

Public Health Service Brands promoted and established by BCCP

In Bangladesh BCCP has first ever established public health service brands for the health service deliveries as being provided through government and through NGO led service facilities and also make brands for engaging special groups of people who requires special attention for their health needs. After being developed the logo and tagline for these brands the associated campaign materials were developed and produced. An overarching multi-media campaign followed the brand materials conducted at the national, community and outreach level to promote the brand and engage people to get connected with the provision of health services and the service providers. Four of such brands which have been developed are; 1. Sobuj Chata (Green Umbrella) for the government health service delivery sites 2. Shurjer Hashi (Smiling Sun) for the NGO health service delivery sites 3. Nijeke Jano (Know Yourself) promoting the beneficiary and community engagement for Adolescent Health and 4. EoC logo for promotion of saving lives of the pregnant women 5. Rongdhonu (Rainbow) Clinic focusing the special need of the inhabitants of urban areas especially those are poor.



The Sobuj Chata (Green Umbrella) brand campaign brought integrated MCH-FP services together with Essential Service Package (ESP) to provide through the government health service facilities. This brand was planned to establish connections between the service providers with the service recipient. It is envisioned to attain two prong promotions with this brand that it will encourage people to foster service seeking behavior and will increase service providers commitment providing quality services.



2. The Shurjer Hashi brand aimed at connecting people, community-based service outlets and static service sites to ensure continuum of the public health services emphasizing the ESP, specially tailored for the poor people. This bridging between community with the facility will reciprocally contribute to maintain a sustained model health behavior as a Community of Practice.



3. The Nijeke Jano brand has connected the adolescent with their parents and the community stakeholders through the Adolescent Health (AH) Campaign ushered new light to lead a healthy life for adolescents in the country. The brand promotion interventions include providing life skill training, awareness campaign through the ARH toolkit containing booklets, facilitation video and comic books. These interventions have been replicated by the GOB, UNICEF, UNFPA, and other INGOs marking the beginning of adolescent friendly health services.



4. The community and facility awareness and responsibilities about the Emergency Obstructive Care (EoC) was branded through a logo to link people and engage communities as well as the service delivery sites with a common mark for saving lives of the pregnant women. A comprehensive national and community level multi-media campaign associated with print and electronic materials brought momentum to the campaign. A great success of the campaign was derived from the development of a pictorial card on “5 danger signs”. This pictorial card is still being used in Bangladesh’s MCH program and have been using throughout the country by the GoB, NGOs and INGOs.



5. **The Rainbow brand** stands as a symbol of quality primary health care services for the urban population in Bangladesh. Promoted through well-orchestrated campaigns, this brand links the poor women and children, with the service centers of the Urban Primary Health Care Services Delivery Project.