

**17<sup>th</sup> HPN SBCC Coordination Meeting**  
**Venue: IPHN Conference Room**  
**Date & Time: July 13, 2017, 11am-2:00pm**

Memo No. NNS/SBCC/HPN/140/2017/ 305

Date: 26.09.17

Subject: 17th HPN SBCC Coordination meeting minutes.

**Chair of the meeting:** Dr. A.B.M. Muzaharul Islam, Director, IPHN and Line Director, NNS.

**Welcome and Opening Remarks**

The 17<sup>th</sup> HPN coordination committee meeting was held on July 13, 2017 at the IPHN Conference Room, DGHS. Dr. A.B.M. Muzaharul Islam, Director, IPHN and Line Director, NNS chaired the meeting. Dr. Romash Chandra Shaha, Deputy Director, IPHN and Program Manager, NNS on behalf of the Director, welcomed the participants and mentioned that under 4<sup>th</sup> Sector Program this is the first meeting of HPN Coordination Committee. At the onset of the meeting the participants introduced themselves. Dr. Rouseli Haq, Director, MBDC was also present in the meeting and expressed her willingness to work together in coming days. Mr. Mohammad Aman Ullah, DPM, NNS and focal point of the SBCC briefly described the background and purpose of HPN Coordination Committee meetings, and facilitated the meeting.

**Presentation of last meeting minutes**

Mr. Mokhlesur Rahman, Assistant Chief, BHE, DGHS read out the key discussion points of the minutes of 16<sup>th</sup> meeting held on July 14, 2016 at the Bureau of Health Education, DGHS. Comments and feedback were sought from the members. After taking note of minor correction/feedback from the participants the 16<sup>th</sup> meeting minutes were unanimously approved.

**Program Sharing**

Issue/ Unit	Discussion	Decision
<b>BHE</b> <b>Presenter :</b> Mr. Mokhlesur Rahman, Assistant Chief, BHE, DGHS	Mr. Rahman informed the meeting that New Operational Plan (2017- 2022) titled "Lifestyle and Health Education & Promotion" has been approved. He then shared some key activities as follows:  1. Observation of World Health Day on April 7, 2017 both at national and district levels. Following activities were undertaken to observe the day: <ul style="list-style-type: none"><li>• Developed a set of Poster, Leaflet, Sticker, Folder, Souvenir on the theme of WHD</li><li>• Developed a theme song ;</li></ul>	<ul style="list-style-type: none"><li>• The unit will upload the new materials in their digital archive.</li></ul>

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	<ul style="list-style-type: none"> <li>Organized Health Fair, etc.</li> </ul> <ol style="list-style-type: none"> <li>Develop BCC Materials on reemerging vector borne diseases including Chikungunya</li> <li>Develop a Facebook page for Bureau of Health Education</li> <li>Work in Coordination with other Units/project : <ul style="list-style-type: none"> <li>Support IEDCR and CDC through active participation in mass people counseling over phone on Vector borne diseases</li> <li>Regular coordination for effective field management with NCD</li> <li>Support in developing the GOB – Unicef WASH Rolling Work plan as a part of the GOB-Unicef Country Programme (2017-2020)</li> </ul> </li> </ol> <p>He also displayed two documentaries: Health Sector Success in last 07 years: 2009-2016, and Awareness on Chikungunya.</p>	
<p><b>IEM</b></p> <p><b>Presenter</b></p> <p>Mr. Badsha Hossain, DPM, IEM, DGFP</p>	<p>Mr. Badsha Hossain, DPM, IEM, DGFP informed the meeting that DGFP celebrated World Population Day 2017 on 11 July throughout the country in a festive manner under the leadership of MOH&amp;FW leveraging IEM Units own resources. Theme of WPD 2017 – “Family Planning: Empowering People, Developing Nations”</p> <p>পরিবার পরিকল্পনা: জনগণের ক্ষমতায়ন, জাতির উন্নয়ন "</p> <p>He also presented the progress of the unit made during April - June 2017, which are as follows:</p> <ul style="list-style-type: none"> <li><b>Organized 50 workshops</b> for newlywed and low-parity couples on small family norms, ANC/PNC, birth spacing, nutrition, child marriage and gender issues at upazila/district levels;</li> <li><b>Conducted motivational programs</b> for slum-dwellers in 4 city corporations focusing on child marriage, teenage pregnancy, ANC/PNC, PFP, LAMP, facility delivery, 5 danger signs etc.;</li> <li>Organized a 4-day training on Strategic SBCC for 40 mid-level FP officials (DD/PM &amp; DPM) from DGFP HQ and field with technical support from USAID Ujjiban SBCC project;</li> </ul>	<ul style="list-style-type: none"> <li>Unit will seek support from relevant stakeholders as needed for using resources appropriately.</li> <li>MIS data sheet need to be reorganized based on the importance of the indicators and could be categorized as very important, important, and less important.</li> </ul>

	<ul style="list-style-type: none"> <li>Organized a 3-day Message Development Workshop for 40 mid-level FP officials from DGFP HQ and field with technical support from USAID Ujjiban SBCC project;</li> </ul> <p>He also informed the meeting that in the month of July-August IEM is going to organize a Workshop on Integrating SBCC Indicators in DGFP MIS and a Workshop for Action Planning to come up with a 'robust plan' for the fiscal year: July 2017-June 2018.</p>	
<p><b>IPHN</b></p> <p><b>Presenter</b></p> <p>Mr. Aman Ullah, DPM, NNS</p>	<p>Mr. Aman Ullah, DPM, NNS shared some of the tangible changes made in IPHN to strengthen SBCC capacity of the Unit. He informed the meeting that IPHN established a Digital Archive where soft copies of most of the materials produced by the Unit since 2005-2016 were archived and made it possible access to all.</p> <p>He also mentioned that IPHN/NNS recently disseminated the "National Low Birth Weight Survey Bangladesh 2015" report and conducted 'Food Safety Awareness Workshop' for District and Upazila Sanitary Inspectors (SIs).</p> <p>Mr. Md. Amanullah also shared following upcoming BCC activities of IPHN Unit;</p> <ul style="list-style-type: none"> <li>Strengthen BCC related meetings like, HPN Coordination Meeting, SBCCWG meeting, etc.;</li> <li>Update and review digital resources specially Digital Archive and eToolkit regularly</li> <li>Facilitate to adopt FW eLearning course for professional improvement of the field workers</li> <li>Organize /conduct message and SBCC materials development workshops/Trainings</li> <li>Mainstreaming M&amp; E Checklist for BCC activities</li> </ul>	<ul style="list-style-type: none"> <li>IPHN SBCC materials may be used by the other units as and when required.</li> </ul>
<p><b>Update from Ujjiban</b></p>	<p>Mr. Patrick Coleman, Chief of Party, USAID Ujjiban SBCC Project, shared different aspect of Ujjiban project, its partners, geographic area to be covered and guiding principles. In his presentation he mentioned that the project started on March, 2017 and the key partners are CCP, BCCP and SCI. CCP leading the Transmedia platform and providing overall</p>	<ul style="list-style-type: none"> <li>Ujjiban project will work closely with the system level that exit within the Govt to build capacity on SBCC.</li> </ul>

	<p>management of the project, BCCP is responsible for strengthening SBCC capacity of different Units of the DGHS and DGFP, and MOHFW; and SCI is responsible to implement community mobilization interventions. Geographical focus of Ujjiban project is Sylhet and Chittagong. Mr. Patrick pointed out that the project is planned to designed different type of high quality SBCC materials for transmedia campaign.</p>	
<b>Discussion</b>	<p><b>Dr. Md. Sharif, Director, MCH Services</b> delivered some future direction and engagement of his department as well as Family Planning Directorate. He mentioned that there should be a platform like HPN coordination committee to bring synergy in SBCC activities. He agreed that coordination at different level is still a problem. He mentioned that the Units should support HPN coordination committee to move forward. He looked for technical assistance of USAID Ujjiban SBCC project to MCH Unit specially for delivering SBCC related issues.</p> <p><b>Dr. Gita Rani</b> from CBHC, DGHS displayed a documentary film on the SBCC activities of the CBHC. She also commented that BCC materials developed from different Units sometimes remain stuck at the district level. She suggested that someone should be responsible for distribution, otherwise it will be useless.</p> <p><b>Dr. Rouseli Haq</b>, Director, MBDC, mentioned that Bangladesh is a 6<sup>th</sup> high burden country for TB case. In Bangladesh only 60-61 % TB patients notified. She stated that CHCP of the Community Clinic and Health and Family Planning workers also need to take proactive initiatives to send TB patients to the DOTS centres; this require strong coordination and help from all sectors to track and ensure mandatory notification.. Identifying Child TB is a problem and only 4.1%Child TB is identifying currently. SBCC really a very important and imperative part in detecting TB cases. . She mentioned that people need to be aware that TB treatment is available free of cost at the DOTS centres.</p>	<p>i. , Director, MBDC Dr. Rouseli Haq, assured that TBL will continue to support and participate in the HPN coordination committee meetings.</p> <p>ii. Strong coordination and collaboration is need among the health workers for ensuring mandatory notification and TB case.</p> <p>iii. The Units will incorporate the HPN Coordination meeting in their OP to organize the meeting on regular interval.</p>
<b>AOB</b>	<p>Mr. Bezlur Rahman, Assistant Chief, BHE, DGHS told that this coordination meeting is very effective forum for sharing and updating about Unit level activities ,</p>	<p>Each unit will find out ways how they can mobilize resources so that they can</p>

	and we can make this coordination committee meeting more regular if we can incorporated this activity in Unit specific OPs.	continue to organize the meeting on a regular interval in coming days.
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**Remarks from the Ms. Sanjanthi Velu:**

Ms. Sanjanthi Velu, Asia Program Lead of CCP expressed her satisfaction for having an opportunity attending 17<sup>th</sup> coordination committee meeting and pleased to see continuation working with the GOVT, MOHFW and all the three units of the DGHS and DGFP. She looks forward to continue collaboration and coordination support under Ujjiban project. Ms. Sanjanthi mentioned that 17th coordination committee meeting that show us real testament to the creatable work and coordination that started under the BKMI project and the Units has been able to continue. She expressed her hope that more frequent and more robust planning and coordination continue to be happening between the units.

**Closing remark and way forward by Chair:**

Dr. A.B.M. Muzaharul Islam, Director, IPHN and Line Director, NNS thanked all participants for the nice and well-timed presentations. In his concluding remarks mentioned that SBCC activity and message should be uniformed, and easy to understand, He ephasised the importance of Coordination committee meetings for effective implementation of the SBCC activities of the respective OPs. As there was no other business to transact for the day, concluded the meeting with the vote of thanks to all participants.

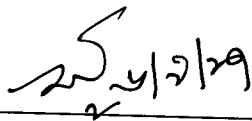
**Next steps:**

1. Work with the SBCC activities of the respective OPs to identify what to do to avoid duplication and way out best use of resources.

**Next HPN Coordination Meeting:**

Ms. Ashma Hassan, Assistant Director, IEM told that next coordination meeting will be held at IEM some time on September, 2017 and exact date and time will be confirmed /informed in consultation with Director, IEM.

Signed:



Date: \_\_\_\_\_

Chair: Dr. ABM Muzharul Islam, Director, IPHN and Line Director, NNS