

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

Name of the Consulting Firm: BCCP

The activities of the BCCM Component of UPHCSDP continued in the fifth quarter i.e. for the July-September, 2016 quarter following the work plan for the year. A number of activities were accomplished/ initiated in the previous quarter (April-June, 2016) which was reported earlier. Some of these activities continued in the present quarter i.e. July-September, 2016 quarter and some activities were initiated in this quarter following the work plan.

Major Activities during the Quarter under Report

Training on IPC/BCC, Community Mobilization and Outreach Activities

In this quarter, the training titled “The 3-day Training on **IPC/BCC, Community Mobilization and Outreach Activities**” was started. The training of the 1st batch was held from July 26 to 28, 2016 and the training of the 2nd batch was held from August 02 to 04, 2016. Training of both the batches was held in the Multipurpose Hall at Bangladesh Center for Communication Programs (BCCP). The training of the third batch was held in the Training Center, Rupantar from August 16 to 18, 2016. The training of the fourth batch was held at Engineering Staff College, Bangladesh, Munshigonj from August 22 to 24, 2016. Finally, training of the fifth batch was held in the Conference Room, Hotel Mukta International, Rajshahi from August 30 to September 01, 2016. This training was designed mostly for the Counselors and the Field Supervisors of the Service Centers of UPHCSDP. Mr. Md. Sabirul Islam, Project Director (In-charge) was present as the chief guest in the inaugural sessions of the 1st, 2nd and 4th Batches of the training. Mr. Md. Nurul Absar, Deputy Project Director (Finance) was present as the chief guest in the closing sessions of the 1st two batches. Dr. A. F. M. Anjuman Ara Begum, Chief Health Officer, Rajshahi City Corporation was present as chief guest in the inaugural session of the fifth batch of the training. The chief guests of the sessions emphasized on increasing efforts on expanding interactions with the potential clients in the locality and explain them about the services delivered from the ‘rainbow’ marked clinics so that they are motivated to avail services from these centers at a higher rate. The Technical Officers of BCCM



Component facilitated various sessions on Communication, IPC/BCC, Counselling, Community Mobilization, use of BCC materials etc. The participants actively took part in the sessions.

BCCM Related Base-line Survey Report

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. The findings of the survey were shared in a workshop in the previous quarter. Based on the suggestions given by the participants of the workshop, the survey report was fine-tuned and shared with PMU. Incorporating the suggestions from PMU, the report was finalized. The final Report of the Base-line Survey was submitted to the PMU in July, 2016.

Essay Contest

As part of BCCM work plan, the process of conducting an Essay Contest involving all the PA Units was initiated in this quarter. The purpose of this essay contest is to enhance knowledge of the School/College/Madrassa students about the primary health care services that are being provided by Rongdhonu Clinics and encourage them to avail the services when needed. A concept note was developed and shared with PMU. With approval from PMU, all the 25 PA Units were asked to organize the contest by asking the students of colleges and schools to submit essay scripts on specific topic. Accordingly, each PA Unit arranged to collect essay scripts and after scrutinizing at their end, selected best 3 scripts from college category and best 3 scripts from school category and sent those to BCCP. At BCCP, a committee of three members reviewed the scripts sent by the PA Units and selected 10 best scripts from college category and 10 best scripts from school category. Those scripts have been submitted to PMU for final selection of 3 best scripts in each of the college and school categories.

BCC Materials on Child Health

To support promotion of the services of UPHCSDP among the general people, a number of BCC materials were produced and distributed in this quarter. These include poster, dangler, IMCI Card and leaflet on Child Health. The materials were distributed to all the PA Units for use in their areas. Production of similar BCC materials on Maternal Health and on Family Planning is in progress.

Other Activities

Some other activities were also accomplished in this quarter. These include meetings from time to time with the concerned PMU officials on programmatic issues; Production of the UPHCSDP Brochure for PMU; attending quarterly progress review meeting and other specific meetings at PMU etc.

Table: Status of Implementing of the Activities in July-September, 2016 (5th Quarter)

Serial No.	Targeted Activities for this Quarter	Status of Implementation	Remarks
1.	Develop and conduct 3-day training on IPC/BCC, community mobilization and outreach.	Done.	
2.	Conduct Baseline Survey	Done.	
3.	Development and production of UPHCSDP Brochure	Completed.	
4.	Essay contest in the education institutions/ school/college madrasa		Process initiated.
5.	Produce and distribute print materials and guideline	Work in progress.	BCC materials on Child Health Completed. Production of other BCC materials on Family Planning and maternal health are ongoing and expected to deliver very soon.
6.	Provide 500 copies of existing Advocacy Video and send those to PIUs, PA NGOs, Clinics and others stakeholders	Process initiated.	Revised version finalized. Copy of the production initiated.
7.	Revise and production of existing Flip Chart for all clinic staffs	Process initiated.	Work in progress.
8.	Production and Airing of 3 new TVCs and RDCs focusing on Maternal Health, Child Health & Family Planning in local cables & various TV channels (Cut down version)	Process initiated. Script shared with PMU for approval. Revision on script in progress.	Production and Airing of 3 new TVCs and RDCs focusing on Maternal Health, Child Health & Family Planning in local cables & various TV channels (Cut down version)
9.	Revision and production of Advocacy Kit		Will be completed after having substantial amount of materials (TVC, Advocacy Brochure, VAW materials for the orientation)
10.	Organize Advocacy/Social Mobilization Workshop		Process initiated.
11.	Develop a set of counseling job aide on various health issues		Job aide on Child Health & Family Planning completed. New job aide on MH is in process.

In this quarter, a total amount of **Tk. 79, 35, 669.00 (Taka Seventy Nine Lac Thirty Five Thousand Six Hundred Sixty-Nine)** only was spent (**without VAT to the amount of Tk. 11, 90, 350.00**). Breakdown of expenditure under major line items has already been submitted.

Photographs of recent events:

