



Comprehensive
Social and
Behavior Change
Communication Strategy
Ministry of Health and Family Welfare

Health

Nutrition

Population

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Acronyms

AAYO	Advanced Adolescent and Youth Organization
ACSM	Advocacy, Communication, and Social Mobilization
AI	Avian Influenza
AIN	Aquaculture for Income and Nutrition
ANC	Antenatal Care
ARH	Adolescent Reproductive Health
ARI	Acute Respiratory Infections
ASOD	Assistance for Social Organization and Development
BBS	Bangladesh Bureau of Statistics
BCCP	Bangladesh Center for Communication Programs
BCCWG	Behavior Change Communication Working Group
BCG	Bacillus Calmette-Guerin vaccine
BDHS	Bangladesh Demographic and Health Survey
BEES	Bangladesh Extension Education Services
BHE	Bureau of Health Education
BKMI	Bangladesh Knowledge Management Initiative
BMI	Body Mass Index
BMMS	Bangladesh Maternal Mortality and Health Care Survey
BNNC	Bangladesh National Nutrition Council
BTV	Bangladesh Television
CAG	Community Action Group
CC	Community Clinic
CCSDP	Clinical Contraception Service Delivery Programme
CEmOC	Comprehensive Emergency Obstetric Care
CHW	Community Based Health Worker
CIP	Country Investment Plan
CM	Community Mobilizer
CMAM	Community Based Management of Acute Malnutrition
CNCP	Comprehensive Newborn Care Package
COMBI	Communication for Behavioral Impact
CoP	Community of Practice
CPR	Contraceptive Prevalence Rate
CSA	Community Sales Agent
CSW	Commercial Sex Worker
CWFD	Concerned Women for Family Development
DFID	Department for International Development
DGFP	Directorate General of Family Planning
DGHS	Directorate General of Health Services
DOTS	Directly Observed Treatment, Short-course
DSK	Dushtha Shasthya Kendra

EBF	Exclusive Breast Feeding
ENC	Essential Newborn Care
EPI	Expanded Programme on Immunization
ESP	Essential Services Package
FAO	Food and Agriculture Organization
FP	Family Planning
FPAB	Family Planning Association of Bangladesh
FPMC	Food Planning and Monitoring Committee
FPMU	Food Planning Monitoring Unit
FWA	Family Welfare Assistant
FWC	Family Welfare Center
FWV	Family Welfare Visitor
GFATM	Global Fund to Fight AIDS, Tuberculosis and Malaria
GMP	Growth Monitoring and Promotion
GoB	Government of Bangladesh
H5N1	Avian Influenza
HAPP	HIV/AIDS Prevention Project
HASAB	HIV/AIDS and STD Alliance Bangladesh
HBB	Helping Babies Breathe
HEP	Health Education and Promotion
HIV/AIDS	Human Immunodeficiency Virus/Acquired Immunodeficiency Syndrome
HNP	Health, Nutrition and Population
HPNSDP	Health, Population, and Nutrition Sector Development Program
HNPSIP	Health, Nutrition and Population Sector Investment Plan
HSS	Health Systems Strengthening
HTSP	Healthy Timing and Spacing of Pregnancy
ICAAP	International Congress on AIDS in Asia and the Pacific
ICDDR,B	International Centre for Diarrhoeal Disease Research, Bangladesh
ICT	Information and Communications Technology
IDU	Injection Drug User
IEC	Information, Education, and Communication
IEC-OP	Information, Education, and Communication Operational Plan
IEDCR	Institute of Epidemiology, Disease Control and Research
IEM	Information, Education, and Motivation
IHME GBD	Institute for Health Metrics and Evaluation, Global Burden of Disease
IMR	Infant Mortality Rate
IPCC	Interpersonal Communication and Counseling
IPHN	Institute of Public Health Nutrition
IYCF	Infant and Young Child Feeding
KM	Knowledge Management
KAB	Knowledge, Attitude and Behavior

LAPM	Long Acting and Permanent Methods
LARC	Long Acting Reversible Contraceptives
LARC/PM	Long Acting Reversible Contraceptive and Permanent Methods
MARP	Most At-Risk Populations
MCH	Maternal and Child Health
MDG	Millennium Development Goal
MDR-TB	Multi Drug Resistant Tuberculosis
M&E	Monitoring and Evaluation
MIH	Marketing Innovation for Health
MIS	Management Information System
MMR	Maternal Mortality Ratio
MNCH	Maternal Neonatal and Child Health
MoEF	Ministry of Environment and Forests
MoFL	Ministry of Fisheries and Livestock
MoFood	Ministry of Food
MoHFW	Ministry of Health and Family Welfare
MoI	Ministry of Information
MoLGRD&C	Ministry of Local Government Rural Development and Cooperative
MoRA	Ministry of Religious Affairs
MoSW	Ministry of Social Welfare
MoWCA	Ministry of Women and Children Affairs
MoYS	Ministry of Youth and Sports
MOU	Memorandum of Understanding
MR	Menstrual Regulation
MSH	Management Sciences for Health
MSM	Men who have Sex with Men
MTR	Mid-Term Review
NASP	National AIDS/STD Programme
NATAB	National Anti-Tuberculosis Association of Bangladesh
NCD	Non Communicable Disease
NGO	Non-governmental Organization
NHPS	National Hygiene Promotion Strategy
NHSDP	NGO Health Service Delivery Project
NIPORT	National Institute of Population Research and Training
NNS	National Nutrition Service
NSV	Non-Scalpel Vasectomy
NTP	National Tuberculosis Control Programme
NWG	Nutrition Working Group
OP	Operational Plan
OPV	Oral Polio Vaccine
ORT	Oral Rehydration Therapy
PAC	Postabortion Care

PH	Public Health
PM	Permanent Method
PNC	Postnatal Care
PLA	Participatory Learning and Action
PPFP	Postpartum Family Planning
PSA	Public Service Announcement
RCC	Rolling Continuation Channel
RH	Reproductive Health
RIC	Resource Integration Center
SBA	Skilled Birth Attendant
SBCC	Social and Behavior Change Communication
SCNI	Steering Committee for Nutrition Implementation
SD	Standard Deviation
SEED	Society for Empowerment, Education and Development
SHIKHA	"Shisukekhawano" project
SMC	Social Marketing Company
SNL	Saving Newborn Lives
SPRING	Strengthening Partnerships, Results, and Innovations in Nutrition Globally
SRHR	Sexual and Reproductive Health and Rights
STI	Sexually Transmitted Infection
SUN	Scaling-Up Nutrition
TB	Tuberculosis
TBA	Traditional Birth Attendant
TFR	Total Fertility Rate
UHC	Upazila Health Complex
UHS	Urban Health Survey
UNFPA	United Nations Population Fund
UNICEF	United Nations International Children's Emergency Fund
UP	Union Parishad
URC	University Research Company, LLC
USAID	United States Agency for International Development
WASH	Water, Sanitation and Hygiene
WFP	World Food Programme
WHO	World Health Organization

Section B

Action Plan for Comprehensive SBCC Strategy

SL	Activity	Responsible unit/Sector/Org	Allies	Resource	Timeline	Output/Strategy Output
1. SBCC Leadership and Coordination						
1.1	Strengthen office of Additional Secretary (PH & WH wing) to provide overall leadership in national HPN SBCC program, including coordinating with donors and other ministries in early stages of program design to avoid duplication, and identify areas for synergy. (Link to 1.8)	PH & WH wing. MoHFW	Other Ministries Development Partners	Long-term seasoned SBCC experts Material to set up SBCC resource center	December, 2016	MoHFW (PH & WH wing) capacity to oversee and coordinate SBCC strengthened
1.2	Create a Ministry-level SBCC focal point and small unit under the office of the Additional Secretary (PH & WH wing) to operationalize the Strategy and implement the action plan, including monitoring topic-specific SBCC strategies.	Additional Secretary (PH & WH wing)	Relevant Ministries Development Partners	A checklist/ guidelines Allocate sufficient human, financial and material resources for SBCC.	Continuous process	Annual review of Strategy implementation conducted
1.3	Ensure the SBCC is strategically placed and adequately resourced in the next sector plan	MoHFW	Donor	-	December, 2016	Adequate resource for SBCC interventions
1.4	Include BCC Working Group in the appropriate OPs for institutionalization <ul style="list-style-type: none"> - Form steering committee - Organize bi-monthly meeting - Keep the sub-groups active - Have annual budget - Have annual work plan (Link to 1.9) 	Additional Secretary (PH & WH wing), Planning Wing Relevant OPs	Donor	Fund in the OP of IEM, BHE and IPHN	December, 2016 Continuous process	Steering Committee for BCC Working Group established

SL	Activity	Responsible unit/Sector/Org	Allies	Resource	Timeline	Output/Strategy Output
1.5	<p>Include HPN SBCC Coordination Committee activities in the appropriate OPs for institutionalization</p> <ul style="list-style-type: none"> - Approve TOR - Include one focal person from MoHFW and relevant OPs - Organize bi-monthly meeting - Organize Annual joint planning meeting for SBCC 	MoHFW (PH and WH Wing, Planning Wing) Relevant LDs of Different OPs	Development Partners	Fund in the OP of IEM, BHE and IPHN Relevant OPs	July, 2016 Continuous process	HPN SBCC Coordination Committee formalized and made functional
1.6	Following the Comprehensive SBCC Strategy outline, review and prepare topic-specific SBCC strategy with detailed action plan	Relevant OPs Public Health and WH wing, Planning Wing	Development Partners	SBCC Consultant Fund for review meetings and dissemination	December, 2016	Detailed SBCC action plan for relevant OPs prepared and incorporated
1.7	Continue to promote the use of the MoHFW-approved Framework for Effective HPN SBCC	IEC technical committee Relevant Ministries	Development Partners BCCWG	Fund for dissemination meetings	Continuous process	All relevant stakes use SBCC strategy
1.8	Create advocate within MoHFW so that resources are allocated for SBCC; strategic SBCC is prioritized to facilitate both community- and facility-based SBCC programs. (Link to 1.1)	MoHFW and relevant OPs	Development Partners	Fund for Capacity Building	Continuous	SBCC functions are consolidated
1.9	Document and share Best Practices for SBCC in Bangladesh through annual event (Link to 1.4)	BCCWG IEM, BHE, IPHN and Relevant OPs	Development Partners	Resources allocated for selection, documentation & event organization	Continuous	Best practices for coordination, capacity development & community engagement identified and shared

SL	Activity	Responsible unit/Sector/Org	Allies	Resource	Timeline	Output/Strategy Output
1.10	Identify opportunities to work collaboratively with the relevant non state actors	MoHFW MoI and Relevant Ministries	Development Partners and relevant non state actors	Meetings to involve relevant non state actors	Continuous	SBCC strategy and action plans disseminated and followed
2. Capacity Development						
2.1	Strengthen the review, approval and documentation process of IEC Technical Committees to ensure approved SBCC materials are high quality with accurate SBCC content <ul style="list-style-type: none"> - Make material review checklist available online - Digitize the submission and approval process of SBCC materials - Establish a SBCC digital archive of approved materials - Periodic orientation for the IEC Technical Committee members on developing SBCC messages, materials and review checklist 	MoHFW Department of Additional Secretary (PH & WHO wing) , Additional secretary(FW) and concern units of DGHS and DGFP IEC Technical Committee members	Development Partners, INGO, NGO related with health sector AZi	Circular on Standard review criteria ICT support for online submission system SBCC orientation guidelines	July 2016 May, 2017 July, 2016 September, 2016 - onward	IEC Technical Committee strengthened and expanded Gold standard materials
	Review function and name of IEC Technical Committee <ul style="list-style-type: none"> - Revise the SOW - Circular of new IEC Technical Committee review criteria 	PH & WHO wing	Development Partners	Revised Criteria Dissemination	December, 2016	Circular issued Role of IEC Technical Committee strengthened and expanded
2.2	Conduct annual Capacity Assessment of concerned units	BHE, IEM & IPHN	Development Partners NGO	Self assessment checklist, activity and allocation kept in the next sector programs	Annually	Relevant organizations and units of DGHS and DGFP Assess and mitigation and measures are taken

SL	Activity	Responsible unit/Sector/Org	Allies	Resource	Timeline	Output/Strategy Output
2.3	Units conduct annual vendor orientation on the process to follow in producing quality SBCC product	BHE, IEM & IPHN		Fund allocated in next sector program	Need based	Related vendors are orientated
2.4	Strengthen effective use of ICT for SBCC program design and implementation <ul style="list-style-type: none"> - Explore opportunities to use digital media - Strategic use of mobile devices by MoHFW - DGHS and DGFP establish systems for supporting ICT for SBCC - Incorporate digital tools SBCC M&E (Link to 4.1) 	DGHS DGFP BHE, IEM, IPHN & MIS units	Development Partners AZi	Resources allocated by DGFP and DGHS to purchase related technologies	Continuous process	ICT based SBCC programs functioning
2.5	Strengthen units capacity to maintain Digital archives (content and IT) Allocation of resources in OPs to support the ongoing maintenance and updating of digital archives of SBCC materials in three Units	BHE, IEM & IPHN	Development Partners DGHS & DGFP	Fund allocated in OP Development Partners and GOB in the next sector program	Annual maintenance	Units capacity on Digital Archives improved OP approved
2.6	Strengthen SBCC professionals' (program managers) knowledge and skills on SBCC program design and implementation and supportive supervision <ul style="list-style-type: none"> - Make completion of eLearning courses for Program Managers different tier mandatory - Scale up use of the eToolkit for Program Managers - Organize exposure visits, conferences, and other means, for personal hands-on learning - Promote use of virtual resources (webinars, online networks). - Promote networking with HPN SBCC professionals (Link to BCCWG) & Springboard 	DGHS DGFP BHE, IEM, IPHN & MIS units	Development Partners, NGOs	NGO support Development Partners and allocation in the next sector program	July 2017 Need Based Time Frame to be developed during the next sector program	Capacity of the program managers to design, implement and coordinate SBCC strengthened

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2.7	<ul style="list-style-type: none"> - Participation in annual Advances workshop / Strategic leadership training on SBCC by the focal persons of relevant units and IEC technical committee members - Improve the quality of interpersonal communication and counseling skills (IPCC) of Field Workers and other service providers - Include IPCC course during pre-service and in-service training - Make completion of eLearning courses for Field Workers mandatory - Scale up the availability and use of the eToolkit for Field Workers 	DGHS DGFP BHE, IEM, IPHN & MIS units NIPORT	Development Partners	Allocation kept in the relevant OP	January 2017 - onward	Capacity of the Field level workers on IPCC improved and field level workers oriented on IPCC
2.8	<ul style="list-style-type: none"> - Annual review & update of eToolkit for Field Workers - eLearning courses for Field Workers - eToolkit for Program Managers - eLearning courses for Program Managers 	BCCWG BHE, IEM & IPHN	Development Partners	Funds allocated in the next sector program	Annually	eToolkit and eLearning courses are updated
2.9	Strengthen capacity of field workers to promote effective linkages between the community and the health system	BHE, IEM & IPHN	Donor/ Development Partners	Development Partners and GOB support	Continuous process May start from March 2017	Through Field workers Community involvement in health system strengthened
2.10	<ul style="list-style-type: none"> - Design SBCC programs that use a variety of complementary and reinforcing channels and approaches, including mass media, traditional media, IPCC, community dialogue, etc at unit level - Focus messages on actionable behaviors at household and community level 	BHE, IEM & IPHN, NGO & INGO IEC Technical Committee	Donor/ Development Partners	Development Partners and GOB support	Feb 2017 - onward 2016- onward	Media based SBCC program developed Every message has a call for action

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2.11	Use SBCC material Distribution and Dissemination guidelines - Orientation of the focal persons on use of guidelines - Make the guidelines available online - Link the guideline with logistic management system	DGHS and DGFP BHE, IEM & IPHN		BCC Materials distribution guideline Allocation of funds in the next sector program	Ongoing and continuous start from Jan 2017-Jan 2018	BCC materials used effectively All relevant guidelines are available online
3. Community Engagement						
3.1	Ensure proper mapping and strategic planning of communities internal resources for implementation of SBCC program	BHE, IEM, IPHN, NGO & INGO	CBOs Local Gov, Local Media	Skilled Field workers Fund	Short term (July-September of each year)	Mapping report
3.2	Involve Key audiences in every step of developing and implementing SBCC activities and programs by Ops /NGOs	BHE, IEM, IPHN, NGO & INGO	Specific key audience	Skilled Field workers Fund	Regular as it is a continuous process	Ensured participation of Key audiences
3.3	Involve community leaders (religious, political, social) in SBCC efforts by the Ops /NGOs to make them responsive; ensure that all members of the community are given their voice and community resources are utilized	BHE, IEM, IPHN, NGO & INGO	community leaders (religious, political, social)	Skilled Field workers Fund	Regular as it is a continuous process	Ensured participation and accountability of community leaders
3.4	Linkages with other relevant programs for capacity building, coordination and maximize resource utilization	BHE, IEM, IPHN, NGO & INGO	MoWCA MoYS MoSW MoLGRD MoRA	Skilled Field workers	Twice a year	Meeting Minutes (Avoid duplication, ensured intersectoral coordination)
3.5	Design targeted and tailored interventions (by geographic location, behavioral indicators, "at-risk" status, age, etc) for specialized audiences including vulnerable, at-risk and marginalized populations	BHE, IEM, IPHN, NGO & INGO	MoWCA MoYS MoSW MoLGRD MoRA	Strategic document, Mapping report, Technical Experts and Program Personal	Once a year (July – September)	Intervention plan Developed

SL	Activity	Responsible unit/Sector/Org	Allies	Resource	Timeline	Output/Strategy Output
3.6	Design local interventions by recognizing the influence of social norms and values on health outcomes, (e.g reducing rates of child marriage requires social change more than individual behavior change)	BHE, IEM, IPHN, NGO & INGO	Local representatives of MoWCA MoYS MoSW MoLGRD&C MoRA	Strategic document, Mapping report, Local Technical Experts and Program Personal	Once a year (July – September)	Local level Intervention plan Developed
3.7	Identify the local champions and involve them as local level resources	BHE, IEM, IPHN, NGO & INGO	Representatives of Local Bodies	Local Technical Experts and Program Personal	Once a year (July – September)	local champion identified and actively involved
3.8	Link mass media with local initiatives	BHE, IEM, IPHN, NGO & INGO	Representatives of Local Bodies Community Radio Journalist Association	Fund Advocacy tools	Continuous process	Comprehensive campaign
4. Cross-cutting including Monitoring and Evaluation						
4.1	<p>Determine what monitoring of SBCC interventions is necessary at different level</p> <p>Strengthen monitoring functions of Units responsible for SBCC; increase accountability for SBCC outcomes</p> <ul style="list-style-type: none"> - Select SBCC project indicators that are specific, timely, and attainable in nature and measured periodically - Establish a system of regular monitoring and supervision of SBCC programs with checklists and guidelines - Monitoring efforts should regularly track program activities to ensure the program is being carried out as planned 	<p>MoHFW Resource center</p> <p>MIS unit, DGHS</p> <p>MIS unit, DGFP</p> <p>BHE (DGHS), IEM (DGFP)</p> <p>BHE (DGHS), IEM (DGFP)</p>	<p>MoLGRD&C (City Corporation & Municipalities), UNICEF, USAID, WHO</p>	<p>GoB & Development Partners</p>	<p>July 16- September 16</p>	<p>SBCC indicators selected</p> <p>Checklist and guideline developed</p> <p>System established for online monitoring SBCC activities</p>

SL	Activity	Responsible unit/Sector/Org	Allies	Resource	Timeline	Output/Strategy Output
4.2	Incorporate selected SBCC indicators into national MIS	BHE, IEM & IPHN	MIS unit, DGHS MIS unit, DGFP	GoB & Development Partners	December 2016	SBCC indicators included in national digital MIS
4.3	Conduct evaluations of SBCC program outputs and outcomes to assess the overall achievement or impact of SBCC programs	BHE, IEM, IPHN, NGO & INGO	Research unit/firm	Development Partners	Mid-term & End-line Evaluations	Evaluation Conducted
4.4	Document SBCC program success; establish evidence base for expanding/scaling up effective interventions	BHE, IEM, IPHN, NGO & INGO	BCCWG	Development Partners	Continuous process	Effective interventions disseminated and scaled up
4.5	Widely share SBCC research data and program learning	MIS unit, DGHS MIS unit, DGFP	DGHS & DGFP	Development Partners	By Yearly	SBCC research findings shared
4.6	Integration of gender issues into all aspects of SBCC program development; implementation and evaluation	MoHFW Resource center BHE, IEM, IPHN, NGO & INGO	MoWCA MoE, MoP, ME & MoLGRD	GoB & Development Partners	Continuous process	Gender issues addressed
4.7	Proper documentation to ensure that relevant data and materials are accessible (Link to1.1)	MoHFW BHE, IEM, IPHN, NGO & INGO	DGHS & DGFP	Development Partners	Continuous process	For restoring the documentation and relevant data digital archive established
4.8	Establish mechanisms to ensure that digital SBCC resources usage is tracked and monitored	MoHFW BHE, IEM & IPHN	DGHS & DGFP	GoB	Annually	Capacity of monitoring use of SBCC digital resources built
4.9	Establish mechanism for use of event specific monitoring tools such as the A-V Van Show monitoring checklist - Units with A-V Vans collect and compile monthly data on A-V Van activities	MIS unit, BHE, IEM unit	DGHS & DGFP, MoI	Checklist Fund	Monthly	SBCC activity monitored at ground

SL	Activity	Responsible unit/Sector/Org	Allies	Resource	Timeline	Output/Strategy Output
4.10	Mid Term Evaluation and Evaluation of implementation of the Strategy	MoHFW BHE, IEM, IPHN, NGO & INGO	Donor	Relevant Documents, Program Personal, Community People, Fund	Every 3rd year and end of 5th year	Evaluation report

*Detailed activity of this action plan will depend on the structure of the new sector development plan, including the # and distribution of OPs.

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