Subject: Meeting minutes of the committee developed for identifying indicators to review the IEC/BCC materials on health, reproductive health, family planning and nutrition that are intended for mass use by different government (MoHFW) and non-government organizations held on 26.02.2013.

A meeting was held on 26.02.2013, in his office of Mr. Subash Chandra Sarker, Joint Secretary (Public Health), the MoHFW and also chaired by him for identifying indicators to review the IEC/BCC materials on health, reproductive health, family planning and nutrition that are intended for mass use by different government (MoHFW) and non-government organizations. Participant list is annexed.

In the backdrop of APR-2012 recommendations and the directives of MoHFW, the participants’, being invited by the Chair, expressed their opinion about identifying and finalizing criteria for reviewing and approval of all IEC/BCC materials on health, reproductive health, family planning and nutrition to ensure their compatibility with government policy and local religion and culture; to remove anti-state message, if any; to ensure consistency of messages; and to ensure that there is no duplication and that all the organizations working on the same issue, provide integrated messages. After discussion, the following decisions were taken.

**Decision**

1. All government/non-government organizations, who are working in Bangladesh and prepare IEC/BCC materials on health, reproductive health, family planning or nutrition, have to take prior approval of the material’s eligibility for mass use from the IEC Technical Committee under the MoHFW before the final production/print.

2. In order to get approval for printing/production of any IEC/BCC materials on health, reproductive health, family planning or nutrition, have to apply through the concern Line Director (based on the topic of the material) of the MoHFW or directly to the convener of the IEC Technical Committee mentioning the objective, intended audience, dissemination channel and user of the material.

3. The script of the print or the electronic material has to be presented to the IEC Technical Committee and have to get prior approval

4. The material, after preparing on the basis of the approved script, has to be again presented to the IEC Technical Committee to get final approval for printing/production and for mass use at the field level.

5. In order to thoroughly review the material to ensure the technical standard, quality, consistency of messages and if there is any religious or cultural sensitivity in the material; and to remove any conflict with the policy of the state; and to ensure consistency with government policy and also technical accuracy; the following criteria have been agreed upon.

   - The information of the material has to be in line with the Health and Population Policy, HPNSDP, and strategies of the DGHS and DGFP.
   - The material has to contain essential service (ESP) package components.
   - The information and the message have to be currently technically correct.
Official notification (translated from Bangla) of approval of BCC Material Review Criteria for IEC Technical Committee

- The material has to be easy to read, understand and clear.
- The photographs or other illustration have to accurately reflect the content of the material.
- The material has to be culturally, socially and religiously acceptable.
- The material must not contain any such opinion/views that may damage/decline communal or social harmony.
- The information provided via the material needs to have scientific explanation.
- The material must not contain any anti-state information/opinion.
- The photographs, picture quality, font, color sound, light, voice, music, etc. in the material have to be up to the mark.
- The message has to be tailored to a specific audience, and in consistence with the culture and language of that specified population.
- The material needs to have a call to action.
- The material has to be pretested with the intended audience.

Signature
Subash Chandra Sarker
Joint Secretary (Public Health)
Ministry of Health & Family Welfare
Date: 26 February, 2013

No. 45.161.060.116.00.001.2012.111

C.C: Not according to the seniority

1. Director General, Directorate General of Health Services, Mohakhali, Dhaka.
2. Director General, Directorate General of Family Planning, 6 Kawran Bazar, Dhaka.
3. Joint Secretary (Public Health), Ministry of Health and Family Welfare.
4. Director (PHC), Directorate General of Health Services, Mohakhali, Dhaka.
5. Director, IPHN and Line Director, NNS.
6. Deputy Chief, Health Education Bureau, Directorate General of Health Services, Mohakhali, Dhaka.
7. Director (IEM), Directorate General of Family Planning, 6 Kawran Bazar, Dhaka.
8. Director (Population Cell), Bangladesh Television, Rampura, Dhaka.
9. Director (Program), Bangladesh Beter, Headquarter, Shahbagh, Dhaka.
10. Editor cum translator, IEM unit, Directorate General of Family Planning, 6 Kawran Bazar, Dhaka.
11. Director, BCCP, House-3A, Road-74, Gulshan-2, Dhaka.

Signature
Iffat Ara Mahmood
Deputy Secretary
Phone: 9515531