

Highlights of BCCP experience and achievement in advocacy and community mobilization interventions

Program Title	Program Focus	BCCP Role	Donor/Lead Partner	Program Beneficiaries	Pop. Covered	Area Covered	Significant Achievements
Emergency Multi Sector Rohingya Crisis Response Project (EMCRP) 2020-2024	Promote utilization of service facilities by Rohingya and host community members	Communication for raising awareness	World Bank through LGED	Rohingya and host community members	1 million	All upazila and Rohingya camps of Cox's Bazar	<ul style="list-style-type: none"> - Utilization and maintenance of infrastructural service facilities - Re-forestation to reduce adverse effect of de-forestation - Aware about cyclone warning signals
Child Labor Improvement in Bangladesh (CLIMB) 2019-2021	Reducing child labor and promote acceptable work conditions	Sensitize media and CSO to play their role in reducing child labor	USDoL through Winrock International	Child with their parents and family members	50000	Dried fish processing zones of Cox's Bazar	<ul style="list-style-type: none"> - Capacity building of the journalist for media sensitization - Advocated with the members of CSO for their sensitization - GoB has adopted the child labor in the dried fish sector as a risky work

Program Title	Program Focus	BCCP Role	Donor/Lead Partner	Program Beneficiaries	Pop. Covered	Area Covered	Significant Achievements
Ujjiban-SBCC project 2017-2022	Entire FP-MCH, Nutrition BCC	MoHFW level advocacy for SBCC capacity and system strengthening	USAID	GoB program stakeholders	Impact for the whole population of the country	Increase exposure and coverage of quality SBCC	<ul style="list-style-type: none"> - National, district and upazila level SBCC steering committees formed - Integrated and uniform school HPN curriculum developed - Automation of SBCC materials submission introduced
Providing Behavior Change Communication and Marketing Services for UPHCSDP-II Clinics 2015-2017	ESD	BCC and Marketing	ADB/BCCP	Urban people with particular focus on the poor including women and children	10 million	10 City Corporations and 4 Municipalities in Bangladesh	<ul style="list-style-type: none"> - Service branding with Rainbow logo established - BCCM capacity of the service providers enhanced - Knowledge of the target audience increased - Client flow to the clinics increased
Bangladesh Knowledge Management Initiative 2014-2016	Entire FP-MCH, Nutrition BCC	BCC Capacity Building and Knowledge Management	USAID/Johns Hopkins Center for Comm Programs, USA	3 Units of DGFP and DGHS	–	–	Strengthen GoBs SBCC capacity
Advocacy and networking for Bangladesh tobacco control program 2013-2023	Serving as a platform for providing support and guidance to potential tobacco	Developing a local evidence-based research repository to enhance effective tobacco control policy	Bloomberg Philanthropies through JHSPH, Baltimore, USA	Bangladeshi postgraduate students and established researchers aspiring to contribute to	–	–	<ul style="list-style-type: none"> - Enhance the local evidence-base on tobacco control - Develop a self-sustaining network as a forum

Program Title	Program Focus	BCCP Role	Donor/Lead Partner	Program Beneficiaries	Pop. Covered	Area Covered	Significant Achievements
	control researchers	development and implementation		tobacco control			
“Student Leadership Development Workshops” program 2013-2023	University Student Leadership Development Workshop	Strengthen the relationship between students and police to promote peaceful resolution of conflicts	Information Support Team (IST) of the US Embassy	University students strengthening the connection among the students and law enforcement agencies	600 students	Six universities of Dhaka, Rajshahi, Chottogram and Sylhet	A better student-police relationship that provide insights into each other’s viewpoint, create tolerance, and motivate them to help maintain law and order in the society
NGO Health Service Delivery Project (NHSDP) 2012-2017	Entire package of ESD	BCC and Community Mobilization	USAID-DFID/Pathfinder International	Entire members of the community	25 million	Entire 64 districts of Bangladesh	<ul style="list-style-type: none"> - Establish Smiling Sun logo as a public health service brand - 30 m. service contacts in a year - 9000 community groups are interacting on health issues - Household knowledge increased
Urban Primary Health Care Services Delivery Project (UPHCSDP-II) 2008-2012	Urban health promotion covering ESD+	Responsible for Behavior Change Communication and Marketing	GOB, ADB, SIDA and UNFPA	Urban people with particular focus on the poor including women and children	10 million	10 City Corporations and 4 Municipalities in Bangladesh	<ul style="list-style-type: none"> -Service branding with Rainbow logo established -BCCM capacity of the service providers enhanced -Knowledge of the target audience increased - Client flow to the clinics increased

Program Title	Program Focus	BCCP Role	Donor/Lead Partner	Program Beneficiaries	Pop. Covered	Area Covered	Significant Achievements
Reaching Out-of-School Children (ROSC) 2008-2012	Primary Education	BCCP developed and implemented the Social Awareness and Community Management (SACM) interventions for creating awareness, advocating and mobilizing the community members to operate and manage Learning Centers.	PEDP-II project of MoPME	Out of school children, their parents and catchment community members of 90 relatively underprivileged upazila of the country	6 million	Remote part of 90 upazila	<ul style="list-style-type: none"> - Advocacy with the community level stakeholders - Community members and parents engagements - Provide training to the CMC members and the teachers of the informal schools - Media advocacy to generate policy support and community stakeholders
Leaders of Influence (LOI) program 2007-2011.	Community engagement and community dialogue	Engagement of community level leaders: promote values of democracy, tolerance, diversity, and social harmony in Bangladeshi society	Asia Foundation	Religious and other leaders in national development and democratic reforms so that they could contribute more significantly to the growth of a society	<ul style="list-style-type: none"> - 29 districts HQs - 1400 community and religious leaders - 36000 visitors at the community dialogue event 	<ul style="list-style-type: none"> - 1400 Community and Religious Leaders of different faith groups - Involve 72 local level NGOs with this initiatives - Organize LOI exhibitions attended by about 36000 visitors to display the project 	<ul style="list-style-type: none"> - Involve community stakeholder group and get them exposed with the LOI program - Share and exchange experiences of the oriented LOI with the stakeholder and faith groups - Display development programs through exhibition being implemented by different USAID partner agencies

Program Title	Program Focus	BCCP Role	Donor/Lead Partner	Program Beneficiaries	Pop. Covered	Area Covered	Significant Achievements
						objectives and make scope for community dialogue	
Communication and advocacy for Modhumita project 2006-2009	HIV/AIDS	BCC, IPC, Advocacy	USAID/FHI 360	Most at risk population	18 IP covered areas	18 districts	<ul style="list-style-type: none"> - Public awareness about the risk and prevention procedure - Information and service deliveries for MARP
NGO Service Delivery Program (NSDP) 2002-2007	Entire ESP	BCC and Community Mobilization	USAID/Pathfinder International	Entire members of the community	20 million	Entire 64 districts of Bangladesh	<ul style="list-style-type: none"> - 22 million service contacts per year - Community ownership with 9000 support groups established - Multi-media promotions enacted - Community level campaigns - Service branding with Smiling Sun logo established
Developing and implementing an Adolescent Reproductive Health Communication Program 2002-2006	Breaking the silence on ARH issues and bring it out for public discussion issues	Policy and media advocacy and community engagement	USAID/Johns Hopkins Center for Comm Programs, USA	Policy and community level stakeholders, parents and adolescents	1.8 m. people of 7 selected upazilas	7 upazila of 7 districts	<ul style="list-style-type: none"> - Developing and implementing an Adolescent Reproductive Health Communication Program
Expanding the Behavior Change Communication Program	Maternal Health	BCC and Social Mobilization	USAID/Johns Hopkins Center for Comm Programs, USA	Entire members of the community	4 million	36 upazila	<ul style="list-style-type: none"> - Service branding - Beneficiary mobilization - Community support mobilization

Program Title	Program Focus	BCCP Role	Donor/Lead Partner	Program Beneficiaries	Pop. Covered	Area Covered	Significant Achievements
for Reduction in Maternal Mortality 1999-2003							- Link beneficiaries with the community
Behavior Change Communication support for the Urban and Rural Service Delivery Partnership (UFHP & RSDP) 1997-2001	Entire ESP	BCC and Community Mobilization	USAID/Pathfinder International and JSI Inc.	Entire members of the community	19 million	Entire 64 districts of Bangladesh	<ul style="list-style-type: none"> - 20 million service contacts - Establish system of mobilizing community level resources - Overarching promotions through multi-media channel - Service marketing
Community Engagement for MCH-FP: The Jiggasha Approach 1992-1996	A social network approach for community mobilization and sustainability	Provide Technical Assistance to the Director General Family Planning through its IEM unit	USAID through JHU-CCP	1085 FWAs trained	754783 ELCOs served through Jiggasha	18 upazila	<ul style="list-style-type: none"> - Promote positive attitude toward FP and MCH to ensure community participation - Establish 6794 Jiggasha center