

Quarterly Report of
Behavior Change Communication and Marketing (BCCM) Component of
UPHCSDP for January- March, 2016 Period

Name of the Consulting Firm: BCCP

The activities of the BCCM Component of UPHCSDP continued in the third quarter i.e. for the January-March, 2016 quarter following the work plan for the first year. A number of activities were accomplished/initiated in the previous quarter (October-December, 2015) which was reported earlier. Some of these activities continued in the present quarter i.e. January-March, 2016 quarter and some activities were initiated in this quarter following the work plan.

In this quarter, three meetings/workshops titled “Consultation Meeting on Engaging Local Leaders in Promoting Urban Health” were held in three different City Corporations. The first Workshop was held in the Conference Room of Narayanganj City Corporation on January 18, 2016 with the Mayor as the chief guest. The purpose of the workshop was to engage the local leaders in promoting the urban health services of the *Rongdhonu* clinics among potential clients by identifying the roles and responsibilities of the Ward Councillors and the Members of the Ward Urban Health Care Coordination Committee (WUHCCC). About 65 participants including the Ward Councillors, Members of the WUHCCC, NGO representatives and other stakeholders were present in the workshop.

The second Consultation Meeting was held in the Conference Hall of Gazipur City Corporation on February 18, 2016 with the Acting Mayor as the chairperson. About 75 participants including the Ward Councillors and other stakeholders were present in the meeting.

The third Consultation Meeting was held in the Conference Room of Rajshahi City Corporation on March 22, 2016 with the Acting Mayor as the chairperson. About 70 participants including the Ward Councillors, and other stakeholders were present in the meeting.

To cater to the need of the PA Units, four types of BCC materials and four prototypes of another four types of BCC materials were produced and distributed among the PA Units. The BCC materials include service promotional poster, service promotional leaflet, sticker and dangler. The prototypes of BCC materials include badge, banner, T-shirt and cap.

A BCCM related Base-line Survey was conducted by an independent research agency named “Org-Quest Research Limited” to have base-line data on a selected number of BCCM indicators with a view to have an understanding of the existing BCCM related situation in the program. The generated data could be used in shaping the BCCM interventions of the project to get optimum result. Also, the data of the base-line survey could be compared with that of the end-line evaluation of the BCCM component to assess what difference could be made in the program performance with the help of the BCCM interventions.

With a view to promote the services of UPHCSDP among the general people, a newspaper advertisement was published in the widely-circulated national daily “Bangladesh Protidin” on the first day of the new year i.e. on 1st January, 2016 as part of ‘day observation activities’. It covered all the services being provided through the *rainbow* marked CRHCCs and the PHCCs.

Providing technical assistance to the PA Units in conducting all BCC activities in the field is a commitment under the contract of the BCCM component so that BCC activities are promoted across the program to improve coverage of the project. As part of this, Technical Assistance (TA) visits by the Technical Officers of BCCM Component to the PA Units were duly planned and implemented. Two rounds of TA visits in the PA Units were conducted in this quarter. During these TA visits, the Technical Officers under the guidance of the Capacity Building Specialist met the service providers who are involved in conducting BCCM activities and observed their BCCM activities and provided feedback as appropriate. Particularly, the Technical Officers observed how the concerned officials are conducting BCC capacity building training programs and provided suggestions as appropriate; discussed on how to conduct local level campaign promoting Rongdhonu brand, how to conduct Community Meeting, how to use BCC materials etc.

As advised by PMU, design of billboard was developed and shared with PMU. However, as there is no budgetary provision, the matter was withheld for the time-being.

Some other activities were also accomplished in this quarter. These include meetings from time to time with the concerned PMU officials on programmatic issues; attending quarterly progress review meeting and other specific meetings at PMU; production and distribution of the 2nd Issue (October-December, 2015) of the Quarterly Newsletter of UPHCSDP; making copy of the existing TVCs and supply those to all the PA Units etc.

Table: Status of Implementing of the Activities in January-March, 2016 (3rd Quarter)

Serial No.	Targeted Activities for this Quarter	Status of Implementation	Remarks
1.	Consultation Meeting on Engaging Local Leaders in Promoting Urban Health	Completed. (3 out of 4)	Fourth Consultation Meeting on Engaging Local Leaders in Promoting Urban Health will be held on April 21, 2016 at Khulna City Corporation.
2.	Airing of existing clinic promotion TVC in various channels, clinic waiting room; Drama show in clinic waiting room	TVC supplied to the PA Units. CDs of TV drama serial with new logo is being developed	Airing in local cable expected to begin soon. Airing in local cable and in waiting room expected to begin soon.
3.	Development and production of UPHCSDP Brochure	Second draft prepared.	Expected to finish within April, 2016.
4.	Provide 500 copies of existing Advocacy Video and send those to PIUs, PA NGOs, Clinics and others stakeholders	Process initiated.	Expected to finish within April, 2016.
5.	Revise and production of existing Flip Chart for all clinic staffs	Contacted with IEM & BHE	Expected to finish within April, 2016.
6.	Production and Airing of new TVC and RDC focusing on Maternal Health in local cables & various TV channels (Cut down version)	Fresh Proposal Submitted.	Expected to start within April, 2016.
7.	Production and Airing of new TVC and RDC focusing on Child Health in local cables & various TV channels (Cut down version)	Fresh Proposal Submitted.	Expected to start within April, 2016.

8.	Production and Airing of new TVC and RDC focusing on Family Planning in local cables & various TV channels (Cut down version)	Fresh Proposal Submitted.	Expected to start within April, 2016.
9.	Produce & Distribute Directional Signboard (Prototype)	Process Initiated.	Expected to finish within April, 2016.
10.	Produce and distribute print materials and guideline	Four types of BCC materials and four prototypes of another four types of BCC materials produced and distributed.	Production of other BCC materials in progress
11.	Organize 24 Local level Orientations with Women/Youth Leaders & Religious Leaders on UPHCSDP Services & VAW	Proposal Submitted to PMU.	Expected to start soon.
12.	Conduct Baseline Survey	Survey completed.	Presentation on the Findings of the Base-line Survey scheduled to be held on April 23, 2016
13.	Develop and conduct 3-day training on IPC/BCC, community mobilization and outreach.	Proposal submitted. Approval needed.	Expected to start soon.
14.	Observation of special day	Service promotional advertisement was published in the widely circulated national daily "Bangladesh Protidin" on January 01, 2016.	More paper ads are planned to be published gradually

In this quarter, a total amount of Tk. 75, 82, 818.00 (Taka Seventy Five Lac Eighty Two Thousand Eight Hundred Eighteen) only was spent (without VAT to the amount of Tk. 11, 37, 423.00). Breakdown of expenditure under major line items has already been submitted.