

**Quarterly Report of  
Behavior Change Communication and Marketing (BCCM) Component of  
UPHCSDP for July – September Period**

**Name of the Consulting Firm: BCCP**

This is the first Quarterly Report of BCCM Firm after signing the contract on July 07, 2015. The activities of the BCCM Component of the UPHCSDP started from July, 2015 right after the contract was signed. In the first quarter (from July, 2015 to September, 2015), a number of activities were accomplished/initiated following work plan. Some of these activities will continue in the next quarter also.

Immediately after signing the contract with the Urban Primary Health Care Services Delivery Project (UPHCSDP) on July 07, 2015, Bangladesh Center for Communication Programs (BCCP) formed a core team of five members on July 08, 2015. Other than the core team, six functional teams were also formed with the personnel who are proposed in the contract document for performing specific tasks. The teams then met and took preparation of work plan. A detailed work plan for BCCM Component of UPHCSDP for the first year and another one for the entire project period were developed. After that an Inception Workshop of the BCCM component of the Urban Primary Health Care Services Delivery Project (UPHCSDP) was held on August 10, 2015 at Mahbub Kabir Memorial Hall, BIAM Foundation, Dhaka. A quick BCCM and Training Needs Assessment was conducted to assess BCCM and training needs of the project.

Then, a Message Development Workshop was held at the Engineering Staff College, Bangladesh (ESCB), Gazaria, Munshigonj from September 13-15, 2015 with a total of 30 participants. Some other activities were also accomplished in this quarter. These include attending of a number of meetings with PMU officials on programmatic issues. Work on quarterly newsletter and attendance in overall progress review at PMU and reporting on the progress.

Table: Status of Implementing of the Activities in July-September, 2015(1<sup>st</sup> Quarter)

<b>Serial No.</b>	<b>Targeted Activities for this Quarter</b>	<b>Status of Implementation</b>	<b>Remarks</b>
1.	Contract Signing	Done	Held on July 07, 2015.
2.	Team Formation	Done	July 07, 2015.
3.	Inception Workshop	Done	Held on August 10, 2015.
4.	Submission of Inception Workshop Report	Done	Submitted on September 06, 2015.
5.	Desk review of the existing BCCM materials	Done	
6.	Review the BCCM existing strategy, protocol and guideline	Done	
7.	Message Development Workshop	Done	Held during September 13-15, 2015.
8.	Submission of Message Development Workshop Report	Draft report prepared. Now being fine-tuned	Report will be submitted within next one week.
9.	Conduct Quick Needs Assessment	Done	August, 2015.
10.	Conduct Baseline Survey	Research agency selected. Other processes completed. Proposal being given to PMU.	With concurrence from PMU, study expected to begin from early November, 2015.

11.	Provide copies of existing advocacy video	Process initiated.	Will be provided within November.
12.	Provide copies of existing TVCs and drama serial	Process initiated.	Will be provided within November.
13.	Draft comprehensive branding guidelines for CRHCC and PHCC	Draft prepared.	Will be submitted to PMU in early November.
14.	Produce and distribute UPHCSDP Brochure	Draft prepared.	Will be submitted to PMU in early November.
15.	Revise, reprint and distribute existing Flip Chart	Process initiated.	Will be submitted to PMU within November.
16.	Revitalize and promote Rongdhunu brand	Ongoing	Expected to finalize the logo shortly.
17.	Pretest the adjusted refined logo and tagline and share with PMU	Will be done shortly.	Expected to finish within November.
18.	Copy & distribute the existing TVC& drama serial with refined logo to the clinics to re-run	Process will be initiated after the logo is finalized.	Expected to finish within November.
19.	Airing of existing clinic promotion TV in various channels, clinic waiting room; Drama show in clinic waiting room	Process will be initiated after the logo is finalized.	Expected to finish within November.

In this quarter, a total amount of Tk. 45, 21,681.00(Taka Forty Five Lac Twenty One Thousand Six Hundred Eighty One) only was spent (without VAT to the amount of Tk. 6, 78,252.00). Breakdown of expenditure under major line items has already been submitted.