Presentation for 21st BCC- WG Meeting from National Nutrition Services (NNS)

Institute of Public Health Nutrition (IPHN) DGHS, MoHFW

October 19, 2016
“Reflection of some BCC related activities of NNS/IPHN”
## What has Changes made

<table>
<thead>
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<th>Level of Changed</th>
<th>What has Changes made</th>
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<tbody>
<tr>
<td>Individual</td>
<td>As a part of capacity building no. of IPHN/NNS personnel actively participating/contributing on various SBCC training, workshop, meeting etc shaping their knowledge and skill base.</td>
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| Organization     | ➢ Kept available budget provision in the respective OP for conducting BCC related workshop as well as producing /developing different print and electronic materials that are using in different campaign and in the community  
  ➢ Out of 20 component of the NNS OP, SBCC is a key priority of the NNS  
  ➢ The management is in favorable condition to adopt new ideas and enabling environment |
| System           | ➢ Example of change in system is holding regular HPN SBCC Coordination Committee meetings and participating in BCC Working Group meetings  
  ➢ Digital Resources specially Digital Archive and e-toolkit being updated and reviewed regularly  
  ➢ System level change is very difficult to do, but BKMI is doing that hard task very efficiently and effectively. |
Tangible Changes made

- Established Digital Archive at the unit where hard copies of most of the materials produced by the Unit since 2010-2015 were archived and made it possible access to all.

- IEC Technical committee for BCC is more proactive and announced not to develop any BCC materials without approval and field use

- Developed a National Comprehensive SBCC Strategy for the MOHW that laid a foundation to develop the communication strategies at each unit

- Encouraged to share knowledge and experiences with others (Best Practice as platform) and to assess knowledge gaps (CAT)

- More prominent working with government in three sector HPN. Where others NGOs try to keep them away from the government whereas BKMI through BCCP is working very closely with GOB with good reputation.
Intangible Changes

1. BCC team yet not gained its full potential need to be nature more and more

2. Systematic process of message development, setting behavioral indicators for monitoring and evaluation were not institutionalized

3. Though BKMI developed Monitoring and evaluation checklist, yet to be functionalized.

4. The Unit occasionally conducted needs assessments to design a few SBCC interventions, but it was not a common practice.

5. Linking of Agriculture and Development.
There are many BCC activities working around IPHN/NNS some of them are

1. **Digital Archives:** To strengthen institutional memory and facilitate coordination, BKMI assisted IPHN to create digital archives. The digital archives allow all stakeholders to have quick, online access to the SBCC materials that have been developed by three units. Unit staffs are being trained, and will be responsible for updating and maintaining the digital archives.

2. **HPN BCC eToolkit for Field Workers:** The HPN BCC eToolkit for Field Workers is a digital library of high-quality print and electronic materials on health, population and nutrition issues. The eToolkit was designed as a resource for field workers when counseling their clients. It is updated annually by the BCC Working Group. The eToolkit is available online in the link [www.dghs.gov.bd](http://www.dghs.gov.bd) and [http://bdsbcc.org/](http://bdsbcc.org/) as well as offline, and via Google Play for Android-based mobile devices.

3. **Capacity Building:** NNS/IPHN’s personnel participated in the 20th and 21sr Advances in Strategic Communication Workshop well as Generic Training and Research Methodology. This will enable NNS/IPHN’s personnel capacity building related to strategic communication and thereby be able to contribute in planning, designing and monitoring evidence based SBCC activities more effectively.
SBCC Activities of IPHN, NNS (2014 to 2016 June)

4. **eToolkit for SBCC Program Managers and Planners:** In 2014, this online eToolkit [www.dghs.gov.bd](http://www.dghs.gov.bd) and [http://bdsbcc.org/](http://bdsbcc.org/) was launched for SBCC Program Managers and Planners. The toolkit compiles guidelines, curricula, job aids, case studies, and other tools to plan, manage, deliver, evaluate, and support SBCC for Health, Population and Nutrition.

5. **eLearning courses for SBCC Program Managers and Planners:** BKMI has developed eLearning courses for SBCC Program Managers and Planners. Message and Materials Design course is a step-by-step hands-on guide for developing effective SBCC messages and materials. Monitoring and Evaluation for SBCC introduces basic skills of monitoring and evaluating SBCC activities. These courses can be accessed at [http://bdsbcc.org/](http://bdsbcc.org/)

6. **eLearning courses for Field Workers:** Eight video-based eLearning courses for field workers that were developed and updated and made available online and via Android OS.

7. **Website:** BKMI also supported developing website that has become a great means of communication for IPHN as well as facilitates other people’s easy access to information regarding the activities and achievements of BHE.

8. **IEC/BCC materials:** For strategic communication through BCC tools we are developing different type of poster, brochure, Flip Chart, Poster, Booklet, Leaflets, and TVC etc to bring desired changes in behavior results improvement nutritional status.
SBCC Activities of IPHN, NNS (2014 to 2016 June)

9. HPN Co-ordination meeting and SBCC, WG: HPN coordination committee meeting and SBCC, WG is a platform where, we share, exchange views and update among members on the effective use of the BCC activities of the different sectors of the health ministry and as well as other related stakeholders thus develop a common understanding to address Behavior Change Communication issue across the sectors.

10. BCC team at IPHN: For effective and smooth operation of the BCC activities of the NNS OP a BCC team has been formed consisting 8 members considering its priorities.

11. Dissemination of Nutrition message through cell phone: Voice Call: This was 29 seconds voice call related to Infant and Young Child Feeding (IYCF), Maternal nutrition and message on service availability to reached to 3.95 lacks mothers.

12. Develop nutrition related TV Spot, Folk song, Drama for BTV and Bangladesh Bater: 2 days /week, 30 mins long by Nutrition related program like Drama, Song, Quiz, talk show etc. is going to be telecast both in BTV. NNS/IPHN providing both financial and technical support in this regard.

13. Bangladesh Bater: 11 Regional Station broadcasted 2 days /week 30 mins long by Nutrition related program like Drama, Song, Quiz, talk talk show, Phone In etc.
14. Development a flip Chart on key nutrition messages based on NNS package of services following the basic nutrition module following 7Cs. Will be used in the BCC session by HA/FWA/CHCP in IPC/ Counseling for awareness development and sensitization.

15. Development CARTOON on Comic Story: 30000 (5 sets 1000 scholls where 30 students per day can read this books at time.

16. Development Job Aid on IYCF inclusion age from 24-59 months will be used in the BCC session by HA/FWA/CHCP in IPC/ Counseling for awareness development and sensitization.

17. BCC Kit: 4747 BCC Kit containing 17 items were, distributed in all facilitates.

18. Poster Development and Distribution: Five type of poster on different nutritional issues 70000 posters (5 sets/ Facilities) were printed and distributed in all facilities for awareness development and sensitization of the catchment population.