

Welcome

Group D

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Shared Vision

All adolescent girls in
hard-to-reach area of
Bangladesh

enjoy quality Sexual
Reproductive Health.



Current Situation

1. 36 million adolescents in Bangladesh; 52% girls got early married by 18 years and 18% girls got early married by 15 year (BBS, 2015)
2. Around 36.9% of the girls practiced bad, 33.4% fair, and 29.7% good menstrual management. It is found significant differences in Menstrual hygiene management practice(MHMP) among adolescent girls between urban and rural areas (32.3% vs. 27.7% good users).
3. The operation hours (9:00 am- 2:00 pm) by GoB for adolescent health service is not convenient for the students.
4. An explicit focus on STI and especially HIV service for adolescent is lacking



Root Causes

Extreme Poverty

Sanitary napkin price is not affordable for adolescent girls in hard-to-reach areas, especially from poor family

Hard-to-reach area

Insufficient supply of sanitary napkins, cervical cancer vaccines (VIA test) and CBE Test Kits

Policy Implementation

Lack of proper implementation of adolescent health services. In present situation, 52% girls get married before 18 despite of having proper law and policy.



Our Goal

By 2030, all adolescent girls of haor areas of Bangladesh will enjoy a healthy Sexual Reproductive life.



Program Objectives

- ▶ To ensure menstrual hygiene
- ▶ To reduce early marriage and early pregnancy
- ▶ To create an enabling environment at hard-to-reach areas by strengthening policy implementation
- ▶ To identify the gaps between SRH service and utilization



Program Analysis

Strength:

Strong willpower,
Infrastructure, Data and
evidence

Weakness:

Lack of proper policy
implementation, extreme
poverty, hard-to-reach area

SWOT

Threats:

Social constraint,
Conservativeness, Natural
Calamities

Opportunities:

Responsive adolescent girls,
Social Media, GoB support



Target Audience



- ▶ This is Mitu. She is from Chhatak, Sunamganj. Mitu studies in class 8 in Chhatak Girls High School. She is 14 years old, and she loves playing with her friends. But unfortunately, she is suffering from Cervical Infection. Because, when she experienced her menstruation for the first time, she did not know what to do, whom to go. After learning about her first period, Mitu's grandmother gave her a piece of cloth to use it during menstruation. She started using it without properly washing and she did not know that she could use sanitary napkins. As a result, she is now suffering from Cervical Infection. At Chhatak Upazila. There is no available service centre where she can get proper information and service of SRH.

Who we are?





Positioning Statement



“কিশোরীর প্রজনন স্বাস্থ্যসেবা
নিশ্চিত করবে সুস্থ মা”



USHA Communication Objectives

- ▶ To promote availability and affordability of sanitary napkins
- ▶ To increase awareness for using sanitary napkins
- ▶ To aware of the demerits of early marriage and early pregnancy
- ▶ To promote nutrition habit
- ▶ To inspire adolescent girls to take cervical cancer vaccine, VIA test and CBE Test



Benefits

- ▶ If you properly use sanitary napkin and eat nutritious food, you will enjoy a risk-free menstrual health
- ▶ Because it will protect you from Cervical Cancer and STIs
- ▶ You can become a healthy and happy mother in future



Interventions

Interpersonal Communication:

- ▶ Door-to-door visit by community mobilizers
- ▶ Counselling session

Mass Media:

- ▶ Poster, Banner, Festoon, Leaflet, Dangler
- ▶ Scrolling messages on local TV channel

Community-based Media:

- ▶ Street Drama
- ▶ Public Meeting
- ▶ Adolescent friendly courtyard session
- ▶ Discussion at religious institution, schools



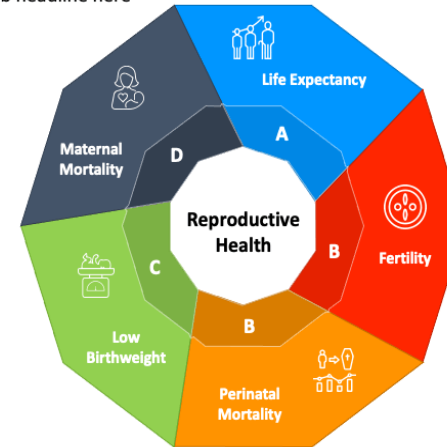


Program Materials

- ▶ E-toolkits
- ▶ Banner
- ▶ Poster
- ▶ Festoon
- ▶ Flip Chart
- ▶ Dangler
- ▶ Brochure
- ▶ Leaflet

REPRODUCTIVE HEALTH

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PROTECTING ADOLESCENT HEALTH NEEDS YOU!

- Families who protect and nurture
- Healthcare responsive to adolescents' needs
- Schools that promote healthy development
- Clean air, adequate water, sanitation and hygiene
- A transport system that is safe
- Laws to protect the rights of adolescents





Monitoring & Evaluation Plan

- Baseline survey
- Midline survey
- Endline survey



Budget

- ▶ Approx. 1.5 million BDT



Thank you for patience