

## **Public Health Service Brands: Designed, developed and established by BCCP**

BCCP has designed, developed and implemented several first-ever public health service promotional Branding strategies and established these brands for the health service deliveries in Bangladesh as being provided through government and NGO led service facilities and also entail brands for engaging special groups of people who require special attention for their health needs. After developing the logo and tagline for these brands, the associated campaign materials were developed and produced. In developing these branding strategies and associated campaigns, BCCP received technical assistance from the Johns Hopkins University-Center for communication Programs (JHU-CCP), Baltimore.

An overarching multi-media campaign followed the brand materials conducted at the national, community and outreach levels to promote the brand and engage people to get connected with the provision of health services and the service providers. Five such brands 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 4. EoC logo for promotion of reducing maternal mortality and morbidity of the pregnant women 5. Rongdhonu (Rainbow) focuses on the special health needs of the inhabitants of urban areas, especially those who are poor.



**1. The Sobuj Chata (Green Umbrella)** brand strategy followed by the campaign plan 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 will encourage people to foster service seeking behavior and will increase service providers commitment providing quality services.

BCCP jointly worked with the Ministry of Health and Family Welfare (MoHFW) in designing the branding concept, developing the program level interventions and the implementation of the branding campaigns. The implementation plan outlined to establish connections between the ministry level policy makers, directorate level stakeholders and service delivery level implementers aiming to attain community level connections between the service providers with the service recipients.

This branding campaign involves a multi-media and multi-channel promotion through print, electronic and community media which includes newspaper ads, television commercials, radio commercials, folk song, street and stage drama and community level rallies. This promotion went throughout Bangladesh to brand and campaigning in about 2100 union, upazila and district level health and family welfare service delivery outlets.



**2. The Shurjer Hashi** branding strategy followed by the plan was 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 maintaining a sustained model of health behavior as a Community of Practice.

BCCP designed, developed and implemented this branding campaign for the NGO Service Delivery Program (NSDP) to brand 499 static clinics, 2200 satellite clinics and 8000 Community Service Providers (CSP) spreads through 64 districts of Bangladesh. This program has been funded by USAID and is still on the run aiming at increasing people's health seeking behavior and thriving for quality services.

An overarching multi-media, multi-channel campaign compounded to engage community promoting service seeking behaviors and choose Smiling Sun (Shurjer Hashi) service delivery outlets for the health and family planning services as well as connecting the community level service providers available in their local community. The multi-media, multi-channel campaign involves the mass media includes; print and electronic (TV and Radio) through Television and Radio Commercials and TV Drama Serials, local media includes; folk song, stage and street drama, band group songs, people health assembly and rallies while a massive programs at the community through community and clinic level TV screening, and meeting with the community level stakeholders group brought the campaign to involve a wide-level of community engagement.



**3. The Nijeke Jano** (Know Yourself) brand has connected the adolescents with their parents, school teachers and the community stakeholders through the Adolescent Health (AH) Campaign that 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.

BCCP's brand campaign for this project designed, developed and implemented that took place in 16 upazilas to run through 12 NGOs selected from 8 divisions of the country to engage adolescents with their parents, school teachers and the community stakeholders in support of knowing about adolescent health needs and advices from their parents, school teachers and the community stakeholders.

Several types of SBC materials were developed and used in contemplating the campaign to the target audience group that includes a series of 4 booklets based on 4 stages of adolescent emotions, a motivational video and life skill orientation for all four groups of the audiences. In order to continue the campaign and sustain the impacts out of it, a toolkit

was developed and handed over to all of 12 NGOs that comprised of 4 booklets based on 4 stages of adolescent emotions and the motivational steps along with an orientation video on these issues.



**4. The Reduction of Maternal mortality** through Emergency Obstetric Care (EoC) has campaigned through the community and facility awareness and responsibilities about the Emergency Obstetric Care (EoC) which 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 this 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 being used throughout the country by the GoB, NGOs and INGOs.

BCCP has designed, developed and implemented this brand campaign that involves multi-media and multi-channel promotion through print, electronic and community media. The mass media campaign includes television commercials, radio commercials, folk songs and print materials. This promotion went through 30 selected upazilas spread in 8 divisions of Bangladesh to brand and campaigning of the GoB union, upazila and district level health service delivery outlets and engage communities to become aware and receive services in reducing the maternal mortality.

This campaign establishes the necessity to become aware of “5 danger signs” and necessary care to take on preventing maternal mortality. The pictorial card on the “5 danger signs” becomes an iconic material for the pregnant women, husbands, family members and the caregivers as piece of awareness and prevention measures.



**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 people, particularly, women and children, with the service centers of the Urban Primary Health Care Services Delivery Project.

This campaign went through 10 city corporations and 15 municipalities of the country having 25 Comprehensive Reproductive Health Care Centers (CRHCC) and 112 Primary Health Care Centers (PHCC) having about 20 million beneficiaries to get counselling and service deliveries.

This brand campaign utilizes the entire array of the multi-media and multi-channel promotion through print, electronic and community media. The mass media campaign includes television commercials, radio commercials, TV drama serials while the local campaigns has used print materials that include leaflet, brochure and posters.