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

Name of the Consulting Firm: BCCP

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

Major Activities during the Quarter under Report

Advocacy and Social Mobilization Workshop

In this quarter, a workshop titled "**Advocacy and Social Mobilization Workshop**" was held. The workshop was held from July 26 to 28, 2016 and the training of the 2nd batch was held from October 22 to 25, 2016 at Excelsior Hotel & Resort, Khadimpara, Sylhet. The purpose of the workshop was to share with the participants advocacy and social mobilization related different issues that influence program coverage so that the participants can plan and implement various advocacy and social mobilization activities more effectively in their respective areas. A total of 42 participants, including all the 25 Project Managers from the 25 PA Units, representatives from all the 14 PIUs and representatives from PMU attended the workshop. The opening session of the workshop was held on October 22, 2017 at 09:00 a.m. Mr. A. S. M. Mahbubul Alam, Director General (MIE), Local Government Division, Ministry of Local Government, Rural Development & Cooperatives was present in the opening session as the chief guest. Mr. Dhiraj Kumar Nath, Staff Consultant (Urban Health), Bangladesh Resident Mission, Asian Development Bank, Dhaka was present as the special guest. Mrs. Yasmin Khan, Team Leader, BCCM, UPHCSDP presided over the session while Dr. Nazrul Haque, Team Leader, BCCM, UPHCSDP delivered the address of welcome. In his speech, the chief guest emphasized on strengthening advocacy activities in the PA Units so that the concerned stakeholders could be involved in promoting the services of the project. The special guest highlighted on community mobilization activities to enhance coverage of the project.

The participants were actively engaged during the sessions and other activities of the workshop. They also participated in the "Share Fair" for projecting the advocacy activities that they undertake in their respective PA Units.

The closing session of the workshop was held on October 25, 2017 at 03:30 p.m. Mr. Md. Abu Bakr Siddique, Project Director, UPHCSDP was present in the closing session as the chief guest which was presided over by Mrs. Yasmin Khan. The chief guest emphasized on improving program coverage by providing quality services to the clients and expected that the participants would utilize the enhanced knowledge in their work-field that they gained from the workshop. He then distributed certificate among the participants.

Essay Contest

As part of BCCM work plan, the process of conducting an Essay Contest involving all the PA Units was initiated in the previous quarter. The purpose of this essay contest is to enhance knowledge of the School/College/Madrasa 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 were then submitted to PMU for final selection of 3 best scripts in each of the college and school categories. Accordingly, a five-member committee headed by DPD (Finance), UPHCSDP reviewed all the 10 scripts of each of the school and college category and finally selected best three scripts in each category. On the basis of recommendation of the five-member committee, the names of the three students from each category who secured either first, or second or third position were sent by PMU to BCCP. Now preparation is on for organizing events at the concerned PA Units for distributing prizes among the winners of the essay contest.

BCCM Related End-line Survey

As per contract of the BCCM Component of UPHCSDP, an End-line Survey needs to be conducted to have an idea of the effectiveness of the BCCM interventions of the project. It may be noted that earlier, BCCM related Base-line Survey was conducted. Thus, when the End-line Survey will be completed, its data could be compared with that of the Base-line Survey to see results of the BCCM interventions. So, for conducting the End-line Survey effectively by an independent research agency, a detailed RFP was developed and shared with the Project Management Unit (PMU). The RFP was then fine-tuned incorporating the comments from PMU and floated. Then through competitive bidding process, the research firm named "Neilsen Bangladesh Limited" has been selected to conduct the proposed End-line Survey of the BCCM Component of UPHCSDP. They will start their work soon.

BCC Materials on Maternal Health and Family Planning

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, brochure and leaflet on Family Planning and Maternal Health. The materials on Family Planning were distributed to all the PA Units for use in their areas and the matter of distribution of the materials on Maternal Health is in progress. Earlier, similar BCC materials on Child Health were produced and distributed.

TA Visits to the PA Units

With a view to assist the service providers engaged in the PA Units of UPHCSDP in planning, implementing and monitoring BCCM activities, third round Technical Assistance (TA) visits were planned and implemented (in part) in this quarter as part of the planned activities designed under the BCCM Component of UPHCSDP. Four Technical Officers of BCCM Component moved to the PA Units following a planned schedule and provided technical assistance as needed. In each PA Unit, they met the Project Manager and other concerned officials and service providers, talked to them on their on-going and future BCCM programs, observed their BCCM related activities and provided on-the-job technical assistance as appropriate. Starting from October 16, 2016, the third round TA visits continued throughout this quarter which is scheduled to be finished by early February, 2017.

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 Flipchart for use by the service providers of the clinics; developing scripts of TVC and RDC; production and distribution of UPHCSDP newsletter; attending quarterly progress review meeting and other specific meetings at PMU etc.

Table: Status of Implementing of the Activities in October-December, 2016 Quarter (6th Quarter)

Serial No.	Targeted Activities for this Quarter	Status of Implementation	Remarks
1.	Conduct Advocacy and Social Mobilization Workshop	Done.	
2.	Organize essay contest in the education institutions/ school/college madrasa	Done.	Prize distribution of the winners will be done in the next quarter
3.	Conduct End-line Survey	Independent research firm selected.	Survey will be conducted in the next quarter
4.	Essay contest in the education institutions/ school/college madrasa		Process initiated.
5.	Produce and distribute print materials and guideline	BCC materials on Child Health, Maternal Health and Family Planning produced.	Distribution of the BCC materials on Child Health and Family Planning completed. Distribution of the BCC materials on Maternal Health is in progress.

6.	Revise and production of existing Flip Chart for all clinic staffs	Flip Chart produced.	Printing in progress.
7.	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)	Script of 3 TVCs shared with PMU for approval. Same script will be used for 3 RDCs. Revision of script made following suggestions from PMU.	The scripts will be shared with the IEC Technical Committee of MOHFW. On approval from the Technical Committee, shooting of the TVCs and RDCs will be done.
8.	Revision and production of Advocacy Kit		Will be completed after having substantial amount of materials (TVC, Advocacy Brochure, VAW materials for the orientation)
9.	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.
10.	Conduct TA Visit	Initiated	Third round TA visit on-going. Expected to be completed in the next quarter
11.	Produce and distribute UPHCSDP Newsletter	Continuing	So far, four issues have been produced and distributed

In this quarter, a total amount of **Tk. 88, 83, 982.00 (Taka Eighty Eight Lac Eighty Three Thousand Nine Hundred Eighty Two)** only was spent (**without VAT**). Breakdown of expenditure under major line items has already been submitted along with the financial report for this quarter.

Photographs of recent events:

Urban Primary Health Care Services Delivery Project

Urban Primary Health Care Services Delivery Project
ADVOCACY AND SOCIAL MOBILIZATION WORKSHOP

Urban Primary Health Care Services Deliver
ADVOCACY AND SOCIAL MOBI
Sylhet | October 22-25,
Organized by: Bangladesh Center for Communication Pro

Urban Primary Health Care Services Delivery Project
ADVOCACY AND SOCIAL MOBILIZATION WORKSHOP
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Urban Primary Health Care Services Delivery Project
ADVOCACY AND SOCIAL MOBILIZATION WORKSHOP