can be used in multiple ways such as projection in different seminars, conferences & presentations, posting on the virtual platforms like websites of CPTU & the World Bank, Social media pages & groups, display in the GTF, e-GP workshops, different forums, capacity development training on procurement etc. It is expected that the TVC will largely contribute to bring a positive change in the mindset of citizens, tenderers and procuring entities in the near future.



Promoting Social Cohesion among the Displaced Rohingya Population and the Host Community in Cox's Bazar

With a view to improving the communication network, social resilience and other facilities for the Host community and the Displaced Rohingya Population (DRP) in Cox's Bazar, BCCP has been working with the Local Government Engineering Division (LGED) under the Emergency Multi-Sector Rohingya Crisis Response project (EMCRP) for providing Communication and Awareness Consultancy Services. The goal is to complement and strengthen the capacity of LGED and the Department of Public Health Engineering (DPHE) to undertake Behavior Change Communication (BCC) activities, develop and implement an integrated communication strategy to create awareness and motivate both the groups to enhance social cohesion. EMCRP project is aided by the World Bank and was launched to provide greater protection for the Forcibly Displaced Myanmar Nationals (FDMNs) at times of natural disaster and improve social service delivery system.

Bangladesh provided shelter to about 10 lac Forcibly Displaced Myanmar Nationals (FDMNs) who fled to Bangladesh risking their lives by sea or on foot, in order to avoid death or persecution in the northern Rakhine province of Myanmar (Burma). They are sheltered in Teknaf and Ukhiya Upazilas of Cox's Bazar district, but this huge number of refugees places an immense pressure on the existing 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 and congestion in hat-bazar, social service delivery system, etc.

Progressing with implementation of the assigned tasks, BCCP has developed a communication strategy aimed at ensuring the project interventions to be well understood, internalized and acted upon by the DRP, host community, media, government agencies, development partners, national and international NGOs and other stakeholders, and to motivate the displaced population and host community to adopt behavior change. The strategy and other activities as a whole will focus on a set of objectives primarily to promote behavior change, awareness and social cohesion.



Overcoming the COVID19 challenge, BCCP field office for the project started implementing outreach and community mobilization activities such as Uthan Boithok, orientation for the religious leaders, public service information disseminations etc., capacity strengthening activities such as advanced communication training for program managers and stakeholders.

To implement the communication and awareness program and engage members from Project Management Unit (PMU) and stakeholders of EMCRP, a Communication Working Group (WG) has been formed. The Working Group plays an important role as technical advisory group on message and material development and field activities implementation. It is expected that social cohesion and awareness among the target group will be improved through the communication and field interventions being implemented by BCCP with coordinated support from all concerned.



Mentoring and developing next generation researchers and leaders against tobacco use



In order to sustain any development, capacity building of the actors is crucial so that with improved capacity, the group can thrive on and continue the process to reach the ultimate goal of that development initiative. Tobacco control is such an area where there is lack of capacity and capacity building programs on tobacco control research among the relevant players for its effective implementation. In addition, local research and data around tobacco use, including the contextual factors that influence tobacco use, are inadequate to develop, implement and evaluate effective Social and Behavior Change Communication (SBCC) programs in this area in the country. BCCP, in collaboration with the Institute for Global Tobacco Control (IGTC) based at the Johns Hopkins Bloomberg School of Public Health, has been offering the competitive Tobacco Control Research Grant Program since 2013 to build research capacity especially among the young researchers of various universities and institutions to increase local, culturally relevant evidence base.

The research topic is selected through a consultative workshop to identify the Future Tobacco Control Research Needs in Bangladesh in collaboration with the National Tobacco Control Cell, Ministry of Health and Family Welfare. Representatives of the relevant government departments, public and private universities, Bloomberg Initiative (BI) partners and grantees and other organizations working on tobacco control attend the workshop. BCCP follows a rigorous process for selecting research proposals every year. A Proposal Review Panel comprising of renowned researchers and tobacco control experts from home and abroad reviews the proposals. Proposals attempting to generate local evidence that contribute to developing new policy or strengthen an existing one in line with the components of the World Health Organization's MPOWER package are recommended.

TOBACCO CONTROL POLICY RESEARCH
GRANT PROGRAM 2020

Research Findings Dissemination Conference

March 22, 2021



The program organizes mentoring workshops covering the whole spectrum of research process with an emphasis on engaging the young and experienced researchers to promote peer learning. The BCCP research team also nurtures the grantees by providing one-to-one mentorship. Moreover, the research grantees are provided mentorship for journal publication. The team continues to provide mentorship even after the grant period is over. As of 2020, 96 researchers, including both established and graduate student researchers, have been awarded research grants. Following each grant cycle, the research findings are disseminated through a scientific conference where all relevant stakeholders participate. Different print and electronic media cover the news of the conference and publish special news/articles on individual research studies.



The program has produced tremendous results to build research capacities of the young researchers as well as create local data. The findings of the studies are being utilized to develop and implement effective SBCC programs. Considering the innovative nature of the program, the Tobacco Control Research Grant Program has been presented at the HPN SBCC Best Practice Share Fair in 2021. The Share Fair was organized jointly by the Ministry of Health and Family Welfare and USAID Ujjiban Project.

It is evident that well-orchestrated research mentoring program is effective in creating the next generation researchers and enriching the local evidence base to develop and design effective SBCC programs. Taking this fact into consideration, the Ministry of Health and Family Welfare has included the Research Grant Program into its 5-year National Tobacco Control Program and roadmap to make Bangladesh Tobacco-free by 2040. This is a clear indication of the importance of the program.

Student and Police Engagement - Together Towards Peaceful Tomorrow!



For building a peaceful society, the youths need to assume leadership role in bringing harmony and tolerance among the community people. Considering the importance and utilizing previous experience in conducting “Student and Police Engagement - Student Leadership Development Workshops (SLDW)”, Bangladesh Center for Communication Programs (BCCP) is privileged with the opportunity to work again with SLDW program in Rajshahi to bring a new look and enhance the appeal of the program. BCCP continued to promote leadership among the youth through leadership development workshops from September 2020–August 2021.

The “Rajshahi Student & Police Engagement – Student Leadership Development Workshops” has been successfully implemented by BCCP with 150 selected students of the three selected educational institutions – University of Rajshahi (RU), Rajshahi University of Engineering & Technology (RUET) and Rajshahi College (RC) and 25 nominated police officers from Rajshahi Metropolitan Police (RMP). The objectives of the workshops were to enhance relationship between the students and the police as well as to increase the leadership capacity, interpersonal communication skills and qualities of good citizenship of University/College students and to empower them to promote tolerance by increasing knowledge about the contemporary social issues and community resiliency, to create a communication network, develop future civic leaders, and support multiculturalism. Participants imbibed useful skills, such as leadership skills, conflict resolution and interpersonal communication skills.

RMP Commissioner, Mr. Abu Kalam Siddique; Honorable US Ambassador of Bangladesh His Excellency, Mr. Earl R. Miller; Director, Information Support team (IST), US Embassy, Mr. Kevin Cunanan; Vice Chancellor of RUET, Dr. Md. Rafiqul Islam Sheikh; Professor, Department of Civil Engineering, Mr. Md. Robiul Awall; and Director & CEO, BCCP, Mr. Mohammad Shahjahan were among the important guests who attended the inaugural session of the three-day workshops for five batches.

The presence of the US Ambassador in the final batch of SLD Workshop reflects the importance they attach to the program. Mr. Miller also attended a special meeting with the Director & CEO, BCCP, Team leader of SLDW and team members of IST to share learnings from the SLDW program. Expressing his satisfaction, he stated “We are interested to continue this workshop in the future which, we believe, will be beneficial for the youth and create a peaceful community.”

The project had a positive vibe from the enormous response and social media post from the participants which created an impact among the students, police and community to work together and establish peace and harmony by preventing extremist ideologies and activities on contemporary social issues and community resiliency.



Road Safety : A Priority Issue for Health and Development

There is no way to view road safety as a separate issue, it is very much linked to the health status, and thus, to the overall development of a country. Like many other countries, improving road safety in Bangladesh also is a vital issue with respect to health well-being for the citizen of the country. Bangladesh has one of the highest rates of road deaths in the region. Global studies have also reported that road injuries are among the top

five causes of deaths for children and young working-age adults of the country. The deaths and injuries out of the road accidents are also hindering the national productivity and the average life expectancies of the country. Bangladesh can achieve substantial increase in economic growth and national income if the number of road crash fatalities and injuries can sharply be reduced. In fact, investment in effective road crash fatality and injury prevention programs will contribute to the accumulation of human resources.

The Scale of Road Safety Challenges

67%

Percentage of Road Crash Fatalities and Injuries in the economically productive age groups (15-64.)

5:1

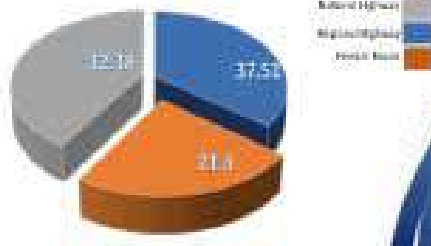
Ratio of Male to Female Fatalities with the 15-49 year age group being most vulnerable to fatalities.

417
life yrs.

Affected due to disability from road crash injuries per 100,000 people.

Developing a Communication Strategy for a safe road use is a demand of time

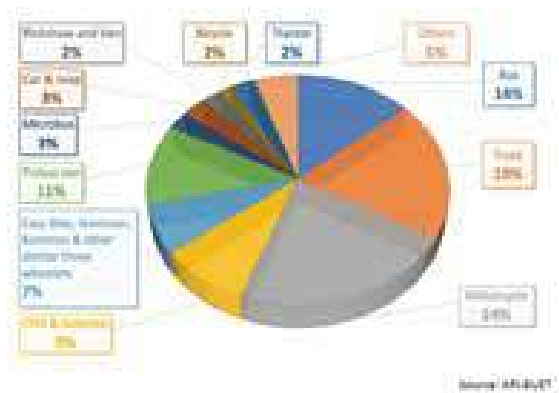
ROAD ACCIDENT TREND 2019



from the program beneficiaries to program stakeholders. These interventions are designed to enhance awareness and encourage behavioral changes to adopt safe road use practices amongst the entire group of the target audience. Effective communication through carefully designed interventions can motivate and persuade the audiences to change their attitude and behavior and adopt safe road use practice. It is expected that the comprehensive communication interventions will enable the effective delivery of information to the appropriate groups of the target audience.

Objectives of the comprehensive Communication Strategy: The key objectives of this Communication Strategy were:

- (i) To have sustained and targeted reductions in fatalities and serious injuries caused by the road crashes in Bangladesh;
- (ii) To strengthen coordination and road safety management in the country including capacity building of agencies; and
- (iii) To enhance road safety awareness and motivate behavioral changes to adopt safe road use practices among targeted stakeholders.



Identified target audiences of the communication strategy: The communication strategy followed by the communication plan has been developed targeting five clusters of target audiences: i) Vulnerable Audiences-Road Users Groups (Pedestrians, passengers, bus/truck/car drivers, transport workers, rickshaw pullers, bi-cyclists, motor cyclists); ii) Law enforcing agencies (Police, BRTA); iii) Policy Makers (MoHA, MoRTAB, MoHFW, MoE, Mol); iv) Supporting Target Audience (Bus/truck owners association, bus/truck workers association) and v) Auxiliary Target Audience (CSO, social activists, social and religious organizations, educational institutions).

The communication action plan: The communication action plan has some suggested communication tools/channels that can be used in implementing the interventions. This multidisciplinary campaign will work at different levels:

- Social media campaign
- Community media campaign.
- National and community level campaign
- Electronic and print media campaign

YEAR	ACCIDENTS	DEATH	INJURIES
2020	3064	3558	4450
2019	3937	4358	7420
2018	3511	4076	8715
2017	2917	3672	7400
2016	1590	2222	4525

Source: AR-BUET

The multidisciplinary activity to cut across different communication approaches:

- Advocacy at different levels
- In-person and in-group communication
- Coordination amongst and between organizations and stakeholders
- Networking and partnership

Policy Dialogue with the stakeholders working with road safety: BCCP organized a webinar on the issue to get stakeholders' views and recommendations with certain communication interventions that play role in road safety programs. Through this webinar, BCCP facilitated thorough discussions that led to find ways of:

- Creating a big buzz and command attention of stakeholders and the mass people at the national cause of Road Safety
- Program stakeholders' involvement and engagement in the Road Safety issues and make them become responsive to this issue of national importance
- Highlight the Road Safety issue to address with collective efforts and participations by all levels.

Since road safety is an issue in which different groups are involved, without each group's active role, we can't expect desired result in this area. The Communication Strategy developed by BCCP has, therefore, emphasized on involving all the stakeholders for playing their roles effectively. Once the proposed interventions are implemented following the communication plan, it is believed that the occurrence of road accidents and the resultant fatalities and morbidities will significantly decrease.

Eliminating Child Labor for a Better Future

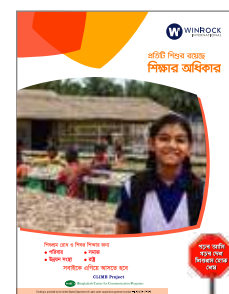
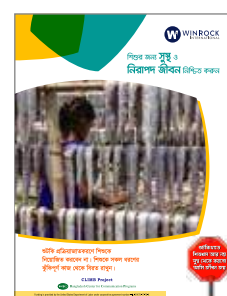


Though most undesirable, Child Labor is still prevalent at an unexpected level in many sectors, including the dried fish sector, in Bangladesh. The Dried Fish Sector (DFS) in Bangladesh practices some worst forms of Child Labor (CL). Cox's Bazar is one of the districts where sea fish drying largely takes place as revenue earning source of the producers, traders and workers. Nazirtek, Sonadia Island, Maheshkhali Upazila areas of the district are predominantly used for producing dried fish where a large number of children are engaged in processing dried fish which is a hazardous sector as children are exposed to saline weather under the sun, work with knives, wear no protective gear, lift heavy weight and climb on unstable drying racks. Parents who send their children to work in the dried fish sector may not understand the risks and illnesses that children face from working long hours in hazardous conditions. They have to work for at least 5 hours a day under the scorching sun. Many children are forced to work in the "Shutkee Mahals". Their parents may have taken advanced payment from the owners, or they had been appointed on agreement that their children won't leave their jobs on their own accord.

On this background, the Winrock International (WI) awarded BCCP a partnership as the 'Media Partner of CLIMB Project' for working for the period from November 10, 2019, to April 30, 2021 with the support from United States Department of Labor (USDOL)/Bureau of International Labor Affairs (ILAB) to implement the Child Labor Improvements in Bangladesh (CLIMB) Project. Main purposes were to improve civil society's awareness of child labor in southeast Bangladesh's DFS, promote acceptable working conditions through more focused efforts by the Civil Society Organizations (CSOs) and contribute to the Government of Bangladesh's efforts to reduce child labor.

As the media partner, BCCP facilitated and supported the selected national and local level journalists of print and electronic media and CSOs who collect and disseminate information related to child labor issues, cover the news events, organize local level awareness and BCC campaign. Before initiation of the field level implementation activities, BCCP conducted a communication needs assessment of journalists, stakeholders of this project and CSOs within the project area. Following the findings of needs assessment, BCCP developed BCC materials, outreach event guidelines, campaign guidelines etc.

BCCP also organized stakeholder sharing sessions to influence policy planners and the local government institutions to make them aware and responsive to the strategic development of the children and conducted some talk shows, magazine programs, roundtable through print and electronic media. Prothom Alo, Radio Today, and TV Channel News24 joined with BCCP with their media power to connect the people. Capacity building initiatives for developing user-friendly messages and BCC materials resulted in active contributions from CLIMB partners, CSOs, faculty members of the University of Chittagong who were involved with CLIMB research team.



Moreover, different outreach events also created a buzz to aware local people. Development of six video documentary as survivors voice created attention of the audience to the child labor of the dried fish sector. Media leveraging activities resulted in 78 exclusive news on child labor of the sector.

The whole assignment of BCCP was conducted during the project period for a meaningful change of life of the children and to capacitate the CSOs including the Journalists' pool for effective communication, advocacy and report writing on child labor. BCCP believes that this could help in designing the next courses of action by CSOs and Journalists' Pool for elimination of child labor from the dried fish sector and thus pave the way to create scope for a better future for the children, the ultimate goal of the project. For this to happen, communication should be the steering wheel, not a spare wheel.

Feeding the family

A 12-year-old child at a Shutkee Mahal of Niziratek, washes fish and prepares these to be dried. A few years ago, while they were living in the hilly area of Chokoria Upazila, a leech had entered his fathers's ear and he fell seriously ill. His mother divorced his father, remarried and went away. He then took responsibility of the family and came to Naziratek along with his father and two young brothers. He took up dried fish processing work. He said unless he worked, his father and two brothers would go hungry. (Prothom Alo, 9 December, 2020)

Building a Peaceful Society



For sustainable development, social cohesion in a country through the practice of tolerance and diversity is vital. BCCP, as a committed organization to promote social cohesion, has been playing role in this area for a long time by implementing projects that contribute to this end. A recent such strive was implementation of the project titled “Promoting tolerance and diversity among madrasa youths (students) and Imams in and around Dhaka district”. Funded by UNDP, the duration of the project was from 14th June to 15th November 2021. Here, the main objective was to promote tolerance and diversity among the Madrasa youths (students) and Imams for social and community peace. Expected major results from the project included:

1. The Imams and Madrasa youth (students) will internalize and practice tolerance and diversity in their daily life;
2. The Imams and Madrasa youth will promote the changing behavior to others like family members, community people, peers and colleagues for the greater sake of the society; and
3. They will become more resilient to other religions like Hindu, Christians, Buddhism etc. and contribute to sustainable development of the society and the country.

In order to implement the program most effectively, a work plan was developed with detailed activities keeping in mind the needs of the target groups. Five sensitization workshops were organized in Dhaka and Gosairhat upazila under Shariatpur District. Three workshops were organized for the madrasa students. Govt representatives, high officials from the Islamic Foundation of Bangladesh, UNDP officials and other stakeholders were involved in these workshops. BCCP had to adopt appropriate strategies to conduct the activities as these were accomplished in tight lockdown situation that was prevailing at that time. Here, the cooperation from the Madrasa authority was significant. They took the trouble of managing the students to bring from home to the venue either by their guidance or that from the students’ guardians.

The accomplishment under the project is expected to contribute to building a peaceful society.



Strengthening Inclusive Development in Chittagong Hill Tract Areas



For sustainable development, every part of the country and its population of all ages should come under all aspects of the development process. Keeping this in mind, BCCP has carried out an assignment following a contract with UNDP on developing ICT based digital training module and learning contents for the students and adolescents in Chittagong Hill Tracts (CHT) to keep up the momentum of development process of the CHT areas.

UNDP, in collaboration with the Ministry of Chittagong Hill Tracts Affairs (MoCHTA), is implementing Strengthening Inclusive Development in the Chittagong Hill Tracts (SID-CHT) project. The project aims at strengthening community land, resource, and livelihood management; increase participation and influence on decision making; and strengthen democratic governance with responsive institutions and effective services. The overall objectives of the assignment were:

- To develop ICT based digital training module (with use of cartoon, animation, short video, graphic contents etc.) and learning contents on Life Skills Counselling (i.e. soft skills, career skills, reproductive health, mental health and so on) for the students and adolescents in Chittagong Hill Tracts (CHT) taking into consideration of cultural and ethnic diversity, sensitivity, language barriers and socio-political situation.
- To conduct 5 days Training of Trainers (TOT) in each of the 3 hill districts (Rangamati, Khagrachari and Bandarban) with the developed module of 'Life Skills Counselling for students and adolescents of the Chittagong Hill Tracts' for a group of selective teachers from various schools of CHT.

To attain the project objectives, BCCP organized a training module & content development workshop on “Life Skills Counselling” with multiple stakeholders at Rangamati district. Besides, BCCP developed appropriate digital contents for the training module along with animation videos on Sexual behavior and HIV/AIDS - Reproductive Health, Career Counselling, Substance Abuse, Violence, Crime and Antisocial Behaviors, Mental and emotional problems/ Resilience and coping with emotions and coping with stress, Decision-making and problem-solving. When all the interventions are implemented, it is expected that that process of inclusive development in CHT areas will be strengthened.

Facilitating Women Participation and Empowerment in Local Economic Development



To foster skills that create dignified and formal participation of women as employees and entrepreneurs in local economies, BCCP is entrusted by UNWOMEN to carry out an assignment on Conducting Gender Sessions and Gender Action Plan Development for a period from July 01, 2021 to July 30, 2023 under the Women's Empowerment for Inclusive Growth (WING) program. WING is a joint program run by the United Nations Development Programme (UNDP), United Nations Capital Development Fund (UNCDF), and UN Women with support from the Embassy of the Kingdom of Netherlands. WING aims to strategically contribute to the improvement of implementation and enforcement of policies supportive to women's economic empowerment, to enhance women's participation in local economic development activities; and to support women-lead enterprises to unlock and access larger volume of domestic capital to expand their economic space.

Under the project, BCCP is working at 10 Upazilas of 5 districts - Thakurgaon, Kurigram, Cox's bazar, Jashore and Manikganj. At the initial stage of implementing the program, BCCP developed 3 Manuals/handbooks for 3 categories of training /session:

- i) Technical Sessions on Gender Responsive Budgeting and Planning (GRBP), Women Leadership Skills, Digital Literacy Regarding Digital Marketing and Digital Access to Information
- ii) Gender Orientation Sessions and Gender Action Plan Development
- III) Gender Sensitization Sessions and Gender Action Plan Development

A total of 30 batches one-day training in three categories will be organized and conducted by BCCP in 10 Upazilas. It is hoped that as a result of the training intervention, the target beneficiary groups of women will be further capacitated and empowered to participate and positively contribute to Local Economic Development.



Help save one more life: Community-based Suicide Surveillance

Life is the most precious gift for every living-being which cannot be reclaimed once lost or wasted. Wasting life through suicide is the most abhorrible act a human can do. Suicide has recently been a serious public health problem globally. Every year, approximately one million people die due to suicide and there are many more who attempt suicide. The average rate of suicide in Bangladesh is 8 per 100,000 per year (WHO, 2014). Moreover, during this COVID-19 pandemic, suicidal tendencies rose at an alarming rate. According to a recent study, Bangladesh reported 70% more deaths from suicide than COVID-19 (Sakib, S.M.N., 2021).

Though Suicide is addressed in national health priority as part of Bangladesh government's response to the global commitments like global NCD plan 2030 and Sustainable Development Goal (SDG target 3.6), the country suicide reporting system is less structured and underreported, even there is no systematic suicide surveillance system in Bangladesh.

On this backdrop, Bangladesh Center for Communication Programs (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 called Suicide Prevention and Implementation Research Initiative (SPIRIT) aims to bridge the gap between scientific evidence and practice in suicide prevention and mental health interventions in India and Bangladesh. As part of this, BCCP team piloted SPIRIT Community Based Suicide Surveillance Protocol in Bangladesh from December 2020 to March 2021. The study was conducted in the three villages namely Tribeni, Dudhsar and Nityanandapur from Shailkupa sub-district of Jhenaidah district.

The surveillance/study data indicate low reporting of suicide attempts/suicide in the government data hub and demand for large-scale community-based suicide surveillance as well as systematic suicide reporting system. Therefore, it is necessary to estimate the burden of suicide as well as to implement evidence-based interventions to result in a systemic change at the national level in reducing suicidal ideation, suicide attempts and ultimately suicide rates. It is hoped that this initiative will open the door for large scale surveillance of suicide in Bangladesh. This initiative will also help the government to achieve the Sustainable Development Goal which targeted to reduce deaths due to non-Communicable diseases (including death by suicide) by one-third by the year 2030.

Achieving Sustainability Towards Healthcare Access

To ensure better community healthcare, community clinics and their workforce play a crucial role. Being a pioneer in raising awareness for public health and strengthening the healthcare system in the country, BCCP was entrusted by Swisscontact / Swiss Development Cooperation (SDC) in the Achieving Sustainability Towards Healthcare Access (ASTHA) project to develop a Public Relation (PR) Strategy and relevant materials to provide guidance to maintain public relation in the ASTHA Project areas to improve public ownership for the project and promote the adoption and sustainable utilization of community paramedics (CP) services in the public health system.

Though there has been an improvement in areas like Maternal and Child Mortality over the last few decades, maternal and child mortality rate in rural Bangladesh is still significantly high. In this regard, the government of Bangladesh has taken the initiative to provide skilled health services at community level through the Community Clinics. However, there is huge shortage of skilled Community Paramedics in Bangladesh. To ensure improved maternal and child health care in rural areas of Bangladesh, the Ministry of Health and Family Welfare approved a policy in the year 2009 on Community Paramedic Course to develop cadre of skilled community health workers.



ASTHA (formerly known as TARSAN) was introduced in 2011. ASTHA collaborated with the government of Bangladesh to create a professional healthcare training – The Community Paramedic Training Program - for young adults. The project aims to improve access to quality healthcare services at rural level through development of skilled Community Paramedics (CPs). Certified by the Bangladesh Nursing and Midwifery Council (BNMC), the Community Paramedic course allows students to gain professional skills in providing primary curative healthcare services, focusing on maternal and child health and family planning. ASTHA facilitates the development of these frontline health workers who connect the locals to proper health services.

Being engaged for a period from December 2020 to January 2022, BCCP developed PR strategy along with relevant tools and conducted media promotion which greatly helped to promote the roles of CP in the community; increase CP visibility among local residents and authorities at local and national level. Once all the interventions are implemented, the project is likely to contribute largely to attain sustainability towards health care access.

Need Attention to Improve Sexual and Reproductive Health Rights

Considering importance of the issues such as Sexual and Reproductive Health Rights and Sexual and Gender Based Violence services, Apajeyo-Bangladesh is implementing a project with support from the Plan International Bangladesh. The project aims to bring change in the status of sexual and reproductive rights of young people through solidifying civil society especially youth organizations/networks to hold Government accountable in delivering quality Sexual and Reproductive Health Rights (SRHR) and Sexual and Gender Based Violence (SGBV) services and changing social norms around SRHR and SGBV of young people both for girls and boys specially for the target groups.



BCCP's involvement in the project was to develop Social and Behavior Change Communications (SBCC) resources which will further be used for youth activists to deliver orientation sessions to other young people. Considering the aim of the project, BCCP was entrusted to develop Social and Behavior Change Communications (SBCC) materials around SRHR and SGBV issues which will be used by youth activists both girls and boys. SBCC materials included online and paper based SBCC materials both in English and Bangla. These SBCC resources are designed to serve as a useful training/orientation aid to fulfil the aim of the project.

As the project moves on implementing all its interventions, including use of the SBCC resources, it will definitely impact positively on the areas the project is targeting to improve. The concerned stakeholders also need to pay more attention to these areas to make desires headway in this area.



Improving Sanitation Behavior in Gazipur City Corporation

While considering overall improvement of the status of public health, upgradation of sanitation system becomes an important issue with many other priority areas. In view of this importance, SNV Netherlands implements Urban Sanitation initiatives in southern Bangladesh, Gazipur and at national level, under the leadership of the Local Government Authorities (City Corporations and Municipalities). One of its programs is to provide technical support to Gazipur City Corporation (GCC) to improve wash and sanitation system. Most of the GCC population have access to toilets, but the toilets are mostly unimproved, and, for most, sludge ends up untreated in the environment, drains, waterways and marginal lands.

This scenario may create several environmental and health risks for the people. GCC wastewater management initiative proposes to provide the infrastructure and services to ensure improved and safe collection, treatment and disposal of fecal sludge and wastewater.



Overall objective of the project is to raise awareness and knowledge on septic tank and soap well, to finally motivate people to adopt the desired behavior of upgrading their sanitation facilities to be safe for public health and environment, targeting different consumers and service providers.

BCCP's involvement in the project was to develop different BCC materials to support the awareness campaign through the assignment "BCC Campaign and material design for Sanitation behavior In Gazipur City Corporation" (Phase-1). Under the assignment BCC has developed 3 Campaign ideas for two groups of target audience. Among the three, BCCP finalized one through pretesting with the target audience which was handed over to the client as per design of the current assignment.

Once the planned campaign is implemented, it is expected that the sanitation system in GCC area will improve considerably.

Protection from Sexual Exploitation and Abuse for the Rohingya community

Accountability to affected populations is a commitment by humanitarian actors to protect Rohingya community, including persons with disability, from sexual exploitation and abuse through awareness building program. Information and communication are important things for developing awareness raising materials and pathways which help people to participate in decision-making process and take benefit. As an effort to ensure such accountability, BCCP was entrusted by International Council of Voluntary Agencies (ICVA) to develop and disseminate a set of communication materials in English, Bengali and Burmese Language targeting 4 major types of audiences of adults both women and men, children and parents, people with disability and influentials of the Rohingya community.



A wide range of approaches to information dissemination in the field activities were applied according to the target audience. It was felt that materials were needed to be used to disseminate information at the community level. While developing the messages, the current practices & behavior of the Rohingya people, their social context, information needs and currently available messages in the camp were considered. All the materials developed under the grants are “open source” and publicly available for the benefit of other humanitarian actors and communities.

BCCP validated all the materials through a validation workshop, which was held at Cox’s Bazar. In fact, the program impact will be sustained when development workers from different organizations, including Protection from Sexual Exploitation and Abuse (PSEA), network properly utilize these materials for the benefit of the vulnerable groups. It is also likely to benefit Rohingya community through protection from sexual exploitation and abuse and eventually pave the way for a safer workplace and community.





In a bid to make University Campuses Tobacco Industry Interference Free

For a sound health and mental development of the university students, it is important for them to refrain from unhealthy, harmful and costly habits such as smoking, gossiping, online gaming etc. Of these habits, smoking is a most dangerous one. Unfortunately, they are unknowingly getting addicted to this habit because of the rigorous promotion of tobacco among the students in a disguised manner. Different multi-national tobacco industries carryout aggressive brand promotion activities targeting the educational institutions in Bangladesh.

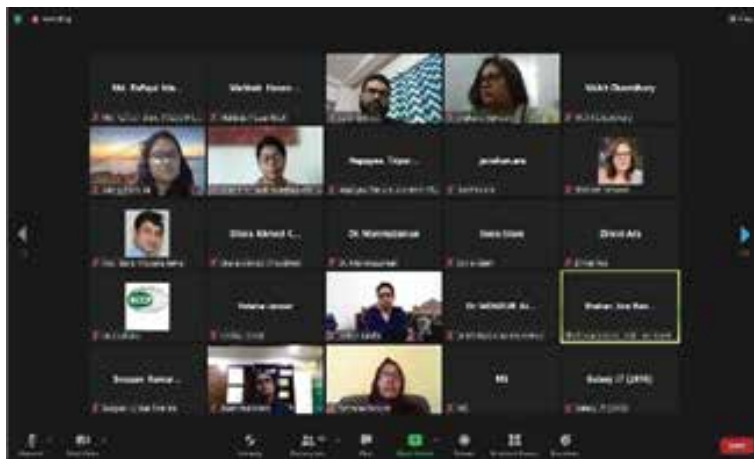
The industries do such activities in disguise in the name of “talent hunt” programs and in most of the cases, the university authorities are not aware of their hidden agenda. One such event is called “Battle of Mind” which is organized at a regular interval involving the fresh graduates to promote the industry in the name of employment generation. The tobacco control law bans all types of advertisements and promotion of tobacco industries in all types of media including the mass media. In the prevailing situation, the Bangladesh Center for Communication Programs (BCCP) in collaboration with its two sister concerns namely Bangladesh Tobacco Control Research Network (BTCRN) and Leaders in Tobacco Control Alumni Association has been organizing a series of University-based Lecture Program on Tobacco Control.



Five University-based Lecture Programs on Tobacco Control were organized at five private universities in Dhaka. Vice-Chancellors and senior faculties of the universities, representatives of the Ministry of Health and Family Welfare, Bloomberg Initiative (BI) partners and grantees, BTCRN, Leaders in Tobacco Control Alumni Association and Foundation for Smoke-free World attended the programs. Renowned tobacco control experts from the country made brief presentations on different tobacco control issues including Smoking and Tobacco Products Usage (Control) Act, 2005 and its Amendment 2013. Besides, points on smokers' higher risk of severe disease and death from COVID-19; tobacco industry interferences targeting educational institutions; and the latest promotional effort by the Philip Morris International were discussed in the programs.

The programs have created a lot of enthusiasm among the students, faculties, and administrative staff members of the universities which is evident from the fact that huge number of participants interactively attended the programs. The university authorities made commitments not to entertain the tobacco industries at their campuses for any program or event. As an immediate outcome of awareness generation program, the membership-base of BTCRN just got doubled as the universities registered for the membership. Overall, the program is directly contributing to make the university campuses free from the interference of the tobacco industries – an important step towards curbing down the tobacco usage scenario in the country.

26th Advances Workshop Held Successfully



Continuing its one of the flagship programs, Bangladesh Center for Communication Programs (BCCP) organized the 26th Advances in Strategic Communication Workshop, which is held annually, for the mid-to-senior level communication professionals, from September 11 to 16, 2021. This year, the 6-day course was held online in zoom digital platform participated by 22 officials from MoHFW, including their Health, Population and Nutrition Units, with few educational and research institutes and NGOs. Stakeholders' participation in the opening and closing sessions also conferred a different dimension to the course.

The course followed a highly participatory approach to help the participants in strengthening their ability to implement dynamic communication programs. During the workshop, participants shared their own experiences and exchanged views, got involved with interactive discussions, enjoyed presentations supported by reading materials, quiz, simulation exercise, case study and reflections.

Ms. Shahan Ara Banu, the Director General of Family Planning, attended the inaugural session as the Chief Guest. In her speech, she underscored the importance of communication and expected that this workshop will enable the participants to better design the appropriate communication approaches. She also hoped this workshop to enhance leadership, coordination and supervision skills of the participants to better implement communication programs.

She expressed that BCCP should continue their support to DGFP in enhancing field level service providers' communication skills. She also thanked BCCP for their support through Ujjiban project to the DGFP for generating paperless districts.



In his opening remarks in the inaugural session, Mr. Mohammad Shahjahan, Director & CEO, BCCP, expressed that this course has been designed to create a good learning opportunity both for the participants and the facilitators to consistently discuss and exercise strategic communication issues. He expected that this workshop will help the participants to conceptualize and bring upon individual, family and professional level visions.

In the closing session, Mr. Md. Farooque Hossian, former DG, CPTU, IMED, who is currently working as Procurement Policy Consultant of the World Bank, attended as the Chief Guest. In his concluding speech, Mr. Hossian lauded the role BCCP is playing for the last 25 years in the field of strategic communication in silence, but in an effective way.

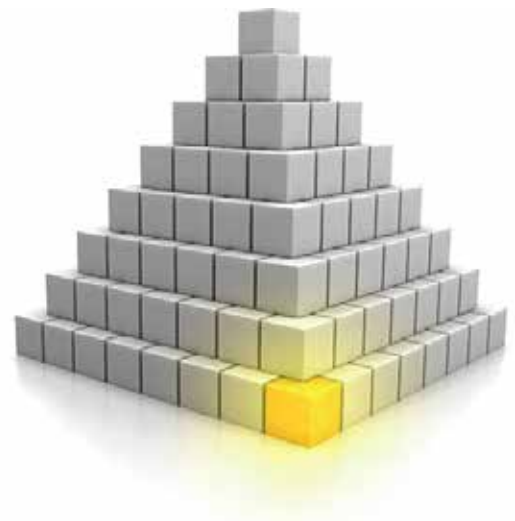
Few of the workshop participants expressed their feelings and gave their remarks in this session. They termed the workshop as a strong and resourceful one and well-designed for virtual discussion, sharing, learning by doing and working on the project development exercises. They also termed the workshop facilitators as resourceful and lively who excellently engaged the participants by maintaining focus on the issue.

Dr. Zeenat Sultana, Program Director, BCCP, made a synthesis and described the processes that were followed in the 6-day workshop through a presentation. She mentioned that following the P-Process, this workshop discussed about the communication theories, frameworks including the steps with ways of communication program designing, implementation, monitoring and evaluation.

In his closing remarks, Mr. Shahjahan mentioned that process and product are equally important in the communication field. He particularly emphasized on ability to learn, change, transform, communicate, manage teams, emotional intelligence and looking at the big picture which are the key issues for a communication program planner. He thanked the participants for their active participation, ideas and inputs in the workshop and also thanked the course designers and facilitators for making this workshop a successful one.

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 *Nijeke 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.

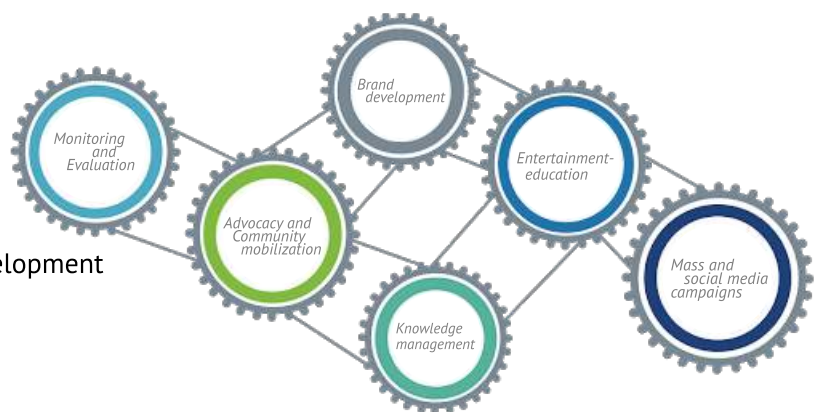


How we work

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

Our areas of expertise

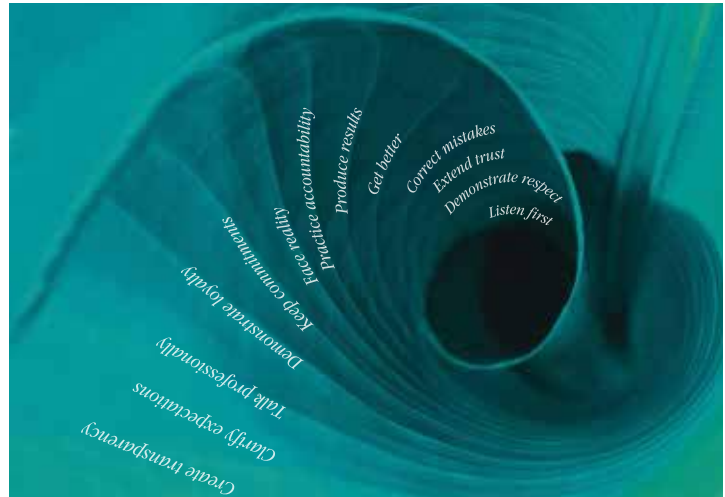
- Communication research
- Strategy development
- Brand development
- Mass and social media campaigns
- Communication tools and materials development
- Advocacy and Community mobilization
- Entertainment-education
- Knowledge management
- Monitoring and Evaluation
- Capacity strengthening for strategic 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 Sanchay
O Rindan Samabay Samity Ltd.



Bangladesh Tobacco Control
Research Network



Bangladesh Training and
Research Foundation (BTRF)

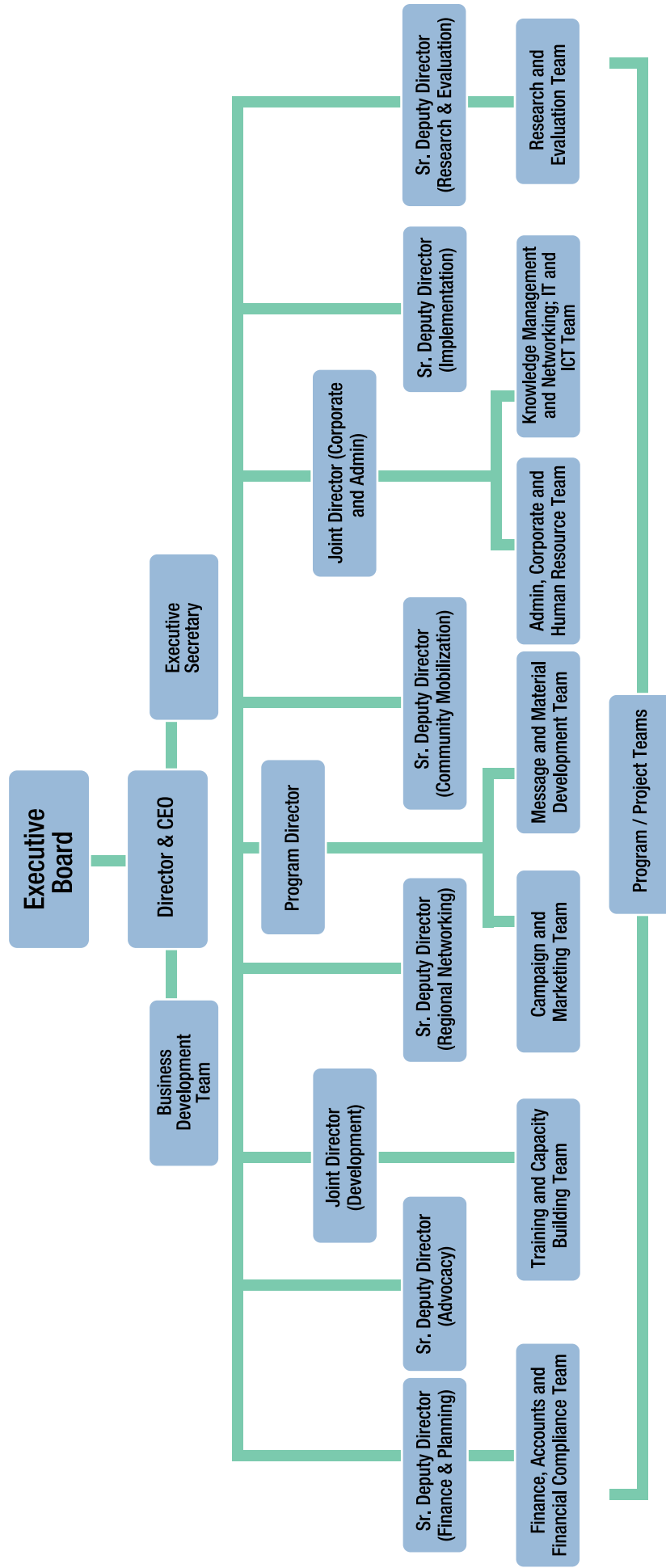




BCCP's Executive Board

- **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
Program Management & Implementation and Policy Advocacy

A. K. Shafiqur Rahman
Adviser (Development)
Program & Organizational Development and Capacity Building

Dr. Shahida Haque
Adviser (Research & Evaluation)
Research Design, Program Evaluation and Result Dissemination

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

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

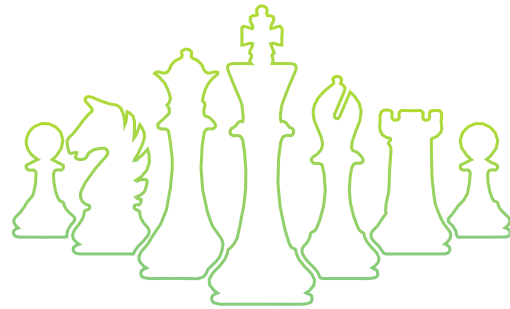
Meher Afroze
Deputy Director (Program & Gender)
Program Implementation & Gender Issues

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 IPHN, DGHS

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

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



Mohammad Shamimul Islam
Deputy Director (Program)
Program Coordination, Management & Implementation

Abu Hasib Mostafa Jamal
Deputy Director (Program)
Program Design, Management & Implementation

A.B.M Rasheduzzaman
Assistant Director (Research)
Qualitative Research, Monitoring and Evaluation Design

Sonia Islam
Assistant Director, Campaign and Material Development

Mohammad Khairul Abedin
Program Manager

Paresh Chandra Roy
ICT Manager

Muhammad Abdus Salam
Program Manager

Key Corporate, Finance & Admin Professionals

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

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

Biman Barua Chowdhury
Deputy Director (HR, Admin & Corp.)
Human Resource, Administrative Management & Corporate Affairs

Maloy Biswas
Deputy Director (Finance & Accounts)

Ahsan Khan M. Marzanul Islam
Deputy Director (Program and Business Development)

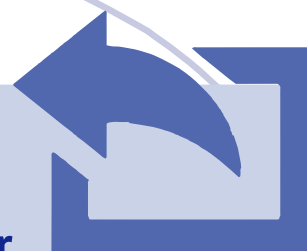
Md. Ahsan Ullah
Assistant Director (Finance)

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

Jafor Ahmed
Business Development Specialist



Contribution of BCCP to Bangladesh Government Exchequer



Sl #	Particulars	Financial Year 2020-2021	
		BDT	USD
1	Tax deduction at source from staff salary	2,489,604	28,949
2	Tax deduction at source from third parties	955,575	11,111
3	VAT deduction at source from third parties	2,694,825	31,335
	Total	6,140,004	71,395

Auditor's Report



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

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Corporate Office :

House # 64 (1st & 2nd Floor), Road # 12A

Dhanmondi, Dhaka-1209

Independent Auditors' Report

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

Opinion

We have audited the financial statements of **Bangladesh Center for Communication Programs (BCCP)** which comprise of the Statement of Financial Position as at 30 June 2021 and related Statement of Income and Expenditure, Statement of Cash Flows and Statement of Changes in Fund for the year ended 30 June 2021 and a summary of significant accounting policies and other explanatory information

In our opinion, the accompanying financial statements present fairly, in all material respects of the financial position of **Bangladesh Center for Communication Programs (BCCP)** as at 30 June 2021, 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 auditor's 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.

26 December 2021
Dhaka

Signed for and on behalf of
Aziz Halim Khair Choudhury
Chartered Accountants


Signed by:
Md. Aftab Uddin Ahmed FCA
Senior Partner
ICAB Enrolment No: 804
DVC # 2112270804AS189000

House # 8, Road # 3, Block-A, Section-11

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