

Report on Validation Workshop for National Communication Framework and Plan for IYCF in Bangladesh (2018-2025)

National Communication Framework and Plan for IYCF is important both for the mother and child considering 1000 days- Line Director National Nutrition Services (NNS).

National Nutrition Services (NNS), IPHN organized a Validation workshop to review and update “**National Communication Framework and Plan for IYCF in Bangladesh**” on Sunday 21 June 2021 at the IPHN Conferences Room # 403, Dhaka-1212 through both online and onsite. A total 32 designated personal were participated from Government specially Directorate General of Health Service and Directorate General Family Planning, NGO, INGO and UN organization. USAID- Ujjiban SBCC project provided technical assistance to organize this validation workshop.

The objective of the workshop was.

- Review and update National Communication Framework and Plan for IYCF in line with 4th HPNSP and Comprehensive SBCC strategy thereby create demand/promote early initiation of breastfeeding, exclusive breastfeeding and quality complementary feeding for infant and young children.
- incorporate/identify any issues left behind to address

The agenda of the workshop was as follows:

Introduction & opening by LD-NNS, DGHS

Presentation on Background and Objective of the Workshop

Presentation on **National Communication Framework & Plan for IYCF in Bangladesh” (2018-2022) so far done**

Open discussion / Work on different Content of the Framework/ any more issues left behind.

1. Opening Remarks:

Dr. S M Mustafizur Rahman, Line Director National Nutrition Services (NNS), inaugurated the workshop and welcomed all resource persons. He again requested all participants to provide their valuable feedback with reference and update the national communication framework and plan for IYCF where necessary. He told that NNS have initiated to update & review National Communication Framework and Plan for IYCF in Bangladesh which was prepared on 2010 for the period 2010 -2013 through numbers of workshop and thereby finalize the National Communication Framework and Plan for IYCF in Bangladesh for the period 2018-2025. Further workshop will be organized on need based.

2. Workshop Presentation

Mr. Mohammad Aman Ullah, Deputy Program Manager, NNS and Dr. Tofail Md. Alamgir Azad, Senior Communication Specialist, Ujjiban SBCC Project facilitated the workshop. Mr. Mohammad Aman Ullah then described the workshop process and methodology and

presented accomplishment for far done in preparing National Communication Framework & Plan for IYCF in Bangladesh” (2018-2022) final.

3. Discussion Session:

Dr. Zeba Mahmud delivered speech at the workshop. She told that we made a good foundation by the outcome of the group works to update national IYCF communication framework and plan. It was noted that we are lagging the exclusive breastfeeding target and the need to identify the barriers or factors that hindering it should be identified and feasible solution recommended.

Dr. Fatima Akter, Program Manager, NNS and Mr Jaynal , PM, DGFP proposed to form a small group to indent gaps and updated in line with the recently approved IYCF strategy. Dr. M I Bulbul mentioned that cover pictures need to be changed as appropriate.

Ms. Asfai Azim, UNICEF mentioned that this information/data that has been used in the National Communication Framework & Plan for IYCF in Bangladesh” (2018-2022) mostly on 2014 needs to be updated and 2017 and look back IYCF criterion indicators according to WHO.

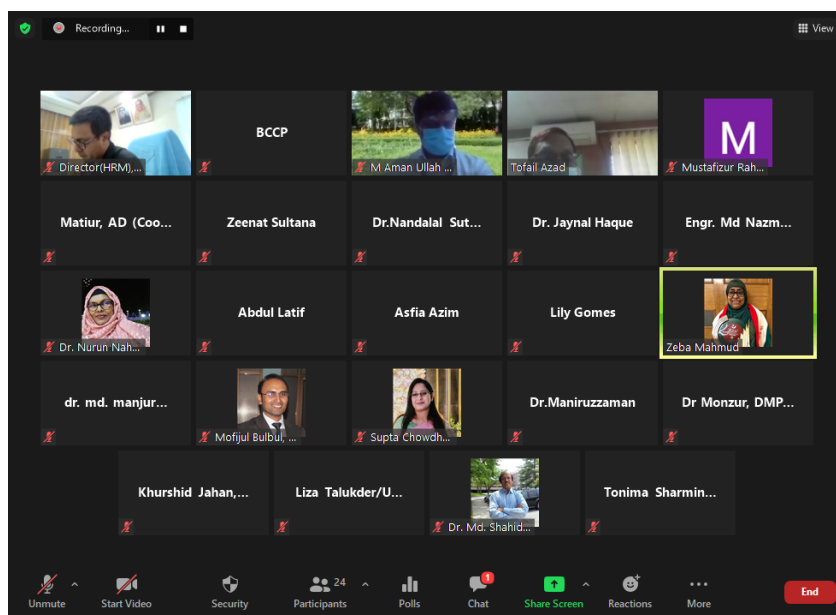
Ms.Liza Talukder, USAID suggested to incorporate communication tools and technique for the working mothers to ensure Exclusive Breastfeeding and advocate with policy makers as well as private sector employers i.e. Garment Sector to create environment to initiate baby-care center to cover exclusive breastfeeding.

Ms.Nurun Nahar , PM, CCSDP, DGFP how to counselling postpartum mothers on BF and IYCF . Mr. Roman Raihan, Associate Professor, BSMMU mentioned to explore in this communication tools and technique in hard to reach area and urban slum.

Dr. Tofail Md. Alamgir Azad pointed that as we are left behind in finalizing National Communication Framework & Plan for IYCF in Bangladesh” which was develop for the period 2018-2022 needs to be extended for at least five years up to 2026 or 2027.

4. Key decisions:

- A Technical committee would be formed specially including those who had worked previously.
- Technical Subgroups review and update with evidence-based data and information, whatever changes is made valid reference should be provided.



- NNS, IPHN will coordinate review & update process to make the framework and plan final.
- All necessary support and guide would be provided by the NNS, and committee members are as follows:
 - Dr. Zeba Mahmud, A& T
 - Dr. Fatima Akter, Program Manager, NNS
 - Dr. M. Islam Bulbul, Deputy Program Manager, NNS
 - Mohammad Aman Ullah, Deputy Program Manager, NNS
 - Dr. Md. M. Islam Bulbul , DPM, NNS
 - Dr. Tofail Md. Alamgir Azad, SCS, Ujjiabn SBCC Project
 - Dr. Mahmudur Rahman, PM, CCSDP
 - Dr. Jaynel Haque, PM, MCRAH
 - Dr. Shupta Chowdhary, Deputy Program Manager, NNS
 - S.K. Roy or his representative from BBF
- Mr. Mohammad Aman Ullah, will start working as soon as possible for compilation and feedback.

Wrap-up & closing:

Dr. S M Mustafizur Rahman, Line Director National Nutrition Services (NNS), delivered closing remarks. He thanked all participants for working hard in the workshop and bring valuable feedback. The Line Director further added that we are continuously preparing/developing lots of documents/ materials, but effective use of these materials should be ensured and communication tools/ materials to be prepared in such a way so that it cater both head and mind of the targeted population. He again thanked all participants at the end of today's workshop.