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
Note from the CEO

A leading strategic communication organization for two decades now, BCCP has established itself as a must-go-to for social and behavior change communication (SBCC) in the country - a status achieved mainly through understanding the needs of the changing times. BCCP envisions a society that enables all to lead a better, healthy, poverty-free life through maximizing the benefits of strategic communication.

BCCP, the successor to the Johns Hopkins Center for Communication Programs (CCP), Baltimore, USA, has long recognized that growing up presupposes growing down as well. At the root of its sustainability is a combination of factors: a committed staff, cooperative sister organizations, and its expansion from Health to Social Development sectors, generating support from a broader client base. BCCP’s expertise in all aspects of communication relies on evidence-based program designing and state-of-the-art SBCC tools and techniques.

Bringing exemplary operational effectiveness into play, BCCP has emphasized that decision-makers simultaneously use the telescope - looking at the bigger picture - and the microscope - fixing broken windows - and move forward in the pursuit of continual improvement in providing timely, quality deliverables at an appropriate price. Special focus has been given to the management of a growing team and to encouraging innovation so as to achieve desired results.

BCCP continues to build on lessons learned in the face of new challenges, keenly supported by its local and global development partners, government representatives, co-workers, general body members and the Executive Board.

The many accolades won in recent times will inspire BCCP to further expand its impact and effectiveness in the field of strategic communication.

Mohammad Shahjahan
Director & CEO
Cutting Edge Technical Expertise of BCCP

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

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

Behavior Change Communication (BCC) always plays a prominent role in modeling social development. And, historically, BCCP has been dedicated to the task of bringing this fact to the limelight through designing, implementing, monitoring and evaluating strategic communication programs and sharing the research-driven results with the policy-makers, program managers, researchers and stakeholders so that all future programs are drawn up viewing communication as a 'steering wheel', not a 'spare wheel'. The result of the efforts made by the forerunners in promoting strategic communication, including BCCP, has been evident. The transition to the term Social and Behavior Change Communication (SBCC) does not merely denote a change in terminology, rather it is a clear manifestation of the realization that communication can make a big difference in effecting change in the society. As a leading communication organization in the region, BCCP is pledge-bound to continue to promote strategic communication till its universal application by all concerned in the required social development programs. BCCP is determined to achieve success in this area.

BCCP's determination comes from a solid strength that resulted from a number of factors. A key factor is that the organization always receives the required support and appropriate guidance from a very capable, efficient and positive Executive Board. Comprised of an eminent educationist, a renowned gender and reproductive health and family planning program specialist, a distinguished social development specialist, a recognized leadership and management specialist and a renowned chartered accountant, the Board meets regularly to review progress and provide guidance in formulating policies, setting strategies and implementing result-oriented interventions. Mr. Ali Ashfaq, Treasurer, and Mrs. Gule Afruz Mahbub and Mrs. Mahmuda Chowdhury, Members of the Board, have played a crucial role in the performance of the Board.

To reach further heights, BCCP is now paying attention to consolidating its efforts for sustainability. Meeting the challenge of the current scenario with an overall shrinkage in the supply of donor funds, BCCP looks forward to attaining sustainability by applying a number of strategic options including diversification both in donor-base and areas of operation. The organization's long experience in facing critical situations and in capitalizing on opportunities is a proven tool with which it can go ahead and achieve further success. For coming to this stage, it owes 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 wisdom, expertise, experience and leadership were instrumental in navigating the organization forward to pursue its mission and vision.
Smart NID Card: One Giant Leap into the Digital Future

Keeping the vision of a Digital Bangladesh at the forefront, Bangladesh is witnessing rapid progress in all sectors of development. The catalytic role of ICT in every stage of development was further demonstrated when the Identification System for Enhancing Access to Services (IDEA) Project of the Election Commission Bangladesh conceived to improve on the existing national identification (NID) system to make it more accurate and reliable for efficient and transparent service delivery.

The Honorable Prime Minister of the Government of the People’s Republic of Bangladesh, Sheikh Hasina, inaugurated the distribution of the much-awaited Smart NID Card at a grand event at the Osmani Memorial Hall in Dhaka on October 2, 2016. The Chief Election Commissioner, the Project Director, IDEA and the Country Director, World Bank observed the event among a host of ministers, members of the parliament, foreign diplomats, election commissioners, civil society members, military officials and representatives from BCCP – the organizer of the event.

The program began with the Prime Minister providing her biometric data to apply for the card. Among the first recipients of the Smart NID Card were the President, the Prime Minister and members of the National Cricket Team, including the brand ambassador for the Smart NID Card, Mashrafe Bin Mortaza.

Funded by the World Bank and the Government of Bangladesh, the card is based on a more secure database that aims to make information available at the fingertips. This plastic card bears a stark difference from the previous laminated NID card. Embedded in its microchip the basic information of the citizens would be available. With the right equipment, verification is easier. Forgery is nearly impossible. The card is provided free of cost to citizens and will remain valid for 10 years. It will be required to avail oneself of several services, including banking and the issue of a passport.

Distribution of the machine-readable Smart NID Card has already started and by the coming year 9 crore citizens will be Smart NID Card holders in exchange of biometric details and the existing NID card, or relevant papers in the absence of an NID card.
BCCP Steers Smart Card Promotion

BCCP became a part of this prestigious endeavor to design and implement an effective communication program aimed at raising awareness of the people and gaining acceptance of the digital card, being promoted as the Smart NID Card. As part of the national level mass media campaign, television, radio and newspaper ads are appearing regularly to promote the card and are to be followed by other support materials such as posters, stickers and billboards adequately complemented by the advocacy and community level activities as well to further create awareness. The capacity building component of the IDEA project is to orient the Election Commission officers on how to communicate the importance of the Smart NID Card to the people and achieve their support towards smooth transition.

Mashrafe Bin Mortaza, an iconic name in Bangladesh Cricket, has been chosen as the brand ambassador as his popularity associated with the Smart NID Card will help highlight the benefits for a Smart NID Card holder so that people readily queue up to become one.

BCCP is proud to be part of this noble effort that will reach the Smart NID Card to the voters of the country. The Smart NID Card will create the global platform needed for Bangladesh to be identified as a developed nation.
e-GP: Another Step Towards Digital Bangladesh

Initiated as the Public Procurement Reform Project (PPRP) and continuing through PPRP II (2nd Revised), the Government of Bangladesh has proved that a positive change is always good. The Government has expanded its vision for a Digital Bangladesh and introduced e-GP (electronic Government Procurement) that aims to make the public procurement system transparent and accountable, and progressively improve performance.

With a focus on key ministries and their implementing agencies, the project is being executed by the Central Procurement Technical Unit (CPTU), Implementation Monitoring and Evaluation Division, Ministry of Planning, with financial support from the International Development Association (IDA) and technical assistance from The World Bank.

BCCP undertook the Social Awareness Campaign and Communication component aiming to strengthen stakeholders' knowledge of e-GP and promote transparency and accountability through a Strategic Communication Program (SCP). In its campaign to promote the benefits of public procurement reforms, BCCP has emphasized the use of ICT and blended traditional and social media and outreach events. These include online marketing, mobile apps, SMS, a theme song, television and radio commercials, television talk shows, e-GP guideline, and advocacy kit. A digital billboard is highlighting the progress on e-GP at a strategic location in the city.

Success story videos highlighting the use of e-GP by various stakeholders – tenderers, procuring entities, policymakers, media and civil society members – to procure public works and successful and timely completion of the same are widely displayed through various communication channels of CPTU. The animated video on e-GP and slideshow on PPRP are available on YouTube and are also shown at various events.

The Government and Contractors Forums being organized in 64 districts provide the much needed platform for tenderers and procuring entities to discuss procurement issues. Workshops on e-GP Awareness in 64 districts enhance the e-GP related knowledge and skills of procuring entities, tenderers, and media professionals. The advocacy kit and the e-GP flyer are being used at these events. The flickr gallery and digital archive continue to document all photos. Workshops and seminars are being arranged for Bankers to help them understand the e-GP system thoroughly.
Launching of the Mobile App

At a seminar on "Role of Banks in e-GP and Way forward" held on September 29, 2016, Planning Minister, AHM Mustafa Kamal, inaugurated the CPTU mobile app. This free, easy-to-use mobile app, available on android phones ensures equal access for all bidders by providing up-to-date information on tender notices for goods, services and works through CPTU. This electronic portal with a simple, convenient interface promotes government procurement transparency, informing vendors, buyers and suppliers about business and learning opportunities and all the latest developments in e-Procurement. For details, one may visit the App Home Page at http://cptu.gov.bd/mobapp.aspx or https://play.google.com/store/apps/details?id=com cptu.

At the event, banks were urged to charge bidders rationally for e-tendering and ensure confidentiality of financial transaction.
Innovative Approaches Contributing in Urban Health Promotion

A large proportion of the urban population in Bangladesh is increasingly utilizing the primary healthcare services offered by the Rainbow marked health centers. This is a result of the special drives made by the Urban Primary Health Care Services Delivery Project (UPHCSDP). Capitalizing on the experiences gained from the past two phases of the project run by the Local Government Division (LGD) of the Ministry of Local Government, Rural Development and Cooperatives (MoLGRD&C), the current third phase of the project emphasizes on approaches that work better. Such innovative approaches relied on going nearer to the local people and listening to them while designing both central and local-level programs. To this end, efforts have been intensified to involve local leaders like the elected representatives and other influential members of the locality in the affairs of the project as this plays a crucial role in building a sense of ownership of the programs run under the project. Moreover, these local leaders speak on behalf of the local people as their representatives. So, engaging the local leaders in shaping the pattern of service delivery and in expanding program coverage was thought vital and therefore, specific interventions were planned in this direction.

Taking charge of managing the Behavior Change Communication and Marketing (BCCM) component of the project, BCCP continues to design and implement BCCM interventions following a pre-determined three-pronged approach – demand generation, capacity building and sustainability. BCCP’s major thrusts for demand generation included promotion of the branding of the services and service centers of UPHCSDP, support to the Rainbow marked Comprehensive Reproductive Health Care Centers (CRHCCs) and the Primary Health Care Centers (PHCCs) to improve the quality of services and the supply of need-based Behavior Change Communication (BCC) materials. For capacity building of different categories of the service providers, BCCP’s major drives included conducting a number of skill enhancement training programs or workshops. These include training programs on issues like 'Branding, Service Promotion and Customer Service' and 'IPC/BCC, Community Mobilization and Outreach Activities' and workshops in areas like 'Message Development' and 'Advances in Strategic Communication'. On the other hand, to contribute to the project’s sustainability, BCCP’s major performances included programs like 'Consultation Meetings on Engaging Local Leaders in Promoting Urban Health', and 'Orientation Programs for the Local Leaders' to orient them on the services offered through Rainbow clinics of the project and encourage them to play a more proactive role in promoting the services.

A Base-line Survey of the BCCM component of the project was conducted. The findings suggest that utilization of services of UPHCSDP is on the rise. The survey report recommended further intensification of the BCCM activities as an important vehicle for improving the health status of the urban population, the ultimate objective of the project. BCCP’s next course of action in this project will move in that direction.
Upscaling SBCC through Capacity Strengthening and Leadership Development

The Bangladesh Knowledge Management Initiative II (BKMI-II) has been supporting the Ministry of Health and Family Welfare (MoHFW), the USAID implementing partners, and other stakeholders since October 2013 to develop strong, consistent, and effective Social and Behavior Change Communication (SBCC) campaigns and interventions to improve the health and wellbeing of the people of Bangladesh. BKMI supports MoHFW by working directly with three units within the Directorate General of Family Planning (DGFP) and the Directorate General of Health Services (DGHS): Information, Education, and Motivation (IEM) Unit, Bureau of Health Education (BHE), and Institute of Public Health Nutrition (IPHN).

Applying knowledge management techniques, using innovations in information and communication technology, facilitating a community of practice for SBCC, supporting functional coordination around SBCC within and around the MoHFW, and developing strong leadership for SBCC are all at the heart of BKMI’s capacity strengthening efforts. In its third year, BKMI has focused on consolidating activities, promoting the use of guidelines and digital resources, and ensuring the sustainability of its work.

Digital resources, including eToolkits and eLearning for field workers and SBCC program managers and planners, and three digital archives for IEM, BHE and IPHN were disseminated at an event in January 2016. The
digital resources are now being used across the country by field workers and Smiling Sun clinics, and several public and private universities.

BKMI supported the BCC Working Group to host the second annual Safololo Gatha (Success Stories) event on March 24, 2016, to showcase the best practices for SBCC in the health, population and nutrition sector in Bangladesh. Eleven government and non-governmental organizations presented the key to their program success via an entertaining and festive ‘share fair.’ The event was attended by policymakers and media professionals.

BKMI provided technical assistance to develop Bangladesh’s first-ever Comprehensive National SBCC Strategy that included the process of conceptualizing the content of the strategy, preparing an outline in consultation with other partners, and working closely with the concerned government units for undertaking a Health, Population and Nutrition (HPN) landscape analysis; coordinating among different committees and subgroups; facilitating rigorous stakeholder consultations; developing an action plan for implementing the strategy, involving a wide range of stakeholders; and finally, organizing a dissemination ceremony to promote the use of the SBCC strategy.

In August, 2016, an evaluation team from the global Health Communication Capacity Collaborative (HC3) and an international expert on Outcome Harvesting (OH), a qualitative research methodology, came to Bangladesh to identify BKMI’s project outcomes. Adapting this OH approach, 66 outcomes were harvested since October 2013. As a next step the HC3 team will analyze and interpret the outcome data.

Funded by USAID, BKMI is being jointly implemented by the Johns Hopkins Center for Communication Programs (CCP) and BCCP.
Integrated Approaches Make Shurjer Hashi Synonymous with Healthy Behavior

The NGO Health Service Delivery Project (NHSDP) - the largest NGO network project delivering essential health service in Bangladesh - funded by USAID and DFID and now in its fourth year of operation, serves around 30 million people a year through 23 NGOs having 388 static and 10,754 satellite clinics. BCCP, in collaboration with CCP, is the behavior change communication partner of NHSDP. BCCP adopted an integrated approach of BCC and Community Mobilization (BCC-CM) for raising community interaction and generating a dialogue on model health practices.

Aiming to integrate BCC with a community mobilization approach and strengthen community-clinic linkages, 25 Health Fairs were held in 25 clinics across the Shurjer Hashi (SH) network. The fairs promoted health dialogues, ceremonial recognition of satellite clinic house owners, community service providers (CSPs), and cultural shows that attracted huge audiences including GOB representatives and other stakeholders. A national level event in Dhaka showcasing the success stories of health fairs followed.

Community outreach campaigns were undertaken by the entire SH network to enhance community-facility linkages. Community events were organized through local-level campaigns, various channels and media to promote the theme of those events.

A whole array of communication materials such as television commercials, a promotional video on service delivery, flash drive versions of the eHealth toolkit and eLearning courses and NHSDP's enter-educative videos and interactive Q/A guidebook were used to enhance the client-provider interaction.

The CSPs and the SH Community Support Group leaders equipped with various BCC materials such as flipchart act as a communication focal point that delivers key health messages to all doorsteps through home visits and courtyard meetings.

IPC/C training was provided to counselors and clinic managers to increase their understanding of customer demands and behavior change issues and serve clients more professionally. Orientation of all 388 clinic managers and 25 NGO-BCC focal persons on the integrated approach of BCC-CM acquainted them with the means to reach more people and strengthen monitoring and reporting.
A regional level media dialogue held in Sylhet motivated media personnel to use mass media for advocacy of healthy behavior through SH clinic services. The journalists displayed their commitment by urging the public to adopt healthier behavior.

The Mystery Client Exercise continues to be an effective monitoring tool to assess current practice and quality of care. Areas of improvement identified will help increase the capacity of counselors, ensure close monitoring, and secure job satisfaction. The exercise conducted in 100 clinics is planned for an additional 140 clinics across the SH network.

All these innovative approaches make a significant difference in the program.
Tobacco Control: Building the Fortress from the Ground Up

It is not that people are unaware of the detrimental effects of tobacco, but users continue this hazardous habit; tobacco companies have successfully retained the old users and lured in new ones through discreet promotional activities and easy accessibility. In its battle to preserve the health of the nation, the Government amended the Tobacco Control Law in 2013. The law exists but compliance is a different story.

BCCP in collaboration with the Institute for Global Tobacco Control (IGTC) at the Johns Hopkins Bloomberg School of Public Health (JHSPH), Baltimore, USA is doing the groundwork for tobacco control programs by generating local evidence and building the capacity of relevant individuals/organizations.

In 2016, ten research works were funded, based on the needs for a tobacco control program identified by the in-country Bloomberg Initiative Partners. As in past years, one-on-one mentorship and workshops ensured the quality of the studies. The findings of twenty such studies conducted in 2015 were shared at a Research Findings Dissemination Conference attended by various stakeholders. These findings aim to assist program planners to develop effective plans to ensure compliance with the Tobacco Control Law and support anti-tobacco efforts in the country.

The story of the Tobacco Control Research Grant Program was selected for the SBCC Safilo Gatha (Success Stories) Event 2015 for its contribution towards tobacco control.
The Bangladesh Tobacco Control Research Network (BTCRN) established in 2013 is registered with the Joint Stock Companies and Firms and is gradually becoming self-sustaining with technical assistance from BCCP. The Network has introduced a Journal Club where researchers can informally share their findings.

With technical assistance from JHSPH, BCCP conducted the Tobacco Pack Surveillance System Study. Dr. Joanna Cohen, Director, IGTC shared the key findings of the study at the National Press Club in Dhaka.

The symposium on "Learning from the Experts - A Course for the Healthcare Professionals", in its second year, continues to enhance the knowledge of busy healthcare professionals on tobacco control.

BCCP expressed solidarity once again on the World No Tobacco Day 2016 with a theme-based poster developed for the Ministry of Health and Family Welfare and distributed to all 64 Civil Surgeons’ offices, and in-country Bloomberg partners and grantees. BCCP also showcased its tobacco control activities on the day.
Towards Successful Implementation of the Tobacco Control Law

Bangladesh is determined to curb tobacco use to better the health status of the people. Low- and middle-income countries of the world like Bangladesh face an increasing threat to public health from an escalation of tobacco use. Among the first nations to ratify the Framework Convention on Tobacco Control, the Government of Bangladesh enacted the 'Smoking and Tobacco Products Usage (Control) Act 2005' and further strengthened it through an Amendment Act in 2013.

BCCP and IGTC, USA, jointly conducted a research in 2015 in order to develop a Policy Implementation Framework. The study aimed at understanding the processes and strategies used in the country to implement the policies under this law. These insights from Bangladesh will be applied to test and improve the Policy Implementation Framework Tool that was being developed and finalized by IGTC through relating the implementation processes and strategies to the three main dimensions identified in the framework tool, specifically Political will/leadership, Social climate, and Institutional capacity/Operational effectiveness.

The qualitative research included a review of relevant and available documents. An Exploratory Report that was developed traced the history of the tobacco control laws in Bangladesh. This was followed by in-depth interviews with key informants who had knowledge and experience in the tobacco control sector, at the national level and at sub-national levels across seven divisions of Bangladesh. BCCP also organized a Future Search Conference (FSC) to review the research findings and interpretations, and to analyze the Policy Implementation Framework tool. The FSC proved to be very useful as a platform for coordinated group discussions of different stakeholders who are involved in the implementation of the tobacco control law in Bangladesh.

Tobacco control experts also identified factors that worked well during policy implementation, such as Government-NGO coordination; counseling with different stakeholders; role of Taskforce committees; conducting 'mobile courts'; publicity campaigns; active involvement of local government bodies; strong civil society organizations; and sensitization of the authorities.

The stakeholders suggested some activities to improve implementation, like conducting more media campaigns, especially for youths and laborers, capacity building/sensitization of key stakeholders, advocacy activities, use of social media and cultural events, more focus on smokeless tobacco, especially women and elders chewing tobacco; and appropriate fund allocation.

The finalized Policy Implementation Framework Tool will be used to guide and improve the implementation of tobacco control laws in Bangladesh as well as in other countries.
Asia Regional Springboard Secretariat – Advancing Global Health Communication Professionalism

The Regional Springboard Secretariat at BCCP fosters relations between country Springboards by promoting health communication professionalism so as to achieve better health for people in the region. Springboard is a global online platform for health communication professionals to connect, share ideas and resources, and learn together to improve the practice of health communication. The Health Communication Capacity Collaborative (HC3) - a global flagship project supported by USAID - promotes this global health communication professionals' site and face-to-face activities.

The Bangladesh Springboard witnessed more generation of activities during last one year. The steady stream of new members joining the discussions provided a unique experience and led to the development of a Springboard promotion guideline by the secretariat team to help the regional countries promote traffic on their country Springboards.

A Springboard Asia Secretariat online page provides information on the role of the secretariat in helping to promote better coordination and in supporting country Springboard activities. Interactive webinars of the Africa Springboard Secretariat and the Asia Springboard Secretariat with the respective country springboard leaders were held as a follow-up to the third Advisory Council meeting's decision to promote interactive discussions. In both the webinars the other secretariat participated as an observer. The discussion on the webinars focused on the meeting highlights of the advisory council and centered on the implementation of the country and regional work plans, what worked and what needed attention and the scenario on sustainability, post-2017.

In August 2016, India Springboard successfully hosted a webinar and face-to-face event on mHealth to promote behavior change communication. Pakistan Springboard also held a launch event with the alumni of Leadership in Strategic Communication Workshops who had become members of Pakistan Springboard. International SBCC Summit 2016 held in Ethiopia was participated in by the Secretariat and a delegate from the BCCP staff who presented papers and posters and conducted workshops on SBCC.

HC3 in collaboration with the Asia Secretariat initiated a discussion week on Springboard for Health Communication during September 5-9, 2016 to reach out to and converse with SBCC professionals to discuss SBCC in the Asia Region. This week-long activity identified country champions - who act as focal persons to churn up engaging roles of members keeping a vibrant site - and published their credentials on the Springboard page and encouraged them to join the conversations.

The Asia region Springboard Secretariat promoted and participated in global webinars broadcast by HC3 as part of capacity strengthening. Regional webinars are hosted with support from HC3 and Skype meetings are held periodically to exchange experience/ideas, and communicate with other regional countries. The next annual global meeting planned for October 2016 is due to focus on the sustainability issue of the 'Springboard for health communication professionals' platform and deliberate on delegating more responsibilities to regional secretariats to facilitate such sustainability.
Developing Community Knowledge to Grow and Protect Forest Land

Given its geographical location, Bangladesh is vulnerable to natural calamities. Degraded forests and ecosystems are further contributing to climate change. The Climate Resilient Participatory Afforestation and Reforestation Project (CRPARP) aims to reduce forest degradation through a participatory approach and contributes to build long-term resilience to climate change for selected coastal and hilly areas in the country.

CRPARP is headed by the Bangladesh Forest Department (BFD) with financial support from the Bangladesh Climate Change Resilience Fund (BCCRF) and technical support from the World Bank. In partnership with BFD, BCCP has developed and is applying a strategic approach to strengthen the community's capacity to deal with natural disasters and enhance knowledge of the ecosystem, expand the social forestry program, and build institutional capacity.

An awareness-raising campaign, IPC and outreach activities, advocacy and capacity building interventions in the coastal areas of Cox's Bazar, Chittagong, Feni, Noakhali, Barisal, Patuakhali and Bhola are supported by research, monitoring and evaluation.

FSC conducted for key stakeholders has created a foundation for the development of community action plans in ten districts. Messages on forest conservation and its benefits in the lives of people, and on the eco-system have been disseminated through street drama shows, school art competitions and community group meetings in ten forest divisions. Print and advocacy materials including posters, leaflets, stickers, factsheets and mini billboards; a media kit for journalists; a success story booklet; a Photo Book, all contain the same consistent message - a call to action, “Amar Shompod Amar Bon, Ami Kori Songkokhon” - that inspires the target audience to act spontaneously.

BCCP also developed a website for CRPARP to facilitate sharing of information and news on project activities. Designated persons have received training on site administration. Concerned Forest Department officials from ten forest divisions also received training on Local-level Advocacy and Community Engagement. The project activities are gaining momentum to fortify community knowledge and capacity to contribute to the social forestry program.
UNFPA’s Eliminating the Factors Affecting Women’s Health, Rights, Mortality and Morbidity involves a community-based program that is to transform gatekeepers into “change makers” and bring about positive changes in the existing social norms and individual practices regarding marriage, pregnancy and safe delivery, resulting in the reduction of maternal mortality and morbidity.

Under this project, BCCP is implementing a range of community-based activities in Moulvibazar and Jamalpur districts to sensitize husbands and mothers-in-law into becoming responsible and influence healthcare-seeking behavior of pregnant women; mobilize the members of the Masjid Committees and Imams to discuss issues of maternal health, family planning, and women’s rights during “Juma Khutba” (Friday sermon); and build a positive image of the new professional cadre of midwives.

BCCP has already conducted two stakeholders’ workshops in the intervention areas; perception studies with the husbands, mothers-in-law and religious leaders; and a message development workshop. Based on the knowledge thus gathered and the message concepts generated, BCCP is developing effective tools before embarking on field activities.
Violence Against Children (VAC) is a social evil that lives in every nook and cranny of the community - be it within families, educational institutions or workplaces. VAC takes on many forms such as early marriage, gender discrimination, forced labor, and corporal punishment in school. In spite of the Bangladesh Child Policy, inability of the duty bearers (social workers, police, healthcare workers, teachers, parents, community members, etc.) to understand, respect, and protect child rights is the main cause behind the perpetuation of such violence. And the victims are unable to voice their reaction to the violence inflicted upon them.

Community Action for Child Protection from Violence (CACPV) has taken a three-pronged approach for detecting, preventing and/or responding to any form of VAC and rehabilitating victims by:

- changing or strengthening societal and behavioral aspects through awareness raising, sensitization, networking and developing capacities of gatekeepers and stakeholders;
- protecting and helping victims of violence; and
- providing all sorts of legal support.

This 3-year project of the Family Planning Association of Bangladesh (FPAB) is being implemented in partnership with Aparajeyo Bangladesh, BCCP, the Bangladesh Legal Aid and Services Trust (BLAST) and the Japanese Organization for International Cooperation in Family Planning (JOICFP), and is funded by the European Union.

BCCP is contributing towards changing and strengthening relevant aspects of society and behavioral patterns through multi-audience, multi-faceted communication interventions in City Corporations in Dhaka, Khulna and Chittagong. Activities such as Community Gathering, FSC, VAC Coordination Forum Meeting, Music Competition, Children’s Festival, Interactive Theater Show, Screening of Video and TOT on Life Skills are aimed to enable duty bearers to understand all aspects of violence against children in their communities and act accordingly. These community mobilization and capacity building initiatives have received wide coverage in both print and electronic media.
Next Generation Leaders
United for a Better Future

The “Student & Police Engagement – Student Leadership Development Workshops” took the first initiative to provide a common platform to students and police so as to remove mutual misunderstanding and forge a working relationship to create a peaceful society.

BCCP implemented this one-year program with technical assistance from the Information Support Team (IST) of the American Embassy, Dhaka. The program involved selected students from the University of Rajshahi, Rajshahi University of Engineering and Technology (RUET) and Rajshahi College, and nominated members of the Rajshahi Metropolitan Police.

Focus Group Discussions (FGDs), theme-based workshops and seminars - all aimed to strengthen the student-policeman relationship, shape the mindset of university students, encourage capacity building, create a communication network, develop future civic leaders, and support multiculturalism. Participants imbibed useful skills, such as communication skills, leadership skills, and also conflict resolution and interpersonal skills.

Throughout the program the participants spontaneously interacted and were observed to be keen learners. They took it upon themselves to mingle and build rapport. With each workshop they became more confident and displayed leadership qualities through problem solving, professionalism, time management, team building, networking, and decision-making. They presented their achievements at the seminar and discussed their plans and aspirations to utilize their potential to work unitedly for a better future.

Participants expressed their gratitude towards BCCP for such an endeavor by making short videos and autographing a diary with their thoughts and observations. They continue to exchange ideas among themselves using a network specifically created for the purpose.
Shaping the Future Generation

The BCCP Team witnessed the progress of the participants. Moving from unawareness to an understanding of their role in the development of the nation in such a short span of time is extraordinary. The fact that they have the potential, the maturity to grasp what is expected of them - all are inspiring. From the beginning they were eager to participate, make their own mark. The students were cast with the police, a segment of society they had little knowledge of; but of whom they were wary and vice-versa. Yet they were quick to befriend each other and work in teams towards a common goal – the betterment of society. The series of workshops and seminar shaped their perception, built their confidence and empowered them with skills such as public speaking that prepared them for the wider arena beyond their studies. They realized the importance of interfaith dialogue and talked about contemporary social issues. They became more responsible in using social media and reporting crime. Even as the program started, a student on his own volition made an online presentation to encourage others by showing how to register. Short videos followed on what they had learned and their commitment to remain active.

Some participants were already involved in social work; the workshop helped them communicate their message better. The students and the police worked hand in hand to present some innovative works during the seminars that were well received by the audience. As Youth Leaders, participants remain active through the facebook groups they created. Participants who formed the Rajshahi College Creative Club act as master trainers to help disperse the knowledge gained at the workshops. The Club also introduced Community Policing inaugurated by the Commissioner of the Rajshahi Metropolitan Police. Student and Police Engagement Forums created by the workshop participants at each university/college are working to address problems faced by students.

Students and Police thus united - this is the dawn of a new beginning.
Mr. Mohammad Shahjahan, Director & CEO, BCCP, took part in the Health Communication Capacity Collaborative Expert Consultation on Successful Social and Behavior Change Communication and Social Marketing Organizations during May 9-12, 2016 to discuss the prerequisites needed to build a strong network dedicated to SBCC and social marketing. The meeting organized by the USAID Global Health Office and HC3 was attended by 11 selected country-based organizations, representatives from INGOs and donor agencies in and around Washington DC.

Mr. Shahjahan also joined the 29th Leadership in Strategic Communication Workshop and made a presentation on Operational Effectiveness at a highly participatory session. He put forward BCCP as a case study and showed how BCCP ensured operational effectiveness at every stage, improved its performance and achieved the best quality output on time every time.

Upon invitation from Ms. Susan Krenn, Executive Director, JHU.CCP, Mr. Shahjahan made a presentation on "BCCP’s Success and Achievement" at CCP, Baltimore, USA in July 2016. He highlighted BCCP’s role in the last two decades as a one-stop SBCC organization and its growth towards sustainability.

Responding to an invitation from Mr. David Holtgrave, Professor and Chair of the Department of Health, Behavior and Society, Mr. Shahjahan narrated how BCCP became a must go-to for SBCC in Bangladesh in a presentation he made at Johns Hopkins Bloomberg School of Public Health, Baltimore, USA in July 2016. He referred to BCCP’s experience and its many successes in the field of SBCC, utilizing its expertise to cater to varied groups of clients, tackling challenges through lessons learned and winning international recognition for quality output.

In July 2016, Mr. Shahjahan facilitated a session on "Vision to Impact: BCCP Experience" at the Global Tobacco Control Leadership Program 2016 in Baltimore, USA. Mr. Shahjahan emphasized how BCCP pointed the way forward by building organizational capacity to sustain tobacco control programs. Keeping its vision at the
forefront, BCCP identified its strengths and weaknesses, encouraged teamwork, mended ‘broken windows’ and ensured operational effectiveness to emerge as a leading SBCC organization.

The International Social and Behavior Change Communication (SBCC) Summit 2016 held in Addis Ababa, Ethiopia during February 8-10, 2016 was hosted by HC3, the Ethiopian Federal Ministry of Health and USAID. The Summit aimed to link SBCC to positive health outcomes. The session of Ms. Yasmin Khan, Program Director, BCCP, on ‘Scratch to Sketch: A Roadmap to Develop Effective Messages’, epitomized a skills building workshop that combined both the science and the art behind designing research-driven, result-oriented messages that evoke an emotional response from the intended audience. More than 700 practitioners representing 50 countries attended the Summit. Details can be found at ‘The Drum Beat 708 – Selections from the SBCC Summit’.

**Advances in Strategic Communication Workshop 2016**

The 21st Advances in Strategic Communication Workshop was held during February-March 2016 at BCCP. Since 1994, the workshop has been organized by BCCP once a year and continues to enhance the capacity of SBCC professionals in Bangladesh. This time around, the workshop was comprised of more effective state-of-the-art communication programs for a selected group of 24 mid-to-senior level professionals from different government, non-government and private organizations. This distinct workshop reviewed the comprehensive and up-to-date findings on Strategic Communication taking into account the influence of information communication technology (ICT) and social media in social and behavioral change. The substantial participatory approach was planned to help the participants develop program communication strategies systematically and effectively as well as improving their ability to implement dynamic communication programs. The workshop was facilitated by communication specialists from BCCP and other organizations.

**Online Courses On**

**Learning from the Experts**

"Learning from the Experts: A Course for Healthcare Professionals" is a free, online course that deals with public health issues resulting from tobacco consumption. The time-saving course is made convenient for busy healthcare professionals interested to learn more about tobacco control and consists of lectures and self-assessment exercises. Interest proliferates as more and more professionals register. On completion, participants receive a certificate from IGTC at the Johns Hopkins Bloomberg School of Public Health.

BCCP organized a symposium on “Learning from the Experts: A Course for Healthcare Professionals” with technical assistance from JHSPH and in collaboration with the department of Community Medicine, Rangpur Medical College, Rangpur in November 2015. Besides encouraging potential participants to take up the course, the symposium offered sessions on the tobacco use related epidemic and the role of healthcare professionals in tobacco control.
eLearning Courses for SBCC Professionals

Under BKMI, the eLearning portal created for professionals interested in enhancing their skills in Health Population and Nutrition (HPN) and SBCC provides courses in English and Bangla on 'Message and Material Development' and 'Introduction to Monitoring and Evaluation for SBCC Programs'. These courses include hands-on exercises, videos and illustrations. Program managers and planners as well as university faculty members and students can access the courses by registering at http://bdsbcc.org where an engaging learning experience awaits them.

Internships

Under the Tobacco Control Research Grant Program

Nominated students from various national and international universities including the Johns Hopkins Bloomberg School of Public Health, Baltimore, USA, come to BCCP to complete their internship program. Considering their academic requirement, BCCP integrates them into the many activities of the ongoing projects such as the Tobacco Control Research Grant Program and the Springboard so that the students have a hands-on experience on being in the professional world. The individually tailored programs set for each student equips them with knowledge on specific work plans, timeframe, reporting line, working base and expected outcome. Assignments may entail working extensively with the BCCP research team such as assisting to conduct formative research and communication-based assessments; field data collection, data entry and data analysis; or working with the message, material and campaign development team to develop various communication interventions.

Under the Global HC3 Project

BCCP, under its partnership with ‘University Engagement Program’ of the USAID-funded global Health Communication Capacity Collaborative (HC3), offered six-month internships to students from Masters Programs in Public Health, Development Studies and Mass Communication from public and private universities in Bangladesh. The objective was to enable students to apply theoretical knowledge and models that they learned in the classroom in practicums, gathering hands-on experience in using communication for social change and development.

A ‘Sharing of Experiences: Internship in Strategic Communication’ program was organized to let the students showcase their experience of working as interns at BCCP before an audience of academics from several universities. Renowned educationist Prof. Dr. Ainun Nishat, Professor Emeritus, BRAC University, Dhaka, graced the occasion as Chief Guest.
BCCP’s Presence on the International Platform

Through the years, senior members of BCCP have appeared in various international forums, exchanging knowledge and experience, building capacity through numerous workshops and sessions, sharing lessons learned while working in the social development sector in Bangladesh and explaining what makes BCCP a must ‘go-to’ for SBCC in the country. At home, as members of a learning organization, they integrate new information and innovative approaches using ICT solutions in ongoing SBCC projects and holding Safello Gatha programs to herald the practice of maintaining excellence in HPN SBCC Best Practices in Bangladesh through festive and entertaining “Share Fairs”, thus keeping up with a fast-moving world and in turn ensuring BCCP’s sustainability. Facilitating sessions overseas, exchanging success stories and best practices, blending ICT and knowledge management, experience sharing, presenting papers on current issues, diversifying the client base – all these have enabled the organization to plan, design and implement effective social and behavior change communication programs, with the help of cutting edge digital and social media of course.

BCCP has also ventured to develop and introduce short, easy-to-do, free professional online courses that cater to the needs of busy SBCC practitioners. This creates a critical mass of SBCC professionals for more effective and successful SBCC programs and activities.
Tobacco Control Research Grant Program
A Success Story

Compared to other health-related programs in Bangladesh, tobacco control has always been considered as low-priority. This means research projects on the topic were few and far between. The formulation of the Tobacco Control Law in 2005 and the Amendment in 2013 necessitated an evidence base to be created for tobacco control policy to work in the country. Thus the Research Grant Program came into being. Initiated by IGTC at JHSPH, USA, the programs successfully completed 50 research studies since 2013. These included researchers from the student and researcher categories. Each year the selection of research proposals goes through a rigorous process. Short-listed by a Review Panel of renowned researchers, the candidates participate in a Research Capacity Building Workshop. The BCCP Research Team provides constant mentorship and monitors every step to ensure quality data collection. The findings are presented each year through a Dissemination Conference. It is expected that government and non-government sectors and other stakeholders working in tobacco control in Bangladesh will consider the findings while planning effective tobacco control programs. On successful management of the program, IGTC requested BCCP to provide technical assistance to Muhammadiyah Tobacco Control Center (MTCC) in Indonesia to manage their Seed Grant Program and BCCP used the experience gained.

It may be mentioned that the Bangladesh Tobacco Control Research Network (BTCRN) was launched in 2013 under the auspices of the JHSPH-BCCP Tobacco Control Project to develop a local evidence-based research repository to contribute to tobacco control policy development and implementation in Bangladesh.
<table>
<thead>
<tr>
<th>No.</th>
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<tbody>
<tr>
<td>01.</td>
<td>Heavy Metal (Cr, Cd and Pb) Contents in Chewing and Other Categories of Tobacco Used in Bangladesh and Their Effects on Health</td>
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<tr>
<td>02.</td>
<td>Secondhand Smoke (SHS) in Public Places: Awareness, Attitudes and Exposure among University Students</td>
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<td>03.</td>
<td>Smokeless Tobacco Consumption and Diabetic Foot Ulcer</td>
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<tr>
<td>04.</td>
<td>Factors Associated with Female Smoking at Selected Universities in Dhaka</td>
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<td>A Comparison of Avoidance Behavior to Secondhand Smoke (SHS) among Male and Female Residential Students of Dhaka University</td>
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<td>06.</td>
<td>Smokeless Tobacco Use among Floating People in Dhaka City</td>
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<td>07.</td>
<td>The Prevalence of Tobacco Consumption and Its Determinants among University Students in Sylhet Division: A Cross-Sectional Study</td>
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<td>08.</td>
<td>Adult Smokers' Views about Tobacco Warning Labels on Cigarette Packages: A Study in Dhaka City</td>
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<td>09.</td>
<td>Determinants of Exposure to Secondhand Smoke at Home among Children in Rural Bangladesh</td>
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<tr>
<td>11.</td>
<td>Factors Influencing Farmers to Turn to Tobacco Cultivation in Khulna Division of Bangladesh</td>
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<td>12.</td>
<td>Effects of Maternal Smokeless Tobacco Use on Birth Weight and Gestational Age: A Case Control Study in Rural Dhaka, Bangladesh</td>
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<td>Level of Compliance with the Tobacco Control Act 2005 in Relation to Exhibition of Vigilance Notice at Public Places in Bangladesh</td>
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<td>14.</td>
<td>Compliance with Tobacco Control Law in Public Places: A Survey in Dhaka City</td>
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<td>15.</td>
<td>Patterns of Electronic-Cigarette Use and Users’ Beliefs about Its Harmful Effects</td>
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<td>16.</td>
<td>Knowledge and Attitudes Regarding the National Tobacco Control Law and Smoking Behaviors among Bangladesh Police</td>
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<td>17.</td>
<td>Smoking among the Employees and Barriers to Smoke-Free Initiative in Four Medical College Hospitals in Bangladesh</td>
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<td>18.</td>
<td>The Role of Mass Media in Tobacco Control</td>
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<td>19.</td>
<td>Tobacco Knowledge, Attitudes and Practices among Adults Attending Outpatient Departments of Public Hospitals in Bangladesh</td>
</tr>
<tr>
<td>20.</td>
<td>Child Labor in Bidi Factories: Current Situation and Way Forward</td>
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# Tobacco Control Research Studies Conducted in 2014

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>01.</td>
<td>Smoking Behavior among Undergraduate Students Living at Hostel and Residence in Dhaka City</td>
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<td>02.</td>
<td>Relationship between Oral Diseases and Tobacco Chewing among Slum-Dwellers in Dhaka City</td>
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<td>03.</td>
<td>e-Cigarette: A Study of Knowledge, Attitude and Practice among Private University Students in Bangladesh</td>
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<td>04.</td>
<td>Knowledge, Attitude and Practices of Youths towards the Use and Control of Tobacco: A Survey among University Students</td>
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<td>05.</td>
<td>Perception of Smoking-Related Risks and Benefits among Selected Urban and Rural Adolescent Students</td>
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<td>06.</td>
<td>Realizing the Ways to Keep Teenagers Smoke-Free</td>
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<td>07.</td>
<td>Prevalence and Awareness of Secondhand and Third-Hand Smoke Exposure among Medical and Dental Students</td>
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<td>08.</td>
<td>Expenditure and Knowledge about Tobacco Use among the Rickshaw Pullers in Dhaka City</td>
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<td>10.</td>
<td>Tobacco Consumption through Flavored Shisha among University Students in Dhaka City of Bangladesh</td>
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<tr>
<td>11.</td>
<td>Use of Smokeless Tobacco by Low Socio-Economic Populations and Risk Factors Associated with It</td>
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<tr>
<td>12.</td>
<td>Knowledge, Attitude and Practices (KAP) of Tobacco Users among Garment Workers in Dhaka City in Bangladesh</td>
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<tr>
<td>13.</td>
<td>Magnitude of Cross Border Tobacco Trade and its Implications on National Tobacco Control Program of Bangladesh</td>
</tr>
<tr>
<td>14.</td>
<td>Disability and Economic Burden of Tobacco Related Illness: Experience from Rural Bangladesh</td>
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<tr>
<td>15.</td>
<td>Smoking among Medical Interns and Their Perceptions towards Training about Tobacco Smoking in the Medical Curriculum</td>
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<tr>
<td>16.</td>
<td>Dynamics of Smoking Behavior among Urban Adolescents and Young Adults in Bangladesh: Peer Effect and Family Influences</td>
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<tr>
<td>17.</td>
<td>Presence of Tobacco Sales and Advertisement within 100 Yards of Schools in Dhaka, Bangladesh</td>
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<tr>
<td>18.</td>
<td>Perception about Health Effects of Passive Smoking among Young Adults in Dhaka</td>
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<tr>
<td>19.</td>
<td>Tobacco Growers and Incentives from Tobacco Companies in Selected Districts of Bangladesh</td>
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<td>20.</td>
<td>The Tobacco Consumption Practice of Female Day Laborers at Brick Kilns In Dhaka</td>
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# Tobacco Control Research Studies Conducted in 2013

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<td>01.</td>
<td>Pattern and Awareness about Smokeless Tobacco in a Rural Area</td>
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<tr>
<td>02.</td>
<td>Trade-Off between the Informal Economy of Tobacco and Tobacco Control Policy in Bangladesh</td>
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<tr>
<td>03.</td>
<td>Form and Effect of Indirect Advertisement and Promotion Activities of Tobacco Products in Khulna</td>
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<tr>
<td>04.</td>
<td>Tobacco Use among Rickshaw Pullers of Dhaka City: Behavior, Awareness and Prevention</td>
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<tr>
<td>05.</td>
<td>Tobacco Smoking among the Adult Students: A KAP Study in Dhaka City</td>
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<tr>
<td>06.</td>
<td>Secondhand Tobacco Smoke and Respiratory Problems among the Infants of Smoker and Non-Smoker Parents</td>
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<td>07.</td>
<td>Study on Health Hazards Among the Tobacco Curing Workers of Bangladesh</td>
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<tr>
<td>08.</td>
<td>The Practice and Consequences of Corporate Social Responsibility (CSR) by Tobacco Companies in Bangladesh</td>
</tr>
<tr>
<td>09.</td>
<td>Effect of Raising Taxes on Tobacco Consumption</td>
</tr>
<tr>
<td>10.</td>
<td>Prevalence of Smoking among the Physicians of Bangladesh</td>
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</tbody>
</table>
Looking into BCCP’s Future: Retreat 2015

Being a learning organization, BCCP holds regular Staff Retreats to enable personnel of all levels to analyze organizational strengths, weaknesses, opportunities and threats; reflect on its goals and vision; rejuvenate the workforce and promote togetherness. Withdrawn from their regular work environment, everyone can step back and contemplate, appraise organizational performance; and plan strategies to meet the needs and challenges of the upcoming days.

This time the Staff Retreat ventured into the future to generate ‘Shared Vision 2035’; a strategic plan up to 2025, and new ways to strengthen professional development and boost employee morale and commitment.

Preparatory meetings-cum-workshops began early on to assess BCCP’s successes and failures in the recent past; and find out ways ‘To Fix Broken Windows’. These workshops also discussed the formulation of ‘BCCP Vision 2035’ and all staff members provided input. One point of focus of the Retreat was to identify ‘Enabling Professional Development’ and conduct self-assessment. The staff, split into working groups, took part in an intensive exercise on ‘Involve. Connect. Model.’ – the theme of the retreat.

All these preparations culminated in the retreat proper held in Sreemangal during 24-25 February 2016. A trip to Madhupur Lake and a cultural evening organized by BCCP talents helped the staff to relax, unwind and enjoy themselves.

‘BCCP Vision 2035: A society that enables a healthy, poverty-free, better life through Strategic Communication’ was unveiled the next day to the applause of the audience. Analysis of the self-assessment exercise was shared. Presentations on ‘Creating enabling environment,’ ‘Revitalizing team spirit’ and ‘Self-development’ were followed by a group discussion that initiated Action Plan 2020.

BCCP’s Director and CEO, Mr. Mohammad Shahjahan, reflected on leadership characteristics; talked about the dysfunctions of a team; and pointed the way forward by encouraging team spirit.

Retreat 2015 laid the foundation for BCCP’s Strategic Plan 2016-2025, Action Plan 2020, revitalizing professional development and nurturing next generation leaders.
Transcending the Brand of Strategic Communication

BCCP has years of experience under its belt in conceptualizing, developing and implementing numerous strategic communication programs in the social development sector. Over the years the approach to strategic communication has evolved to keep pace with the dynamism of tech savvy tools and techniques.

The integration of a comprehensive Knowledge Management (KM) approach both within the organization and for different BCCP projects has ensured effective, people-centered and result-driven SBCC interventions. A wide variety of KM approaches are used considering the needs of the time, the audience, and the social, geographical and economical context. They range from publications and resources like new or alternate theories and approaches to communication intervention, reports, factsheets, guidelines, project-based photo-story books, job-aids, journal articles to maintaining a well-organized Media Material Center for SBCC, online-based photo banks, etc. Technology has also opened up new vistas to this KM approach in a manner that the global KM websites are also accessible and can be leveraged.

Beside, using websites, social media and SMS campaigns, in recent years BCCP has developed several state-of-the-art ICT-based Knowledge Management repositories and applications. For BKMI, BCCP developed SBCC digital archives for the Bureau of Health Education, the Institute of Public Health Nutrition and the Information, Education, and Motivation Unit of the Ministry of Health and Family Welfare; developed web based eLearning courses and eToolkits for community-level field workers as well as for program managers and planners. The Field workers' eToolkit is also available offline and in Android versions.

The recent launching of the Android mobile application for CPTU, Ministry of Planning under PPRP II (2nd Revised), takes the country one step further towards transparency in the public procurement system. This app provides procuring entities and bidders with up-to-date information on tender notices for goods, services and works; instant access to key resources such as the e-GP guidelines, acts and rules; and a 24/7 Help desk. SMS campaigns, email marketing and online advertisements are continuing. A Digital billboard placed at a strategic location in the city is highlighting the progress of e-GP. The flickr gallery is an archive of selected images captured during events like the e-GP awareness workshops and Government and Contractors Forums while an active database contains the list of participants. A Google Drive Account stores important documents, video clips and other files. The Facebook page is being shared in various forums and bidders' communities. All these interventions bode new windows for strategic communication application and practice.

The BCCP Springboard Secretariat fosters health communication professionals’ growth in the Asia region through respective country Springboards to advance the praxis of Strategic Communication among leading health communication practitioners. This will have a multiplier effect in creating an effective communication program and developing Community of Practice (CoP) to bring the desired health outcome in the region sooner, and to leave a footprint for thriving Strategic Communication.

CRPARP’s website, created with technical support from BCCP, provides an overview of the project activities in building long-term resilience of selected communities in coastal and hilly areas with a focus on reducing forest degradation and increasing forest coverage through a participatory approach. Trained designated personnel of CRPARP now administer their website.
The Student Leadership Development Workshops (SLDW) web platform at http://sldwbd.org/ is useful for easy user interface and contains general details of participants and the workshop. The knowledge management database system provided facilities like the online registration and profile creation of participants and gave access to their profiles to share their ideas on the knowledge management database. The database contains relevant takeaway workshop materials, workshop/seminar information, upcoming events, photos, etc. A social media (facebook) page created for SLDW is integrated with the web-application.

BCCP has also created, and fosters, the BCC Working Group - a network of BCC professionals, and several other networks and forums; and facilitates knowledge sharing through organizing seminars, study-tours, and conferences. Webinars, workshops, and training programs take place on a regular basis to strengthen the capacity of SBCC professionals. Interns coming from both abroad and within the country are nurtured through hands-on mentoring and coaching on strategic communication.

BCCP professionals also attend relevant international conferences to learn from others as well as share organizational experiences, lessons learned and information on innovations with an international audience to blend their new skills and learning in developing Strategic Communication programs.
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 Shurjer 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 Nijake 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
- Right wrongs
- Get better
- Deliver results
- Practice accountability
- Face reality
- Keep commitments
- Show loyalty
- Talk straight
- 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.
Composition of 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

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

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

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

Tawfique Jahan
Senior Deputy Director (Regional Networking)
Program Conceptualization and Implementation

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

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

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

Dr. Md. Shahidul Alam
Deputy Director (Training)
Capacity Building, Project Implementation
Kanta Devi
Deputy Director
(Knowledge Management & Networking)
Communication, Documentation and
Knowledge Management

Dr. Md. Kapil Ahmed
Deputy Director (Research & Evaluation)
Research Design, Program Evaluation and Statistical Analysis

Meher Afroze
Assistant Director (Program)
Program Implementation

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

Mahin Akhter
Campaign and Marketing Specialist
Media Management and Marketing

Gautam Shuvra Biswas
Research Manager
Research, Monitoring and Evaluation

Mohammad Shamimul Islam
Program Manager
Program Management and Implementation

Abu Hasib Mostafa Jamal
Program Manager
Program Management and Implementation

Saira Ameer
Manager (Message Development)
Campaign, Message and Material Development
Key Corporate, Finance & Admin Professionals:

Md. Motaerul Haque
Joint Director (Corporate)
Corporate Affairs, Program Management

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

Md. Mostafizur Rahman
Deputy Director (Audit & Financial Compliance)
Management of Financial Audit and Donor Compliance

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

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

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

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

Israt Shaila
HR Manager
Human Resource Management and Operations

Kazi Jamal Hasan
Administration Manager
Program Support, Logistics, Maintenance

Md. Shirajul Islam
Estate and Maintenance Manager
Building, Assets and Transports Maintenance
BCCP recognizes technical and financial support from 
GoB, ECB, 
USAID, ADB, WB, DFID, IGTC, 
BKMI, European Union, CRPARP, NHSDP, 
UNFPA and IJSPH 
for accomplishing current programs.
## Contribution of BCCP to Bangladesh Government Exchequer

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<td><strong>Total</strong></td>
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*Annual Report 2015-2016*
Auditor's Report

AZIZ HALIM KHAIROUHUR
Chartered Accountant
Ex-Wiser Correspondent Firm of PKP International
House # 64 (New), Road # 12A (New), Dhanmondi, Dhaka-1209

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

We have audited the accompanying financial statements of 'Bangladesh Center for Communication Programs (BCCP)' which comprise of the Consolidated Balance Sheet as at 30 June 2015 and related Consolidated Income and Expenditure Statement and Consolidated Receipts & Payments Statement for the year ended 30 June 2015 and a summary of significant accounting policies and other explanatory information. Management is responsible for the preparation and fair presentation of these financial statements in accordance with Bangladesh Financial Reporting Standards (BFRS). Our responsibility is to express an opinion on these financial statements based on our audit.

In our opinion, the financial statements referred to above give a true and fair view of the financial position of the organization as at 30 June 2015 and its financial performance for the year then ended in accordance with Bangladesh Financial Reporting Standards (BFRS) and comply with the applicable laws and regulations.

Bangladesh Center for Communication Programs (BCCP)
Statement of Expenditure
For the year ended 30 June 2015

<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Technical Support and Management</td>
<td>22,977,308</td>
<td>7,004,788</td>
<td>6,176,687</td>
<td>994,392</td>
<td>2,492,684</td>
<td>17,209,038</td>
<td>57,815,114</td>
<td>12,250,330</td>
<td>126,171,203</td>
<td>103,984,000</td>
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<tr>
<td>Training Program Offered</td>
<td>1,955,593</td>
<td>23,322</td>
<td>418,614</td>
<td>20,030</td>
<td>2,710,931</td>
<td>4,601,359</td>
<td>13,642,368</td>
<td>4,245,366</td>
<td>27,577,083</td>
<td>35,493,437</td>
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<tr>
<td>Research and Evaluation</td>
<td>-</td>
<td>-</td>
<td>33,222</td>
<td>136,822</td>
<td>15,181,818</td>
<td>1,109,530</td>
<td>2,683,010</td>
<td>9,524,402</td>
<td>18,524,402</td>
<td>14,715,125</td>
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<tr>
<td>Materials Production and Dissemination</td>
<td>-</td>
<td>1,713,392</td>
<td>-</td>
<td>117,191</td>
<td>65,000</td>
<td>9,877,416</td>
<td>805,389</td>
<td>11,078,242</td>
<td>19,826,820</td>
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</tr>
<tr>
<td>TOTAL</td>
<td>24,132,901</td>
<td>7,028,110</td>
<td>8,309,053</td>
<td>1,047,664</td>
<td>5,457,028</td>
<td>37,048,215</td>
<td>80,946,488</td>
<td>19,404,099</td>
<td>183,305,428</td>
<td>174,019,382</td>
</tr>
</tbody>
</table>

Legend:
IDEA = Identification System for Enhancing Access to Services; PRRP-II = Public Procurement Reform Project-II; MoP: Ministry of Planning; CACP = Community Action for Child Protection from Violence; CRAPRP = Climate Resilient Participatory Afforestation and Reforestation Project; USAID = United States Agency for International Development.