



December/January 2016
Edition 22.16



Directorate General of Family Planning
Ministry of Health & Family Welfare

Bangladesh
Population Clock

157,329,068

February, 2016

DGFP eBulletin

News from the Field






IN THE SPOTLIGHT

Eighth edition of FWA Register Shared



The 8th edition of Family Welfare Assistant (FWA) Register comes with substantive changes. New maternal and newborn health interventions such as the use of Misoprostol, 7.1% Chlorhexidine application and newborn sepsis management have been incorporated into the Register. Health sector experts are optimistic that the Register with a comprehensive set of data will serve as a useful tool to analyze the maternal and child health situation as well as inform policy decision.

The 8th edition of Family Welfare Assistant (FWA) Register comes with substantive changes. New maternal and newborn health interventions such as the use of Misoprostol, 7.1% Chlorhexidine application and newborn sepsis management have been incorporated into the Register. Health sector experts are optimistic that the Register with a comprehensive set of data will serve as a useful tool to analyze the maternal and child health situation as well as inform policy decision.

The Register, rolled out nationally from January 2016, was shared at an event organized by Directorate General of Family Planning in collaboration with MaMoni HSS project and Saving Newborn Lives (SNL) Program of Save the Children on 27 December, 2015 in Dhaka. The new register has been a result of the input from various partners including MaMoni HSS, SNL and icddr,b.

Mohammad Nasim, MP, Minister, Ministry of Health and Family Welfare (MOHFW) attended the event as the Chief Guest while Sukumar Sarkar, Deputy Director, Office of Population, Health, Nutrition and Education, the United States Agency for International Development (USAID), Bangladesh, Mohammad Wahid Hossain, DG, National Institute of Population Research and Training (NIPORT), Biman Kumar Saha, Additional Secretary, MOHFW, Md. Abdul Mannan Illias, Director, MIS, DGFP spoke as special guests. Md. Nur Hossain Talukder, Director General, Directorate General of Family Planning chaired the session.

Dissemination of Digital Resources to Strengthen SBCC in Bangladesh held

An event to disseminate a set of Digital Resources to strengthen Social and Behavior Change Communication (SBCC) in Bangladesh was held on 19 January 2016 at CIRDAP Auditorium, Dhaka. The Chief Guest, Prof. Dr. Deen Mohammad Noorul Huq, Director General, Directorate of Health Services, along with other guests on the dais, formally launched the Digital Resources by pressing a computer button. The Chief Guest urged all stakeholders to utilize these ICT-based tools to improve the coordination, harmonization and quality of SBCC activities.



The digital resources include an SBCC eToolkit for Field Workers working on Health, Population and Nutrition (<http://www.k4health.org/bangladesh-toolkits>); an SBCC eToolkit for Program Managers and Planners (<https://www.k4health.org/toolkits/bangladesh-program-managers>); an eLearning course in Bangla with eight modules for field workers (<http://bdsbcc.org>); two eLearning courses, both available in Bangla and English, for SBCC program managers and planners (<http://bdsbcc.org>); and Digital Archives for three government units (Bureau of Health Education (BHE): <http://bhe.dghs.gov.bd/digitalarchive/>; Institute of Public Health Nutrition (IPHN): http://archive.dghs.gov.bd/iphn_digitalarchive/; Information, Education, Motivation: <http://www.dgfpbd.org/digitalarchive/>). All are available online, free of charge.

The eToolkit for Field Workers is also available offline and as an Android app (BD HPN Toolkit)

With technical support from BKMI, the three communication Units of MoHFW, BHE, IPHN and IEM Unit have developed these resources to strengthen Health, Population and Nutrition SBCC in Bangladesh. Some of these digital resources are the first of their kind, not only in Bangladesh, but also in the region.



Ms. Roxana Quader, Additional Secretary (PH & WH), MoHFW, in her welcome speech, said that the resources were a step forward towards achieving the vision for a Digital Bangladesh.

The Chair of the event Mr. Mohammad Wahid Hossain, Director General, DGFP emphasized the importance of using modern information and communication technologies along with the traditional

ones.

Prof. Dr. Abul Kalam Azad, Additional Director General (Admin) and Line Director of MIS, DGHS, commented that these ICT-based tools were developed with a great precision and would facilitate the wellbeing and improved health of the people in Bangladesh. Ms Marietou Satin, Acting Director, USAID Dhaka Mission emphasized USAID's commitment to working closely with MoHFW, and noted that the digital resources for SBCC will help to strengthen the health system in Bangladesh.

A short video documentary on these resources was screened in the program.

Around 135 professionals from different ministries, departments and institutions, A2i, NGOs, INGOs, development partners, academics, and others attended the event.

BKMI, funded by USAID, is a technical assistance project jointly implemented by Johns Hopkins Center for Communication Programs (CCP), Baltimore, USA and Bangladesh Center for Communication Programs (BCCP).

Brief on Needs Assessment Findings of Bangladesh Betar Population, Health & Nutrition Cell Programs

1. A dissemination workshop on Brief on Needs Assessment Findings of Bangladesh Betar Population, Health & Nutrition Cell Programs This assessment was conducted from June to September, 2015 using qualitative methods such as, Key Informant Interview (KII), Focus Group Discussion (FGD) and

anecdotes to gauge information.

For KIIs, the selected respondents were the Regional Directors (RDs), Deputy Regional Directors and Assistant Directors of Bangladesh Betar Population Cell including DG-Betar, DG-FP, Director and Deputy Directors of Population Cell, Director/LDs/PM of MCH, CCSDP, EM Unit and GAD Specialist of Unicef. For FGDs, the respondents were the Betar Listener's Club members (both adolescent listeners' club members and general listeners' club members) from Rangpur, Sylhet and Chittagong regions. The study areas for data collection were selected purposively which were Bangladesh Betar Regional Offices in Rangpur, Sylhet and Chittagong including Dhaka (DGFP, Bangladesh Betar Head Quarters, Betar Population Cell). Apart from the above, survey reports, PIP and IEC-OP were reviewed as part of literature review.



2. KEY SUCCESS AND ACHIEVEMENTS:

- **360 minutes** program from Bangladesh Betar including 11 regional stations (subcell-235 minutes, national-25 min, central cell-100 min).
- Issue based drama serial – ‘rupashi bangla sonali manush’ written and directed by Prof. Momtazuddin Ahmed.
- Phone-in program
- Interactive discussions using popular characters (bhabi, bolyo da and a specialist doctor anchored by apa).
- Transmission of program through AM and FM to reach more audiences throughout the country.
- Variation of programs – interview based programs involving newlywed couples, university students.
- Shukher thikana & shukhi sangshar – broadcast nationally from Dhaka station that also relayed from all regional stations.
- Issue based popular songs and spot drama that seem to be more entertaining and engaging.
- Esho gori shukher ghar – to promote and popularize FP methods targeting eligible couples everyday at 10:00pm.
- Adolescent Listeners' Club.

3. PROBLEMS/GAPS/IMPLEMENTATION BOTTLENECKS IDENTIFIED

- Outdoor programs are very less or absent at regional level.
- Repeat programs are two (02) to five (05) times more than new programs at regional level.
- Inadequate or NO live programs at regional centers.
- Very few audience specific programs at regional level.
- Lack of motivational initiatives (incentives) for active listener's club members.
- Poor quality transmission (lack of noise-free program) compared to private channels.
- NO innovation: lack of high-tech studios, modern equipment for outdoor

programs, uninterrupted internet services at regional offices.

4. Administrative:

- Poor remuneration rate for artists/ performers that refrains Pop Cell to invite renowned artists.
- Inadequate or NO manpower for pop cell separately at regional centers.
- Inadequate or NO vehicles for outdoor programs and monitoring.



5. Capacity Building:

- NO training for program and technical staff on IPC, SBCC, entertainment education programs.
- Lack of training for Pop Cell officials on health, population and nutrition issues to deliver quality programs.

6. Planning and Coordination:

- No comprehensive planning (yearly or half-yearly) except monthly/adhoc plan.
- Poor coordination between IEM and Population Cell with regard to planning, monitoring and implementation of pop cell programs resulting in huge gap in understanding of IEM-DGFP's demand and programs produced by Population Cell.

7. Community Engagement

- Less engagement of the Listener's Club Members.
- Less engagement of viewers

8. Documentation, Monitoring and Evaluation:

- No digital archiving system in place except manual documentation in CDs/DVDs.
- No periodical evaluation or assessment system to see results/impacts of the Pop cell programs.
- Letters and phone-in program are the only source of feedback on Pop Cell Programs received from listeners.
- No provision for evaluation or impact study on Population Cell Programs.
- Weak monitoring and supervision.

Primary Health Care Centre inaugurated at DGFP

Directorate General of Family Planning inaugurated a primary health care centre at DGFP premises in a view to catering primary health care to more than 600 employees serving at DGFP. The then DG Mr Nur Hossain Talukder unveiled the curtain of the centre on December 29, 2015 in a informal gathering with the presence of Dr. Mohammed Sharif, Director MCH Services,



Dr.Md. Mainuddin Ahmed along with other Directors of DGFP. A Sub-Assistant Community Medical Officer(SACMO) has been assigned with the responsibility of providing primary health care to the employees of DGFP during the working hours.The centre is expected to provide the service of measuring blood pressure, blood suger and rendering primary treatment among the employees of DGFP.

Message Development Workshop on Preparing Standard Package of IEC materials for IEM



A Message Development Workshop was organized for the officials of IEM and other service delivery units, field level, representatives from BHE & IPHN of DGHS and creative representatives from selected vendors working under DGHS & DGFP from January 16-19, 2016. Purpose of the workshop was to strengthen the knowledge and skills of

the relevant staff members on systematic process of message development and to help identifying prioritized areas for message development to support FP-MNCH program. The workshop was facilitated by a group of staff members of Bangladesh Center for Communication Programs, a leading strategic communication organization in the country.

The workshop started with the Welcome Speech by Mr. Md. Shahjahan, Director & CEO of BCCP where he put emphasis on effective communication. Followed by his welcome speech, Mr. Dipak Kanti Mazumder, Focal Point of TA project under JD TAF, BCCP

talked about the objective of the workshop. Participants introduced themselves and shared their roles & responsibilities in their organization and their expectations from the workshop.

Objectives of the Workshop

The sessions of the workshop were designed to achieve the following objectives:

- Enhance knowledge and skills on effective message development process
- Help to prioritize issues on which updated and/or new messages need to be developed and disseminated
- Provide hands on orientation on identifying desired behavior, barriers, key benefits and channels to disseminate messages
- Facilitate drafting messages and materials

Participants

A total of 20 participants attended the workshop with varied capacity and skills. The participants included officials of IEM, MCH, FSDP, CCSDP, MIS, Planning and field managers of DGFP, representatives from BHE & IPHN of DGHS and creative representatives from selected vendors working under DGHS & DGFP.

The content of the workshop was designed based on the steps of the Project Planning Process popularly known as the 'P-Process.' The 'P-Process' is a systematic and scientific process that guides the programmers to conceptualize, design, pre-test, finalize and implement communication interventions for positive behavior change. The process suggests that communication interventions should be research driven, vision focused, audience specified, socio-culturally sensitive and result oriented.

Workshop sessions covered first three steps of the 'P-Process' and helped the participants to analyze the situation and audiences, design the strategy to overcome the barriers and challenges and draft a set of messages and materials. Following are the sessions covered in the workshop:

- Importance of Team Work;
- Salient features of communication needs and FP-MCH program;
- Message and Material Development Process;
- Situation Analysis and Audience Analysis for identifying & prioritizing problems;
- Different types of Media;
- Tips to Develop Effective Messages;
- Prepare concepts note and exercise on designing materials;
- Importance of pre-testing; and
- Pre-test: The Qualitative Research

Findings of Field Level FP-MCRAH Program Performance Monitoring Workshop

Central level Workshop held at IEM Conference Room, DGFP on December 2, 2015

based on the findings of Field Level FP-MCRAH Program Performance Monitoring Workshop under the guidance of Planning, Monitoring & Evaluation (PME-FP) Operational Plan. Director General of Family Planning Mr. Md. Nur Hossain Talukder graced the occasion as the chief guest while Begum Rashida Begum, Joint Secretary (Project Implementation), MOHFW was the special guest. Mr. Sheikh Md. Shamim Iqbal, Joint Secretary & Director (Planning) & Line Director (PME-FP) was presided over the workshop. All the Directors & Line Directors, Divisional



Directors, Program Managers & Deputy Program Managers of all the Operational Plans took part in the workshop. The chairperson welcomed the participants and requested the Program Manager (PM) to discuss briefly the objectives of the workshop. Program Manager (PM) Begum Afroza Sulthana stated that from Jan'14 Program Performance Monitoring was introduced in this OP. In this program, all the concerned field officers had to present their performance with the Monitoring Format. While officers presenting their report; they observed their performance with all. The main objectives of the workshop were the sharing & discussion of the monitoring report of 4 divisions & 28 districts that were held in 2014-2015. After this report presentation, the house discussed about the report. Then the all the Divisional Director presented their performance (From Jul'14 to Jun'15). The Special Guest said that this Monitoring Program would improve the service quality as well as it would help to increase the performance. It will also help to visualize the various reports that are sent by the officers. The Chief Guest mentioned that all the performance related circular should be updated centrally. Finally the Chairperson concluded that the program performance monitoring workshop is a brief summary of our field programs.

Workshop on Child Marriage Prevention, Women Empowerment, Birth Spacing and MCH held at Narsingdi



"Child marriages are very prevalent in the rural areas than Urban vicinity. So the elected representatives of the Local Government can play a pivotal role in restraining child marriages in the rural areas". Md Abdul Mannan Ilias, Joint Secretary, MOHFW and Director, IEM expressed his optimism while he was inaugurating a district level workshop at Narsingdi. Md Delwar Hossain, Joint

Secretary and Director, Dhaka Division requested the local elected representatives to make the path of education easier to the girls. Abu Hene Morshed Jaman, Deputy commissioner, Narsingdi requested the participants of the workshop to take support from Women Development Forum in a view to preventing the child marriages. He also promised to express his support from his district administration. The meeting also recommended to conduct more awareness meeting even at the union level. Community policing can play a very vital role, the meeting also recommended. Md Abdur Razzak, Deputy Director, Family Planning, Narsingdi presided over the meeting.

Dissemination of BCC materials held at Brahmanbaria

BCC (Behavior Change Communication) materials are used as a tool to increase awareness among the clients at the field level. They are also used to increase knowledge level of the service providers. From the above mentioned point of view Team Associates with the technical; support from Engender Health Mayer Hashi Project ii conducted a dissemination meeting of BCC materials of Family Planning at Brahmanbaria. Mr Md Abdul Mannan



Ilias, Joint Secretary, MOHFW and Director, IEM graced the dissemination meeting as the Chief Guest. Chief Guest gave various directives to the service providers about the fruitful and constructive use of the BCC materials among the clients. Mr Arbindo Dutta, Deputy Director (In-Charge), Family Planning, Brahmanbaria presided over the dissemination meeting.

Thanks to the following contributors:

Md. Abdul Mannan Ilias, Zakia Akhter, Sati Rani Dey, Mohammad Badsha Hossain,

Mukti Rani Shil.

Check Us Out



Questions, comments or suggestions?

Email us at iemdgfp@gmail.com or visit us at the links below.

DGFP www.dgfpbd.org

DGFP MIS www.dgfpmis.org

DGFP Supply Chain Information Portal www.dgfpimis.org

DGHS www.dghs.gov.bd

MOHFW www.mohfw.gov.bd



The DGFP eBulletin is developed by the DGFP IEM Unit with support from UNFPA and USAID.

DGFP is located at
6 Kawran Bazar, Dhaka - 1215

eBulletin Chief Advisor:
Director General, DGFP

eBulletin Editor:
Director, IEM Unit

Directorate General of Family
Planning, Ministry of Health and

Family Welfare

*Copyright © 2012
All rights reserved*

Send Us Your Stories

Got a FP
or MCH
story you
would like
to see here?



Send it to
hossainbadsha@gmail.com

[unsubscribe from this list](#) | [update subscription preferences](#)