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

OUR VALUES
- Innovation
- Empowerment
- Comprehensiveness

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.
Cutting Edge Technical Expertise of BCCP

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

- Developing and implementing strategic communication plans
- Designing and implementing mass media campaigns
- Developing community based interventions for social mobilization, mainstreaming of issues and policy interventions
- Policy and media advocacy from local to national levels
- Designing communication tools/materials combining creative ideas
- Creating and delivering enter-educate programs
- 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
Note from the CEO

Blending the science of communication and the art of innovation, BCCP has thrived since its inception in 1996 as a successor to the Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs (JHU/CCP), Baltimore, USA.

BCCP’s rich experience as a leading strategic communication organization is reflected in the use of the Social and Behavior Change Communication (SBCC) approach in the development sectors of health communication, knowledge management, anti-tobacco initiatives, public procurement reform, promotion of Smart NID card, student leadership development programs, education, climate change, gender, violence against women, anti-trafficking, agriculture, democracy and good governance, local government, anti-terrorism, child protection, and child labor.

Capacity strengthening is one of the critically important activities in SBCC. Its imprint is evident in the development of digital resources such as eToolkits and eLearning courses for the Ujjiban project; ensuring transparency and accountability in the public procurement system; mentoring research grantees for the Tobacco Control Research Grant Program and nurturing the Bangladesh Tobacco Control Research Network (BTCRN); training pharmacists for Management Sciences for Health’s Better Health in Bangladesh project; and instilling leadership qualities in the youth through the Student Leadership Development Workshops. BCCP has also been conducting the Advances in Strategic Communication Workshop annually as its flagship program.

Ensuring its sustainability, BCCP’s journey towards a better society will continue through the dedication of its staff, the guidance of its competent Executive Board led by Dr. A. Majeed Khan and the trust of the government and development partners.

Mohammad Shahjahan
Director & CEO
The Executive Board of BCCP

Social and Behavior Change Communication (SBCC) continues to play a significant role in improving people’s lives through shaping result-oriented programs in ways that respond to their needs. BCCP, therefore, has been taking the lead role since its inception to position SBCC as the driving force in bringing desired results out of the programs designed as part of social development. Here, the organization took the right approach by convincing the policy makers that there has to be a strategy first for moving with any program, analyzing where the program is now, visualizing where it wants to go and suggesting how to get there. BCCP was instrumental in developing the first ever communication strategy in the country named ‘FP-MCH IEC Strategy’, along with its implementation plan, for the Ministry of Health and Family Welfare (MoHFW).

In its subsequent journey, BCCP assisted many other organizations or departments and programs to develop their communication strategy, which helped them shape their programs so as to bring better results. The organization’s recent efforts in this area largely contributed towards developing ‘Comprehensive Social and Behavior Change Communication Strategy’ for MoHFW, which is expected to bring positive results in health, nutrition and population sectors. Because of its specialization in designing and implementing large-scale communication programs centering round a well-structured communication strategy, BCCP could position itself as the leading one-stop communication organization that offers a whole range of communication related services under one roof, which is a unique feature appreciated both at home and abroad.

The image BCCP has today has been possible mainly due to the fact that it receives proper guidance, suggestions and support from its efficient, capable 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 regularly reviews the organization’s overall performance and provides appropriate guidance that supports BCCP as it goes ahead with programs that help to achieve national goals by shaping people’s behavior in a positive direction. Mr. Ali Ashfaq, Treasurer, and Mrs. Gule Afruz Mahbub and Mrs. Mahmuda Chowdhury, Members of the Board, have played a crucial role in ensuring the high-level performance of the Board.

In view of the current challenging situation that has resulted from donor fund shrinkage, BCCP now looks forward to attain sustainability by applying a number of strategic options including diversification of both the donor-base and areas of operation. BCCP has a long experience in facing critical situations and in capitalizing on opportunities which is a great intangible asset that will help the organization to go ahead and achieve further success. For coming to this stage, we owe immensely to all the dedicated staff members, the respected Members of the Executive Board and especially to the President of the Executive Board, Dr. A. Majeed Khan, whose expertise, experience, wisdom and leadership were instrumental in moving forward to achieve the mission and vision of the organization.
Sustaining SBCC Coordination and Capacity Strengthening

Stepping into its third year, the USAID Ujjiban Social and Behavior Change Communication Project (Ujjiban) has been continuing its efforts in orchestrating matters that promote Social and Behavior Change Communication (SBCC) in general and SBCC capacity strengthening at individual, organizational and system levels in particular. For this, Ujjiban has been working in close collaboration with the Ministry of Health and Family Welfare (MoHFW) and its relevant Units, that is, the Information, Education and Motivation (IEM) Unit of the Directorate General of Family Planning (DGFP); the Bureau of Health Education (BHE), the Institute of Public Health Nutrition (IPHN); and the National Tuberculosis Program (NTP) within the Directorate General of Health Services (DGHS). In addition to capacity strengthening of these units, a number of initiatives, including digitalizing the approaches to maintain knowledge and SBCC Coordination at all levels, were undertaken under Ujjiban. The following major activities were launched, some of them initiated for the first time in Bangladesh.

SBCC Program Coordination Committees Formed
An initiative was taken to form Health, Population and Nutrition (HPN) SBCC Coordination Committees from the national to upazila level with the aim to strengthen SBCC coordination among the stakeholders and to formalize the BCC Working Group (BCCWG). These committees are headed and represented by GoB officials with representations from NGOs as well. With positive moves from MoHFW, inter-unit/inter-NGO SBCC coordination is now getting priority at the national, divisional and district level. Also, the revision of Operation Plan (OP) of the concerned Units to allocate necessary funds for undertaking appropriate activities following the detailed action plan of the Comprehensive SBCC Strategy is underway.

Ujjiban facilitated functioning of the SBCC Coordination committees at the ministry, unit, division, district and upazila levels. Assistance was provided in organizing several meetings of these committees at different levels and a number of meetings of the BCCWG meetings at divisional level. Support was given in organizing a workshop to have a better OP coordination among the Units.

SBCC Monitoring Report Published
Considering this an important tool, monitoring takes place at every stage of the program. Ujjiban supported MoHFW to publish the first-ever Annual SBCC Monitoring Report for the year 2017-2018, covering activities of 12 Health Population and Nutrition Units under MoHFW and 17 national-level NGOs/projects. A sub-committee was formed at MoHFW to monitor the HPN SBCC activities and provide direction in addressing the gaps identified from the Annual SBCC Monitoring Report.
SBCC Digital Resources in System Introduced
In a bid to simplify the activities of the IEC Technical Committee constituted under MoHFW, a software application named Online SBCC Materials Approval (OSMA) (http://osma.mohfw.gov.bd) has been developed for approval of quality HPN SBCC materials. This system will facilitate both government organizations and NGOs to submit SBCC materials on time and get those processed and approved more quickly and efficiently than before. Operationalized since December 18, 2018 OSMA has already become an effective platform for submission and approval of SBCC materials.

eToolkit in Use
Ujjiban widely disseminated the use of digital resources - eToolkit and eLearning courses - for the field workers, mostly through the MoHFW infrastructure. More than 3000 field workers of 55 upazials of Sylhet and Chattogram divisions received hands-on training on the use of digital resources. Monitoring data shows that about 70% of the trained field workers are now using the eToolkit regularly for IPC and client counselling.

SBCC Program Monitoring Application is on Pilot Testing
An SBCC program Monitoring Application with checklist has been developed for the field-level supervisors of health and family planning departments. This monitoring tool is now on pilot testing in 6 upazilas under Sylhet and Chattogram divisions with the front-line field supervisors and workers. This application will facilitate field supervisors to better monitor and document the field-level SBCC activities.

Pre-Marital Counselling Guidebook in Place
A Pre-Marital Counselling (PMC) Guidebook has been developed for the IEM unit of DGFP. This guidebook, first of its kind in Bangladesh Family Planning program, has been introduced as a regular program intervention after due pretesting in Mymensingh division.

SBCC Campaign Plan to Brand Nutrition as a Mainstream Health Issue
Following the Operation Plan of NNS-IPHN, a comprehensive SBCC campaign plan has been developed. This campaign plan has encompassed all appropriate communication mediums to brand and promote nutrition as a mainstream health issue. NNS-IPHN is now planning to introduce this campaign plan in their program.

Capacity Assessment Tool in Use by the Units
The Units – IEM, BHE, IPHN – are continuing to conduct their annual SBCC Capacity Assessment exercise using a standard tool. At each Unit, a workshop was organized to review progress and identify gaps. Following these unit-specific workshops, a combined review workshop was organized, and was participated in by all the Units where an SBCC Capacity Strengthening plan aligning with the respective Unit’s OP was developed.

High-level Workshop on Leadership in Strategic Health Communication Held
Ujjiban planned, designed and organized a 3-day leadership workshop for the high-level GoB officials to help increase capacity and enthusiasm amongst the 26 attending officials from different ministries and Units so that they might find their leadership role in HPN SBCC program planning and implementation. A follow-up meeting with the workshop participants was held in order to continue their active role for better inter-department/ministry coordination to maximize the utilization of existing resources and structures effectively for the HPN SBCC program.
Institutionalizing Transparency in the Public Procurement System

Achieving transparency and accountability in the public procurement system was an agenda with which the Central Procurement Technical Unit (CPTU) under the Implementation Monitoring Evaluation Division (IMED) of the Ministry of Planning has been working since 2009 and in this endeavour, BCCP, being associated with a project, took up the challenge to change the mindset of the procuring entities in the public agencies as well as of the bidders and tenderers towards achieving it.

Beginning in 2009 with the Public Procurement Reform Project (PPRP), the mission continued through the implementation of the Behavior Change Communication (BCC) approach for two consecutive phases - PPRP II and PPRP II (2nd Revised) until 2016. Then, the Digitizing Implementation Monitoring and Public Procurement Project (DIMAPPP) was launched to further consolidate and institutionalize the foundation that was created by bidders' and stakeholders' mobilization, increasing the knowledge of Electronic Government Procurement (e-GP) and citizen's engagement to promote transparency and accountability in the procurement process. To this effect, BCCP carried out a number of activities. Divisional workshops for the Government-Tenderers' Forum (GTF) in Dhaka, Sylhet, Mymensingh, Chattogram, Barishal and Khulna were organized. By this time, GTFs at district level have already become effective platforms to contribute in enhancing the relationship between the procuring entities and tenderers. The participants of the workshop discussed the modality of GTF's operation to make it effective and sustainable and also made several recommendations, such as providing GTF a legal framework, incorporating rules to manage GTF, selecting Dhaka GTF as the central coordinator and informing all Selected Public Sector Organizations about GTF to ensure their participation in GTF activities.

Formation of BGTF in the Offing
It was recommended at the workshop that a central non-profit, non-political, voluntary forum with the name 'Bangladesh Government-Tenderers Forum (BGTF)' needs to be established to act as a national platform for initiating dialogues among the bidding community and procuring entities to maintain links with CPTU and other national-level stakeholders and work as an apex body for all GTFs and to develop a public procurement culture to contribute to sustainable procurement practice in the country.
BCCP continues discussions with the key players – Procuring Entities, Tenderers and the Media – in order to develop a strategic plan on how to strengthen, institutionalize and operationalize the forum. Once established, BGTF will have eight divisional chapters. Under DIMAPPP-BCC, the BGTF and its divisional and district chapters will be facilitated by BCCP through different activities and work plans.

**Assistance to CPTU**

BCCP has also been providing technical support to CPTU in various other capacities. BCCP regularly updates the e-GP tender data for the two digital billboards highlighting the performance of e-GP and its benefits. These billboards were placed at vantage points during the implementation period of PPRP-II (2nd revised) and are still on display. Also, BCCP has published four issues of newsletter and maintaining the CPTU Digital Archive.

As part of the advocacy toolkit, BCCP has designed and produced a leaflet on e-GP 24/7 Help Desk and distributed among the relevant stakeholders of CPTU.

**BCCP has played a very significant role in bringing transparency in the public procurement system in the country. Having electronic government procurement (e-GP) in place is a major step towards that end where they enormously contributed. This was not just a contractual relationship, rather a deep-rooted bond of closeness, without which, such a huge accomplishment could not have been accomplished. I’m hence expressing my gratitude to BCCP.**

*Md. Faruque Hossain*  
Director General  
CPTU, IMED, Ministry of Planning

With support from CPTU, BCCP continues to contribute to the SBCC program of DIMAPPP which is directed towards strengthening and institutionalizing systems and functions of strategic communication for stakeholder engagement within public procurement.
Strengthening Tobacco Control Programs through Comprehensive Research

Curbing the habit of smoking, the use of smokeless tobacco and preventing the unwarranted harm caused by secondhand smoke still remain a challenge in addressing the major public health concern on tobacco use in the country in spite of the firm steps taken in this area.

To fulfill the Government’s vision of a tobacco-free Bangladesh by 2040, BCCP, with support from the Institute for Global Tobacco Control (IGTC) based at the Johns Hopkins Bloomberg School of Public Health (JHSPH), USA, has been implementing the Tobacco Control Research Grant Program since 2013. The objective is to strengthen the capacity of young researchers and build a local evidence-base from which effective SBCC programs and new policies for tobacco control can be developed.

**The Tobacco Control Research Grant Program: A Coordinated Effort**

Every year the Tobacco Control Research Program undergoes a rigorous process to make the grants. The theme is selected in consultation with the relevant stakeholders including the representatives of the Ministry of Health and Family Welfare, tobacco control researchers, and organizations working on tobacco control. A call for proposals is then widely circulated through different media. An expert review panel comprising of renowned tobacco control researchers, academics and tobacco control policy experts is responsible for selecting research grantees from a large pool of proposals.

**BCCP continues to successfully build the capacities of the next generation tobacco control researchers through its Tobacco Control Research Grant Program. This initiative will contribute a lot towards making Bangladesh tobacco-free by the year 2040.**

**Rina Parveen**
Additional Secretary (Public Health and World Health) Ministry of Health and Family Welfare

Designed by BCCP’s experienced research team and supported by in-country tobacco control research experts, mentoring workshops are organized to cover the whole spectrum of the research process with an emphasis on engaging the young and experienced researchers to promote peer learning.
The mentoring workshops take the researchers through the main areas of research method, procedure and data collection, data management, analysis, report writing, presentation development and facilitation skills. The BCCP research team nurtures the grantees by providing one-to-one mentorship at every step of the individual researches. Besides, the research grantees are also provided mentorship for journal publication, even when the grant period is over.

Following each grant cycle, the research findings are disseminated through a scientific conference in the presence of relevant Government representatives, members of the research community, local partners, the media and representatives of various tobacco control NGOs.

**Sharing of Research Findings through the Dissemination Conference**

Research grantees - four from the 'Student Category' and five from the 'Researcher Category' – presented their findings through three scientific sessions at the Research Findings Dissemination Conference organized at Dhaka in December 2018. More than three hundred participants from relevant government ministries and departments, various universities and organizations working on tobacco control were in attendance.

Since 2013, eighty-eight young researchers from various universities and institutions have been provided with the research grants. The program has produced tremendous results in building the research capacities of the research grantees. So far, twenty-two studies have already been published in international journals and fifteen studies presented at various international conferences. Various Government departments and NGOs are already utilizing the study findings to develop and implement effective SBCC programs on tobacco control in the country.

**Leaders in Tobacco Control Alumni Association Assisting the Tobacco Control Program**

The Leaders in Tobacco Control - Alumni Association was formed in 2010 with the Bangladeshi participants who attended the Global Tobacco Control Leadership Programs and Certificate Programs held in Baltimore, USA and the Bangladesh Tobacco Control Leadership Programs held in Cox’s Bazar to act as the advocacy group in tobacco control.

Considering the fact that the tobacco industry has been undertaking aggressive tobacco product marketing targeting different universities, the Alumni Association has been providing significant contributions in stopping tobacco industry interferences targeting the universities. In 2019, a team from the Association collaborated with other in-country partners and mobilized the concerned authorities of the universities to stop the industry interferences which produced good results.
BCCP as a grantee of the Bloomberg Initiative in Bangladesh has been contributing to the tobacco control program of the National Tobacco Control Cell (NTCC) of the Ministry of Health and Family Welfare since 2009. The progress of tobacco control in Bangladesh, led by NTCC, is significant and BCCP is proud to be associated with the partners of the Bloomberg Initiative, providing support with its innovative approaches on several occasions. The launching of the Bangladesh Tobacco Control Research Network (BTCRN) was such an approach that provides a much-needed platform for tobacco control researchers to unite, share ideas, exchange views and seek mutual cooperation.

Established in 2013, BTCRN provides technical assistance to BCCP’s Tobacco Control Research Grant Program and maintains a virtual resource center at www.btcrn.org. It acts as a research hub for tobacco control in Bangladesh, organizes a Tobacco Control Lecture Series for the students and teachers of public and private universities on the health hazards of smoking and smokeless tobacco use, secondhand smoking, use of e-cigarettes, industry interferences, tobacco tax, graphic health warning on tobacco products, tobacco farming and alternative cultivation, etc. BTCRN plans to coordinate Poster Sessions in conjunction with BCCP’s upcoming Tobacco Control Research Findings Dissemination Conference. The purpose of the sessions is to disseminate the evidence-base on tobacco control as well as to provide the researchers a platform to share their research findings.

In order to carry forward the mandate of BTCRN, it reconstituted its Executive Committee in November 2018 with Prof. Dr. Nawzia Yasmin, Dean and Head, Department of Public Health, State University of Bangladesh, as the President.

BTCRN is well on its way towards becoming a self-sustaining local organization in Bangladesh to support the tobacco control program. Prof. Shah Monir Hossain, former Director General, Directorate General of Health Services has joined the Network to provide intellectual support as the Advisor. In addition to the steps taken so far, further actions are needed to make the organization sustainable. One important action could be more collaboration with relevant Government ministries and departments and various universities to popularize tobacco control research in Bangladesh.
Building Tomorrow’s Leaders

BCCP continues to promote leadership among the youth through leadership development workshops. This year, BCCP implemented the leadership program in Sylhet with funding support from USAID’s Obirodh: Road to Tolerance Program.

The Sylhet Student & Police Engagement - Student Leadership Development Workshops (Sylhet SLDW) project is yet again creating another mutually respectful partnership between police and the students. The program has found an effective way to contain existing negative ideologies and turn them into positive thinking among the youth to curb the instability and violence in society and promote peace.

Moving across divisions with this aim, BCCP has utilized lessons learned from the Dhaka, Rajshahi and Chattogram programs to design the next set of programs for Sylhet. Thus, the Sylhet SLDW has incorporated some new activities and employed effective means with the help of expert educators. BCCP also provided technical support to the Institute of Development Affairs (IDEA), a local NGO, to perform the field-level activities, a first in SLD program, and strengthened their capacity to replicate similar work in future.

The six theme-based workshops held in each of the three selected universities/college in Sylhet with selected students and members of Sylhet Metropolitan Police (SMP), helped increase participants’ knowledge about contemporary social issues, community resiliency, leadership, patriotism, international relations and interfaith dialogue, communication skills, interpersonal skills, critical thinking and decision-making skills, networking skills, etc.

The planned Community Role Model competition is to be based on group assignments focusing on PVE (prevention of violence and extremism) and improving relations between students, community and Police. The top two “Community Role Model” groups selected from each institution will receive recognition along with the other groups at the outreach events.

Campus based events are designed to assist participants share their workshop experiences in an entertaining manner. A new concept, Peer Learning, is to be introduced at the Sylhet SLDW through which participants are to impart their learning experience at other schools and colleges in the community. The program will also incorporate some outreach events to aware the community regarding PVE, and a Youth Summit, to foster new ideas and commitments among guests and participants alike.

Sylhet SLDW has already started to form a lasting, collaborative relationship between the students, police and the community to maintain peace and social harmony.
Ideally pharmacists dispense medication upon reviewing prescriptions from authorized physicians. In Bangladesh, however, many pharmacists have independent retail establishments and providing over-the-counter medicines along with some form of consultancy is common. Lack of proper training results in improper handling of patients, unethical practices, and disregard of guidelines on dispensing and other matters related to the profession of pharmaceutical services.

Management Sciences for Health (MSH) is a non-profit organization that is working globally towards building resilient and sustainable health systems thereby improving the health and lives of the most vulnerable. To address the existing deficiencies among the pharmacists, MSH engaged BCCP to undertake a series of training management for pharmacists piloting in 11 districts of Bangladesh - Dhaka, Narsingdi, Bagerhat, Jhalakathi, Moulvi Bazar, Chandpur, Natore, Mymensingh, Khulna, Chattogram and Rangpur.

Under MSH’s Better Health in Bangladesh project, BCCP is carrying out with the task of Orientation on Establishment and Operations of Model Pharmacy in Bangladesh for the A grade pharmacists and Training on Establishment and Operations of Model Medicine Shops in Bangladesh for the C grade pharmacists. Gradually a total of 5480 A and C grade pharmacists will be trained in 137 batches.

BCCP has planned the management activities in consultation with MSH, the Pharmacy Council of Bangladesh (PCB) and the Directorate General of Drug Administration (DGDA) and has been organizing the trainers, trainees, venues and other logistics. BCCP has printed training manuals and produced bags and certificates for the trainees.

BCCP’s involvement is scheduled to continue. Once completed, this training program is expected to contribute significantly towards enhancing the standard of health service provision in the country.
Non-communicable Yet Spreading Among the Next Generation

The main types of Non-communicable Diseases (NCDs) are cardiovascular diseases, cancers, chronic respiratory diseases and diabetes. A major contributing factor to NCDs is tobacco consumption. People of all age groups are vulnerable to these ailments, but the most at risk is the young generation.

Statistically, tobacco consumption among adults in Bangladesh has declined from 45.3% in 2009 to 35.3% in 2017, but the overall prevalence of smoking still remains high at 18%, with nearly 21% of the population using smokeless tobacco. Moreover 39% of adults are exposed to secondhand smoke in their homes. Despite the findings of such prevalence studies, the role of parental smoking has not been investigated much until recently.

Assigned by the Non-communicable Diseases Control Program under the Directorate General of Health Services, BCCP conducted a study to assess the impact of parental smoking among their children.

The household survey conducted among a representative sample equally distributed over eight divisions of Bangladesh, consisting of respondents aged 50 years and above having children (13+ years), found the prevalence of tobacco use to be 60.9% and also that parental smoking increases the risk of adolescent smoking initiation. A higher proportion of families in which there is parental smoking had at least one child using tobacco. Also, 32.6% of the children were currently using tobacco and this proportion was higher among families in which parents use tobacco than in those where they did not. Alarming, children who purchased tobacco for their parents had a positive perception regarding parental tobacco use and were more likely to pick up the habit. The research findings were disseminated among public health professionals and academics. The study and the public health professionals recommended chalking out programs to reduce parental tobacco use in order to prevent the initiation of tobacco use in adolescence and reduce the burden on public health.
An Effective SBCC Strategy Can Help Reduce Non-Communicable Diseases

SBCC is an integral part of healthcare. The positive interplay of social determinants such as knowledge, attitudes, norms, beliefs and cultural practices are what create a long-lasting impact on the health of a population. BCCP with its massive experience in the realm of strategic communication and health is the go-to organization for the formulation of a strategy directed to change individual as well as group behavior, towards health factors, by strengthening the social context, systems and processes.

With funding support from Management Sciences for Health (MSH) Inc., BCCP is developing an SBCC Strategy and Action Plan for the Non-Communicable Disease Control Program (NCDCP) of the Directorate General of Health Services, Government of Bangladesh. The findings of an extensive study on the knowledge, attitudes and practices of general people followed by a consultative meeting with the stakeholders and experts will lay the foundation of an effective SBCC Strategy. Based on the SBCC Strategy, an Action Plan will be developed to guide the implementation towards reducing non-communicable diseases among the people of Bangladesh. The work began in July 2019 and it is expected that the SBCC Strategy along with the Action Plan will be ready for implementation in January 2020.

A National Level Dissemination Workshop will be organized in the month of January 2020 to finalize the SBCC strategy. Once implemented, it is expected to reduce the burden of non-communicable diseases in Bangladesh.
Suicide is a global issue today. A rise in mental illnesses and the treatment gap, especially in low-to-middle income countries (LMICs), has prompted the need for rigorous mental health research on the cause and prevention of this tragic emotion-driven act.

BCCP joined the Indian Law Society (ILS) in a collaborative partnership to submit a new multi-project application titled “Scaling up Suicide Prevention in Rural Communities in South Asia: Evaluation of Large-scale Implementation of Evidence-based, Integrated Intervention” to the National Institute of Mental Health, USA. It is designed to implement a scale-up study of integrated suicide prevention intervention for a wide array of targets in the South Asian countries, and to document and provide scientific evidence for policy-level reform in India and Bangladesh.

Accordingly, the SPIRIT (Suicide Prevention & Implementation Research Initiative) project is being implemented in Mehsana, Gujarat, India and involves a scale-up study to assess the effectiveness and the implementation process of an integrated multi-intervention suicide prevention program. It also includes a capacity building program, and engages regional policymakers in the application of research findings and in supporting implementers.

To implement the scale-up study, three different training programs have been conducted. Training was first conducted for the Facility Managers on Centralized Pesticides Storage Facilities (CSF) so as to control access to the means of suicide. The second training was on the Mental Health Gap Action Program (mGAP) developed by WHO for Master Trainers. This will equip them to build community and lay health workers in identifying and supporting those at risk. Training of Youth Instructors under the Youth Aware Mental Health Program (YAM) was the third one. This was school-based, and was designed to help teenagers to protect their mental health and support others.

As a faculty member of the SPIRIT Implementation Science Fellowship Program, Mr. Mohammad Shahjahan, CEO, BCCP contributed to the capacity building component by sharing a presentation on stakeholder analysis, an integral part of the suicide prevention interventions.

BCCP will use the trained implementation research fellows to initiate similar implementation research programs in Bangladesh and coordinate with local governments, NGOs and community groups to conduct implementation research on suicide prevention in rural Bangladesh. The project will conclude in July 2022.
Enhancing Women’s Access to Maximize Benefits of Regional Connectivity

Women’s greater access to trade and transport facilitation in various export-oriented value chain system is important in achieving the best results from the proposed economic corridor across the south-west part of Bangladesh which, at the request of the Government of Bangladesh, the World Bank is working on. The gender impact of services involved in trade facilitation, like customs and border management, logistic services, trade infrastructure and transportation have not been explored before.

The World Bank engaged BCCP to conduct a study on “Maximizing the Benefits of Regional Connectivity: Enhancing Women’s Access to Cross Border Transport and Logistics Services”. The geographical coverage of the study was two-fold. First, in the Border Haat area in Feni and Brahmanbaria districts, and second, in the Mango, Fisheries and Cut Flower value chain of three selected districts - Jashore, Jhenaidah and Chuadanga of south-western Bangladesh. The qualitative nature of the study that used focus group discussions and key informant interviews helped in understanding the specific transport, trade and logistics interventions needed to enhance women's access to cross border transport and logistics services and the barriers to gaining benefits from regional integration.
Improving Nutrition: Impacting Survival

In Bangladesh, ENRICH is being implemented in Thakurgaon district under Rangpur division. ENRICH (Enhancing Nutrition Services to Improve Maternal and Child Health) is a multi-year, multi-country programme carried out in select regions of Bangladesh, Kenya, Pakistan and Tanzania. ENRICH is implemented by the World Vision Canada and its partners, including Nutrition International, with the aim to reduce maternal and under-five child mortality through direct interventions that include both nutrition-specific and nutrition-sensitive efforts to reduce malnutrition in the first 1,000 days from conception.

BCCP’s involvement in the project “Formative Research and Development of an Integrated Behavior Change Intervention (BCI) in Thakurgaon District” was under a sub-contract from the International Center for Diarrheal Diseases Research, Bangladesh (ICDDR,B).

BCCP believes that behavior change in public health can be achieved through strategic approaches directed towards the individual, the community, and the environment. And doing so, BCCP developed a BCI strategy based on available evidences of Behavioral Change Intervention strategies and nutrition-specific services implemented in Bangladesh and the project area. The strategy was further strengthened by the findings of the formative research conducted by ICDDR,B in Takurgaon district. BCCP also designed, developed and adopted communication materials in line with the overall strategic approach. Key messages were identified and the prototypes handed over to ICDDR,B. The main aim for this drive was to play role in curbing maternal and child mortality.
Transforming Youths into Competent Manpower: More Coordinated Efforts Needed

Converting the young workforce into competent manpower largely contributes to national development. And to inspire the youths of the nation to transform themselves into assets, the National Skills Development Authority (NSDA) under the Prime Minister's Office observed the World Youth Skills Day 2019 in Dhaka on July 15, 2019. With the theme, 'Learning to Learn for Life and Work' at the forefront, the NSDA aimed to sensitize the stakeholders regarding the government’s vision and ensure better collaboration and contribution towards generating more opportunities for youth skills development.

Under a contract, BCCP facilitated the day's events by organizing a road show and rally and a discussion session. The rally was led by the Honorable Education Minister, Dr. Dipu Moni from the South Plaza of the National Parliament. The road show took on a festive look as it was supported by large boards, triangle boards and cutouts, festoons and banners. Portraits contained quotes from Bangabandhu Sheikh Mujibur Rahman, Prime Minister Sheikh Hasina and the Education Minister. A large number of participants from NSDA and different organizations and training institutes moved through important intersections with a decorated horse-cart and a band playing at the front.

The discussion session was graced by the Honorable Education Minister, the Expatriates’ Welfare and Overseas Employment Minister, Mr. Imran Ahmad, Secretary, Prime Minister’s Office, Mr. Sajjadul Hassan, and Executive Chairman, NSDA, Mr. Md. Faruque Hossain. Two Rising Star Champions, selected through a nationwide competition for participating in the World Skills Competition in Kazan, Russia, were awarded crests and certificates. The theme song for the World Skills Competition was also launched at the program. A Gambhira show on youth skills development at the end of the day's program enchanted the audience.
World Bank Reports
Improvement in Public Procurement

A recent World Bank report revealed that the public procurement system in Bangladesh helped save $600 million, that is about Tk 5,100 crore, during 2012-2018. Between 2011 and 2019, it helped cut public procurement time from 94 days on average to only 59 days. The report also said that 30 percent of the government’s development projects were finished on time.

The report was unveiled at a workshop on Assessment of Bangladesh Public Procurement System with Minister of Planning, Mr. M.A. Mannan as the chief guest, held at a hotel in Dhaka on September 29, 2019. He said that despite the challenges, Bangladesh is working towards good governance and intends to make further improvement in the completion of the remaining 70 percent of public procurement projects through reforms.

Ms. Mercy Miyang Tembon, the WB Chief in Bangladesh, appreciated the progress in the system that helped ensure transparency and accountability in public projects and mentioned that the World Bank would continue to help Bangladesh in improving the public procurement system. IMED Secretary, Mr. Abul Mansur Md. Faizullah, said that the public procurement system is important for both the public and private sectors. Under a contract, BCCP provided assistance in organizing the workshop.

BCCP feels proud to be a partner in upholding transparency and accountability in public procurement through its strategic communication approach applied in the many phases of the public procurement project.
The 24th Advances in Strategic Communication Workshop Held

“This workshop has changed my view in preparing SBCC materials and programme designing!” commented a participant at BCCP’s 24th Advances in Strategic Communication Workshop.

Strategic Communication helps to change the perception of the audience and the Advances Workshop conducted by BCCP on Strategic Communication builds the capacity of the communication professionals and changes the mindset of the participants as well.

This year, the workshop was held between 02 March and 14 March 2019. Twenty-two communication professionals from different Government departments, NGOs and private organizations participated in this two-week long workshop.

Organizing the workshop for the 24th time, BCCP used years of experience to promote more effective and state-of-the-art communication programs via enhancing the capacity of the program planners, designers, and implementers. As in previous years, the workshop was designed for senior to mid-level program managers and concerned professionals. The faculties included a group of professionals having long national and global experience, expertise and requisite educational qualifications in strategic communication.

The workshop generally explores the essential elements of successful communication in the context of social development programs. It has proved to be critically important in making a positive change in the communication behavior of professionals concerned with implementation, management, and supervision of BCC activities. The participants designed communication programs following a systematic process with the support of "SCOPE" - a computer-based planning tool. The highly participatory approach of the workshop helps participants to develop effective advocacy, social mobilization, and program communication strategies while strengthening their ability to implement dynamic communication programs.

The Advances Workshop is a unique opportunity for professionals in Bangladesh to receive comprehensive training on SBCC.
Success Story

Sustaining Use of ICT for HPN SBCC
Knowledge Management and Client Counseling

As one of its mandates, USAID Ujjiban project is providing assistance to introduce digital tools within the MoHFW program. About 3000 field workers were equipped to serve better by providing training on how to use digital tools to support client counseling. To give them an idea on how they worked, a monitoring of the utilization of digital tools was conducted through online data, virtual follow-up and on-site visits which indicated very positive findings. Field workers appreciated the initiative as they found the comprehensive, faster and easy-to-understand tools to be more efficient for conducting counseling. They felt more confident in their ability to deliver accurate and complete information; and in providing integrated messages on health, family planning and nutrition as needed. Clients also gave more attention when field workers used the eToolkit.

Both online and offline versions of the eToolkit and eLearning courses are available to make them compatible with existing devices.

For sustainability of the program, Ujjiban is utilizing MoHFW facilities to store, disseminate and build the capacity of the respective units.
Future Endeavors

A Huge Potential Exists in Improving Energy Sector

BCCP has stepped into the Energy Sector by taking up the ‘Consultancy Services for Development of Communication and Knowledge Management Strategy and Outreach Plan for SREDA: The Sustainable and Renewable Energy Development Authority (SREDA) was formed under the Ministry of Power, Energy and Mineral Resources to offer people better prospects and sustainably improve their living conditions by promoting renewable energy solutions. SREDA has its own set of goals, mission and vision for its Renewable Energy and Energy Efficiency Programme. BCCP with its extensive experience is expected to develop a communication and knowledge management strategy and outreach plan for SREDA and strengthen the capacity of SREDA professionals in strategic communication.

Helping the Little Hands to Make a Better Future

The dried fish sector has the potential to contribute significantly to the national economy but it sometimes costs hugely to a large number of children each year. This is a problem that needs to be addressed. BCCP has recently entered into the U.S. Department of Labor-funded Child Labor Improvements in Bangladesh (CLIMB) project through WINROCK International. As media partner, BCCP will improve the capacity of civil society by generating information on child labor and forced child labor in southeast Bangladesh’s dried fish sector, promote acceptable work conditions for children, and involve policy planners, local government institutions and the civil society organizations by making them aware and responsive to the strategic development of the children.

Improving Standard of Family Planning Related In-Service Training

With funding support from IntraHealth International, Inc., BCCP is developing guidelines and standards for Family Planning related In-Service Training (FP-IST). In doing so, BCCP will conduct a mapping of FP-IST systems implemented for each cadre of FP Provider under the government and implementing partners over the last 3 years, followed by a consultative meeting with NIPORT, DGFP and DGHS, and selected trainers and representatives of implementing partners. The Guidelines and Standards will recommend the process, professionals, contents, validation process and plans for disseminating information and monitoring implementation.
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 Nijke 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


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.
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’s Senior Professionals and Expertise

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

Key Program Professionals

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

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

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

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

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

Dr. Md. Shahidul Alam
Deputy Director (Training)
Capacity Building, Project Implementation
Meher Afroze
Deputy Director (Program & Gender)
Program Implementation, Gender Issues

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

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

Dr. Md. Saikul Islam Helal
Senior Communication Specialist
Program Conceptualization, Communication & Technical Support to NNS, IPHN

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

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

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

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

Farzana Rahman Kalpona
Research Manager
Qualitative Research, Survey Design

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

Mohammad Khairul Abedin
Program Manager
Program Implementation and Coordination

Muhammad Abdus Salam
Program Manager
Program Implementation and Coordination
Key Corporate, Finance & Admin. Professionals:

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

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

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

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

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

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

Maloy Biswas
Assistant Director (Contract & Audit)
Contract, Compliance Accounts and Audit

Kazi Jamal Hasan
Assistant Director (Administration)
Program Support, Logistics, Maintenance
Contribution of BCCP to Bangladesh Government Exchequer

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Auditor’s Report

Independent Auditors’ Report
To the Members of the Executive Board of
Bangladesh Center for Communication Programs (BCCP)

Opinion
We have audited the Consolidated financial statements of Bangladesh Center for Communication Programs (BCCP) which comprise of the Consolidated Statement of Financial Position as at 30 June 2019 and related Consolidated Statement of Income and Expenditure and Consolidated Statement of Receipts and Payments for the year ended 30 June 2019 and a summary of significant accounting policies and other explanatory information.

In our opinion, the accompanying consolidated financial statements present fairly, in all material respects of the financial position of Bangladesh Center for Communication Programs (BCCP) as at 30 June 2019, and of its financial performance and its cash flows for the year then ended in accordance with International Financial Reporting Standards (IFRSs) and other 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 organization in accordance with the International Ethics Standards Board for Accountants Code of Ethics for Professional Accountants (IESBA Code) together with the ethical requirements that are relevant to our audit of the financial statements in jurisdictions and we have fulfilled our other ethical responsibilities in accordance with these requirements and with the IESBA Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

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

In preparing the financial statements, 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 Organization’s financial reporting process.

Auditor’s Responsibilities 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 of assurance, but is not a guarantee that an audit conducted in accordance with ISAs 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 these 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 risks 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.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management, but not for the purpose of expressing an opinion on the effectiveness of the Organization’s internal control.
- Conclude on the appropriateness of management’s use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization’s ability 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 Organization 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.

14 December 2019
Dhaka

Aziz Halim Khair Choudhury
Chartered Accountants