

HPN SBCC

Safollo Gatha



আইইএম ইউনিট
পরিবার পরিকল্পনা অধিদপ্তর



Summary of

Safollo Gatha

The Bangladesh Behavior Change Communication Working Group (BCC WG) is working since 2011. The Working Group serves as a common platform for harmonizing and coordinating SBCC activities in HPN sector in Bangladesh and has developed a National Communication Framework for Effective HPN SBCC. The working group also invited submissions of HPN SBCC Program Practices from its members. A Share Fair event **HPN SBCC "Safollo Gatha"** has been organized to feature selected presentations on successful HPN SBCC practices in an innovative and interactive format to exchange information and discuss ideas on the submissions. A summary of the selected presentations is presented here.

IEM Unit, DGFP

Reaching the Unreached through AV-Van Program

Family planning efforts in Bangladesh began in the early 1950s with voluntary efforts of a group of social and medical professionals. During 1980s, AV-Van program was introduced in family planning under the Strengthening IEM Unit Project with support from UNFPA. Following the success of 'AV-Van Program', it has been expanded throughout the country splitting into 27 zones. The main purpose of introducing AV-Van program was to reach remote population with FP-MCH messages integrating entertainment and education such as drama serials, TVC&RDC, short film, folk-song in order to raising awareness, increasing CPR and lowering fertility.

State-of-the art approaches were used to reaching out intended audiences through the AV-Van program such as entertainment-education, feedback & question-answer after each session and to disseminate take-away SBCC materials with FP-MCH information and messages.

The audio-visual show has been very popular at the community level which is evident from the Impact Survey on IEC Activities 2013. The audio-visual program is proved to be a useful media to create massive awareness among the key audiences about FP-MCH information and services. The AV-Van show also seemed to be a useful vehicle to influence the behavior (emotion) of intended audience using the power of entertainment media in a cost-effective manner. It helps engage community leaders and solicit their support to the field level FP-MCH activities. The AV-Van show is a cost-effective program compared to other media in terms of wider population coverage especially in remote areas. This media (AV-Van show) is very effective for all geographic locations especially where other media cannot reach. As a result the number of AV-Vans has been increased over the years considering its popularity and cost-effectiveness to provide consistent and reinforcing messages to the intended audiences about FP-MCH, benefits of small family size and negative consequences of child marriage.

Bureau of Health Education, DGHS

School Health Promotion Program

The Bureau of Health Education has contributed significantly in the health education and promotion of the people in Bangladesh and organized activities to foster public information and education for health where school-based education programs is one of those. The focus of the School Health Program is to develop the Schools as one stop service point and make the students aware and knowledgeable on different health issue. Here the school means mostly the government owned schools targeting both primary and secondary.

The HEOs along with other field workers are concerned to carry over the activities at school in concern districts. The field workers deliver the health messages at school through group counseling. Besides, relevant flip chart, leaflets and some other IEC materials including CD/DVD is also demonstrated. The progress on the awareness and knowledge level of the students periodically shared with the school teachers and local stakeholders.

Now a days, most of the students of not only the urban areas but rural as well know about the benefits of maintaining personal hygiene, treatment of diarrhea, how to get protected from dengue, changes of body during the adolescent period, effects of early marriage and lot more. School health education contributes significantly to deliver these messages among the students. The need of the school health education understood and owned by most of the community people.

The school health program starts by BHE more than a decade but gradually the techniques and materials are changed. New schools are listed every year. The intervention is gladly accepted by the community; Classroom instruction that addresses the physical, mental, emotional and social dimensions of health; promotes knowledge, attitudes and skills; and is tailored to each age/developmental level. This is a cost effective program as it mainstreamed with BHE's other activities.

Institute of Public Health Nutrition

Engagement of Journalist: Way forward to combat malnutrition

The Government of Bangladesh with leadership from IPHN and NNS has developed various nutrition strategies like IYCF strategy and BMS Act-2013. Now, NNS is trying to involve Journalist both print and electronic to inform about the different issues of nutrition with a special focus on IYCF practices and BMS Act-2013 to be reported in different media as a part of mass awareness and advocacy on nutrition regularly.

Journalist communities are very powerful change agent in the society as well as in the country. It is critical to apprise them with correct and detailed information from all sections of community all the times. Engagement of the Journalist in the social compliances like health, population and nutrition issue of the country may contribute a lot in bringing change in the society and overall improvement of the country.

At the beginning Journalists were oriented basic knowledge in nutrition, infant and young child feeding (IYCF) practices and the regulation of the 'BMS' marketing Act 2013 so that Media personnel develop ideas and conceptualize to develop media content on nutritional development. Otherwise, it would be difficult to report on nutrition of the country which is badly needed for the peoples of Bangladesh. All the participants were divided into four groups and Group work and presented group work.

As a result of these initiatives, now Journalists got the points that without improving overall nutritional status, MDGs is not possible to attain. They are now reporting proactively on different aspect of nutrition. As a result improved behavior change communication activities of the NNS supported by the media and also commitment to continue their support where peoples will be ultimately benefited will be producing any long lasting effects on the problem.

SPRING

Tippy Tap

In Bangladesh, water-related diseases are accountable for about 24% of all deaths with gastroenteritis and diarrheal diseases killing 110,000 children younger than five every year. Poor water quality and hygiene practices also result in undernutrition leading to stunting. Washing hands is easy, effective, and affordable and saves more lives than any single vaccine or medical intervention. The Strengthening Partnerships, Results, and Innovations in Nutrition Globally (SPRING) Project focuses on the prevention of stunting and maternal and child anemia in the first 1,000 days of life. SPRING promotes a simple water-saving technology, the "Tippy Tap", to reduce barriers to hand washing in areas without running water. The introduction of Tippy Taps in the home, in addition to hand washing messages from SPRING, improves hand washing behaviors, especially prior to handling and preparing food, and eating or feeding a child, as well as after using the latrine.

As part of advocacy, policy and systems strengthening, SPRING/Bangladesh trains health and agriculture workers on optimal nutrition and hygiene practices. Community/social mobilization approach opens dialogue with community leaders and leverages existing community groups for hygiene promotion. And its interpersonal communication refers to group counseling and one-to-one counseling, and training on ENHA for Farmer Nutrition School (FNS) participants.

Between October 2012 and September 2013, SPRING/Bangladesh, through its innovative FNS promoted hand washing and supported the installation of Tippy Taps near latrines and kitchens with over 26,000 women in Barisal and Khulna divisions. Research found that 100% of the SPRING FFS members had a Tippy Tap hung in or around their homes and exhibited appropriate hand washing behaviors at critical junctures in 66% of observations, compared to 30% of non-SPRING FFS members having a Tippy Tap and using it 8% of the time at critical junctures.

Social Marketing Company (SMC)

A Social Business Model through involving local community

Marketing Innovation for Health (MIH) Program is an SMC-USAID CA program with a goal to contribute to sustained improvements in the health status of women and children by increasing access to and demand for essential health products and services in private sector. SMC and partner NGOs are implementing community mobilization efforts called as "Notun Din".

This is an innovative approach to create a group of community level sales agents to increase demand and sale of essential public health priority products of SMC. The approach is being tested in 22 upazilas of 12 districts operated by three project partners, PSTC, SHIMANTIK and CWFD.

In each union, four CSAs were selected through a competitive process through a set of standard criteria through organizing advocacy meetings. One of them was then selected as lead sales agent (LSA). They were provided training provided. A total of 836 CSAs were selected and oriented by three partner organizations since July 2013 and they have been working in 'Notun Din' MIH program. The strategy to reaching the information and health & FP products to the community people through door to door home visits, by attending in the community level meetings, school health sessions, work place meetings conducted by the partners field staff. They also involved in effective organization of mobile film and floating IEC program of SMC. Initially, they started their business with little amount of money but now they become entrepreneurs of a social business. Their average sale per month is Tk. 4500/- where they get 25-30 % profit from the sales of products.

They become a sustainable model of the information dissemination and health product marketing in the community levels. SMC is now planning to expand this sales agents program to other low performing areas throughout the country in next the programming.

EngenderHealth

Sustainable Community Link through Peers

Early marriage associated with early birth is common in Bangladesh despite minimum legal age for marriage, 18 years for girls and 21 for men. Newly married couples face immense pressure to have a child soon after marriage; but lack access to accurate information on FP methods. The unmet need for family planning among 15-19 year old couples is highest at 17 percent in all cohorts. In this backdrop, Mayer Hashi designed and implemented an intervention program through a peer-led approach that contained pre-post measurements.

The peers mostly women were selected by local FP manager; oriented and supported with BCC materials by Mayer Hashi and compensated for travel cost and organizing group meetings. FWAs directly supervised them. Each peer visited 100-150 YMCs' homes in respective catchment with FWA list to know their interest in family planning. They organized group meetings and one-on-one session on family planning often with FWAs. They drew support for stronger advocacy from trained community gatekeepers and satisfied NSV acceptors. Mayer Hashi provided peers refresher training six months into the intervention.

The 18-month intervention increased use of contraception by the YMCs in the five selected upazilas by 12%, from 61% to 68%. Modern methods' use increased from 59% to 66%. OCP remained the most widely used method but fewer women relied on this method (46% vs 35%). Injectables use increased from 7% to 21% and condom use decreased (6% to 3%). More young women used more effective longer-acting methods, - implant from 0% to 6% and IUD from 0% to 1%, switching from the OCP and condom.

Peers can give a positive impetus to the FP program, especially for long acting methods. The results are encouraging to expand and replicate program to other parts of the country. Peer motivation and their close supervision must be packaged with the program.

Eminence

Mother-Friendly Workplace Model for Appropriate IYCF

Women have major participation in urban labor market and to the national growth. They lack access and rights to benefits like maternity leave, flexible working hours, and baby-friendly policies for working mothers resulting in inappropriate IYCF practices and malnutrition. Labour Laws on maternity leave compel nursing mothers in private sector to return to work place sooner, resort to absenteeism, dropout and fall into poverty. Their inappropriate IYCF practices take them to wrong practices - using formula milk, cow's milk, early weaning and improper hygiene practices resulting acute childhood illnesses from malnutrition and poor cognitive development. Workplaces lose skilled manpower and productivity is affected.

The objective was to develop a mother-friendly urban workplace, modeling standard IYCF practices of working mothers, increase knowledge, policy reforms, and sensitization among employers and policymakers. The model included IEC materials on promoting proper hygiene for nursing mothers and raising awareness on the benefits of proper infant and young child feeding practices and exclusive breastfeeding. The workplace intervention sought to sensitize employers on the policy advocacy promoting and supporting systems for nursing mothers to promote their children's health.

Breastfeeding corners were established to allow private, safe, and hygienic locations for the expression of milk from nursing mothers for their children. Lactation kits and training to nursing mothers were provided.

Findings included positive change in IYCF practices among mothers, increased support from management and better working conditions for working mothers in program facilities.

The major lessons and challenges were orienting workplace authorities to get support for the project. Advocacy on policy enhancement and enforcement was a major component. Community engagement and sensitization remained a critical factor as basic knowledge on breast feeding and hygiene is not universal. Due to its unobtrusive nature, the model can be scaled up and sustained and is replicable.

Social Marketing Company (SMC)

A New Strategy for Community Mobilization by Using Tools in Group Meetings and Health Sessions

Social Marketing Company (SMC) is implementing community mobilization program through 4 partner organizations in 81 upazilas of 19 districts since 2013 through Marketing Innovation for Health (MIH). The goal is to contribute to sustained improvements in the health status of women and children in Bangladesh by increasing access to and demand for essential health products and services, in private sector. The four implementing partners of 'Notun Din' community mobilization are: BRAC, CWFD, PSTC & Shimantik.

The strategies to reaching the community level target audience are:

- Group meeting with MWRA
- Care givers of <5 years children
- Husbands of MWRA
- Workers in catchment
- Community Birth Attendants (CBA)
- School Adolescents of 13-19 years old
- Community Influentials

Two strategies were undertaken. Three partners - CWFD, PSTC and Shimantik engaged Community Mobilizers (CM) to organize and conduct the group meetings and sessions among the target audience using audio tape and flip charts. BRAC conducted the mobilization using their existing Shastha Kormi, Shastha Sebika and Program Officers (POs).

The field staff mobilized the community people in sessions and group meetings using tools & flip charts on;

- Healthy Timing and Spacing of Pregnancy (HTSP)
- First 1000 Days Care to the mothers and children
- Healthy pregnancy
- Adolescents health and hygiene
- Tuberculosis (TB)

Audio sets helped to mobilize for easy gathering and attendance in meetings with more attraction and attention. The flip charts are bigger in size and printed into colored plastic panaflex. The field staff conducted sessions by playing audio dramas and songs on the specific issues and side by side show the flip charts pictures; this way people memorize easily. At least three sessions of 20-30 people each can be organized per day. This model is working more than the traditional meetings for community mobilization.