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# Scope Presentation 2023

## TEAM C

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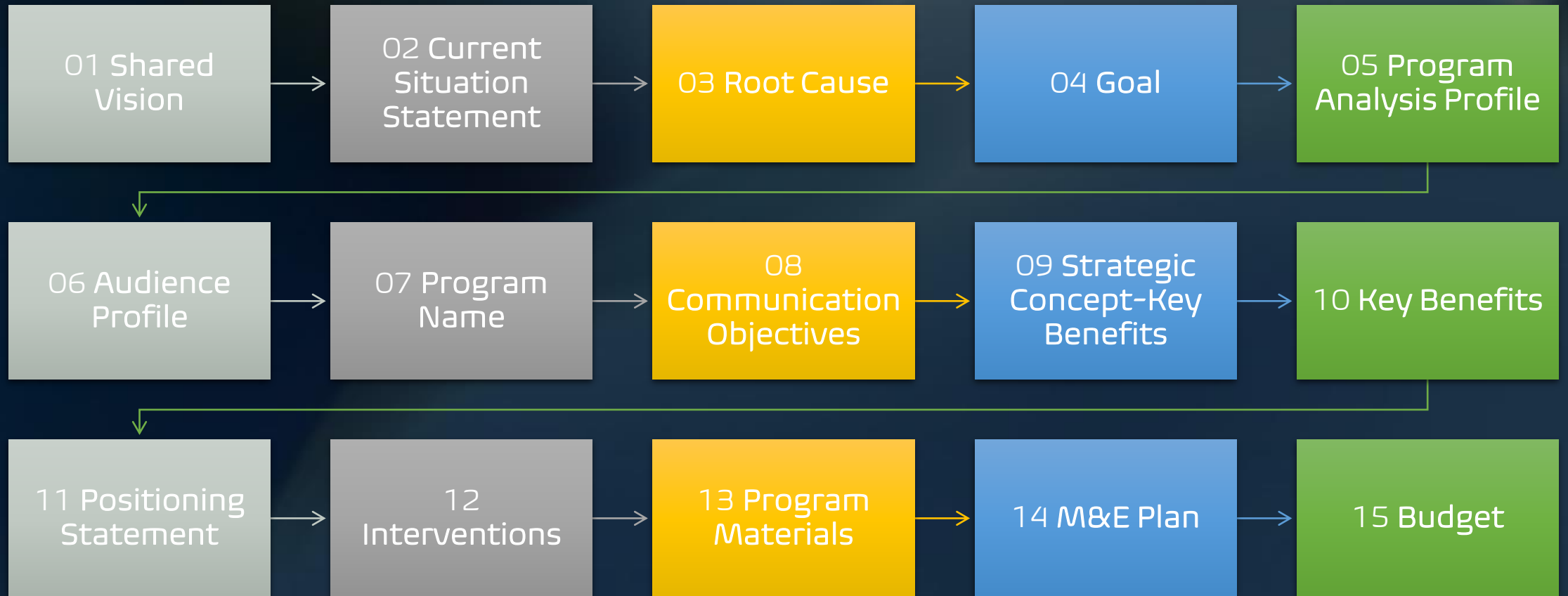
MASUD PATWARY

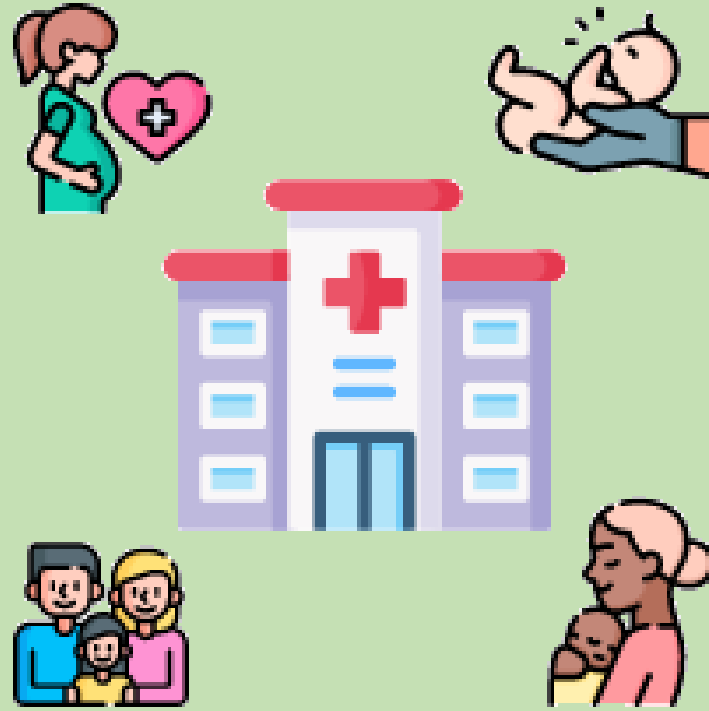
MD. RIAZUL ISLAM

BIPLOBY RANI

MD. JAKIRUL ISLAM

# Agenda





# New Life (নবোখান)

# SHARED VISION

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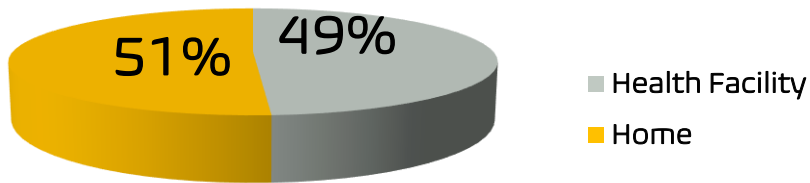
All Pregnant women are  
attaining Institutional  
delivery services



# CURRENT SITUATION

- Postpartum mortality and morbidity is high in Bangladesh.

Place of Delivery in Bangladesh (in %)



- Currently 50% of women in Bangladesh give birth at home with non-medically trained provider (BDHS 2017-18).
- Spiritual practices and beliefs may pose threats to pregnant women.



# ROOT CAUSE

lack of awareness

Lack of information and knowledge

Myth and social taboos

Lack of health facilities

Limited access to health facilities

Lack of Skilled Human Resources

Non-cooperation from family members



# GOAL

To increase 10%  
institutional safe delivery  
services for pregnant  
women by 2030

# PROGRAM ANALYSIS PROFILE

	Helpful	Harmful
Internal Origin	<b>Strengths</b> <ul style="list-style-type: none"><li>-Skilled human resources</li><li>-Available Health Facilities</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>-Lack of committed health worker</li><li>-Lack of Monitoring and Supervision</li></ul>
External Origin	<b>Opportunities</b> <ul style="list-style-type: none"><li>-Can seek support from Local Govt. representatives, NGOs.</li><li>-Community people are positive.</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>-Non-cooperation from family members and some extent from society.</li></ul>



## Key Problems:

- Mothers and Family members are not aware
- Non-adequate human resources and equipment



# Audience Profile

Shapla (18 Years old) women lives in Rangpur with her husband and in-laws. Her husband is a day labor and total household income is BDT 8000/month. She studied only class 8 and got married with her early age and didn't continue her studies. She became pregnant for the first time. After her pregnancy, her family members didn't allow her to take ANC service for family's traditional believes. Moreover, as she had no income and decision-making power, she couldn't do it even if she wanted to. In that case, before delivery, antepartum hemorrhage occur with Shapla. At the last stage, her family member took her to the hospital for treatment but for excessive bleeding she died at the hospital.



# COMMUNICATION OBJECTIVES



To improve  
awareness/Knowledge on  
safe motherhood among the  
pregnant women by 2030.

# Strategic Concepts



সকল পুরুষের দায়িত্ব, নিশ্চিত নিরাপদ মাতৃত্ব  
(Responsible men ensure safe motherhood)



প্রাতিষ্ঠানিক প্রসবের অঙ্গিকার, সকল মায়ের  
অধিকার  
(Commitment to institutional delivery,  
the right of all mothers)



প্রসব যদি হয় স্বাস্থ্যকেন্দ্রে, সুখ আসবে  
পরিবারে  
(Health Center Delivery will bring  
happiness in the family)

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# Key Benefits

**Institutional Delivery**-Get a better life and your infant will be better.

**Support Point:** Reduce maternal death

**Desired Action Response:** Take 4 times ANC and PNC

**Unique Benefits:** Sucking with penguin sucker

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# Positioning Statement

We are a leading non-government organization providing services for public health and social development sector in Bangladesh.

We are in the field of public health and social development sector.

In this position, the special needs of the people we serve are first awareness about SRHR, RH-FP, Pregnancy and maternal health. Besides, they need guidance and support on RH-FP, Pregnancy and maternal health services.

We provide primary service to Adolescents, pregnant women and mother. Contrariwise, we provide behavior change communication services to public health and social development issues.

Our Clients will derive the unique benefits of institutional safe delivery services.

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Thank You