Management of Working Group  Part - II

Protocol for Operation and Maintenance of BCC Working Group Communication

The Bangladesh Behavior Change Communication (BCC) Working Group provides a platform for Social and Behavior Change Communication (SBCC) professionals from different backgrounds to learn, network and share experiences related to SBCC for Health, Population and Nutrition (HPN) in Bangladesh. The BCC Working Group promotes the coordination and harmonization of HPN SBCC efforts in support of the prevailing Sector Development Program for the Ministry of Health and Family Welfare. The Working Group is recognized by the MoHFW and is guided by the Additional Secretary (PH & WH), MoHFW.

The BCC Working Group maintains communication with its members and other stakeholders through email account having email ID of bdbccgroup@gmail.com. Regular operation and maintenance of this account should be conducted with due diligence.

Membership

Members of the BCC WG are the organizations dealing in BCC and come from government and NGO and private sector. A total of 40 member organizations are members of working group. When a member organization nominates its member their names are included in the BCC Working Group.

Entry of members: To enter their names in WG click on Gmail on the upper left hand side when you find three options. Click option ‘Contacts’
The contact page will look as below;

At the top left of the screen find ‘All contacts’. At the right below of the screen find red circle that indicates to add new member to contact list. Click to add new member. This will lead you to the next screen shown below. Enter the name of the person who would become member.

Another template would appear as below. Enter member particulars and in ‘Add notes’ field put the date of entry. Save to preserve in contact list.
To add as a member of ‘communication working group’ use the same template. Click as shown in arrow below.

Another action box will appear as below. Click against the box of ‘communication working group’ to register the member as a member of BCC WG. To include them in other Subgroups click on those subgroups as before.
Communication with Working Group

Working group members are primarily notified on various related when they are need to be in touch with. One of the most important issues is notifying the BCC WG meeting date, time, venue and agenda.

Announcements

Creation of a message

Click on compose and a window for creating message template will pop out. The template shown is in maximize format. You can minimize it by clicking the right hand top tab of the template.
The BCC WG meetings are notified by the 3 units – BHE, IEM and IPHN. In turn the three units host the WG meetings sending invitation notice to WG. The WG in turn attaches the invitation letter and sends out the invitation. A sample invitation letter from BCC WG to its members is shown below.

All members are invited in *blind carbon copy* (bcc) format. In order to send the invitations place the ‘communication working group’ folder in ‘bcc’ field. See screen shot below.

How to locate the folders for members subgroups: On a new message folder on bcc address write down the first correct letters for a Group/Subgroup folder; as above the relevant folder will pop up. Check to
find if the folder is for current membership and click. The full membership list will come up on the bcc address.

Communication WG and other subgroups created for useful purpose are located at the left column of the above screen shot. When a particular group members need to be addressed they should be identified from the left column and clicked on the message template as shown in the previous screen slide. For example, field workers eToolkit Subgroup 2016 and BCC WG members list folders are show above. Clicking on any one of these folders will give the list of members at the right side of the column.

**Important Subgroups**

**Best Practices Subgroup:** Best practice is a method or technique to show standard activities and performance in any intervention program for improvement of HPN SBCC that can be used as a benchmark. Best Practice, by nature, is fluid and context-specific. The standard of a Best Practice may change over time, and may vary according to audience, region, communication channel, health topic, available technology or other factors.

Best Practice documentation is unique because it focuses on examining and documenting helpful changes made during the process of a program (management systems, design, delivery, recipient uptake, monitoring process etc.) and not just on the results of the program.

Considering the importance of best practices and its implications in future program and development activities, a subgroup has been formed to identify and share the best practices of HPN SBCC sector
annually in Safollo Gatha event. Safollo Gatha (success stories) event is a local version of Share Fair. To hold a Safollo Gatha event see Checklist for holding Safollo Gatha (see attached)

Program Managers eToolkit Subgroup:

http://etoolkits.dghs.gov.bd/bangladesh-toolkits

SBCC Program Managers and Planners find it hard to take the time to collect resources and update their knowledge on the latest technical information related to their work. Considering this issue a subgroup has been formed to develop eToolkit for Program Managers and Planners. This Toolkit serves as a ready reference to facilitate their day-to-day SBCC activities, including providing necessary technical guidance to program and field staff.

This eToolkit is for policy makers, program managers, service providers, advocates, and others. It provides links to guidelines, research, curricula, communication materials, job aids, case studies, and other tools to plan, manage, deliver, evaluate, and support Health, Population and Nutrition services. The Bangladesh BCC Working Group, with technical support from BKMI, developed this eToolkit, and vetted the resources for inclusion.

Every year a Subgroup is formed by convening a meeting of the members of BCC Working Group to review and update the SBCC program managers eToolkit. The members present in the first meeting form a Subgroup for review and update the PM eToolkit site with relevant resources required for information of program managers and planners. The Subgroup thus formed considers the following issues and finalizes the updating the site:

1. Review the existing site by physically checking all URLs for live connection of the resources.

2. Request members to provide links for updating of the site with relevant and useful SBCC resources for the program managers which would fall under the following SBCC categories:

   a. **Theories:** Not all health programs and initiatives are equally successful, however. Those most likely to achieve desired outcomes are based on a clear understanding of targeted health behaviors, and the environmental context in which they occur. Practitioners use strategic planning models to develop and manage these programs, and continually improve them through meaningful evaluation. Health behavior theory can play a critical role throughout the program planning process.

   b. **Planning and Design:** This section provides a range of resources for planning and designing SBCC messages, campaigns and interventions, from message design to pre-testing and concept testing to communication channel selection, as well as using various approaches such as interpersonal communication, entertainment-education or ICT for SBCC.

   c. **Models:** This section provides a range of models for the process of developing SBCC programs. These models can be applied to any health topic in any context. Following an
established model will ensure that your program is strategic, systematic and evidence-based.

d. **Strategies:** Sound communication strategies provide coherence for a health program’s activities and enhance the health program’s power to succeed. Strategic communication is the program’s steering wheel, guiding it towards its goals. Strategic communication is also the glue that holds the program together or the creative vision that integrates a program’s multifaceted activities.

e. **Advocacy:** This section provides a range of resources about advocacy: from how to do it, to case studies, to information that helps to make the case for the power of SBCC.

f. **Training:** This section includes resources for assessing SBCC capacity, and for acquiring new knowledge and skills or strengthening your knowledge and skills for SBCC.

g. **Capacity Assessment:** Provides tools and techniques for SBCC capacity assessment techniques using certain proven tools and methods in three modes: employee, organization and system levels in an organization.

h. **Research, Monitoring and Evaluation:** This section provides resources on SBCC research, monitoring and evaluation.

i. **Supplemental Resources and Links:** This section contains resources and information that may support the design, development and implementation of integrated SBCC programs. Many of the resources are specific to Bangladesh, including key government documents.

3. Collect resource links of new documents via email and examine their relevance to the any of the nine SBCC criteria mentioned above in the next meeting and finalize the resources to include on the site. Exercise extreme caution to the relevance of the resource to the SBCC issue and verify their links one by one and reconfirm before uploading.

4. Manage uploading of the approved resources to the SBCC program managers eToolkit site.

**HPN eToolkit Subgroup for field workers:**


The BKMI and three MoHFW units (BHE and IPHN in DGHS; and IEM in DGFP) have developed an online Behavior Change Communication (BCC) eToolkit for Field Workers. This e-Toolkit is basically a digital library of BCC materials. The e-Toolkit contains high quality BCC material (printed and audio-visual) vetted by technical experts from IPHN, BHE & IEM units, as well as field workers. The eToolkit is designed to be used as a resource for field workers when counseling their clients.
The eToolkit was field tested during a pilot project in 2013, and the results were very positive. Field workers and clients appreciated the use of technology during counseling; clients were more confident in their ability to deliver accurate information; and the eToolkit facilitated the integration of health, population and nutrition topics.

Now this e-Toolkit is available online at DGHS website at (http://etoolkits.dghs.gov.bd/bangladesh-toolkits). The online eToolkit package can be accessed through laptop/desktop/netbook/smart mobile device with Internet connection.

For use offline, the eToolkit application needs to be installed and updated preferably with Wi-fi internet connected. No internet connection would be required for using the downloaded eToolkit package offline. The offline eToolkit Installer for computer can be downloaded from the DGHS website at (http://etoolkits.dghs.gov.bd/bangladesh-toolkits) and the app for smart mobile devices (android) can be downloaded from Google play store.

Following the guidelines anyone can download the eToolkit software for day-to-day BCC and counseling activities.

It is expected that this eToolkit app will be useful and effective in achieving success of your program activities. Please see the attached guideline in Bangla for the use of eToolkit Application software.

Every year a Subgroup is formed by convening a meeting of the members of BCC Working Group to review and update the SBCC program managers eToolkit. The members present in the first meeting form a Subgroup for review and update the PM eToolkit site with relevant resources required for information of program managers and planners. The Subgroup thus formed considers the following issues and finalizes the updating the site:

1. Notification by three units on Collection of Materials- Three units will write to relevant organizations (NGO, INGO & UN agencies) requesting for BCC materials produced & disseminated during past year by the organization with a cutoff date of submission.

2. Maintaining follow up with the relevant organizations (NGO, INGO & UN agencies) ensuring their submission and collect the latest BCC materials.

3. Prepare inventory of the collected BCC materials in following prescribed format (Annexure-i) and put code no. in each material.

4. Expert Group meeting for reviews by BHE, IPHN & IEM- On behalf of relevant HPN sector three units (i.e. BHE for Health, IEM for Population & IPHN for Nutrition) should form and organize expert review meeting with the subject related experts for reviewing the accuracy, relevancy and consistency of the collected new BCC material, and this meeting will recommend acceptable materials with justification. Technical guidelines & questionnaire for review are given in Annexure-ii & iii.

5. Vetting by the front line workers of DGHS & DGFP : On behalf of relevant HPN sector three units (i.e. BHE for Health, IEM for Population & IPHN for Nutrition) should organize vetting of expert recommended materials for pretesting their use acceptability by the Field Workers and will
recommend the list of acceptable materials. Technical guidelines & questionnaire for vetting are given below:

a. Finalize the list of redundant BCC materials from online eToolkit: On behalf of relevant HPN sector three units (i.e. BHE for Health, IEM for Population & IPHN for Nutrition) should review the existing HPN BCC eToolkit by the expert group and finalize the list of category wise redundant materials with reason for removing from the site.
b. Finalize new list of BCC materials for uploading and list of redundant materials for removing, and get approval from the competent authority.
c. Remove and Upload BCC materials as per approved list through online platform by the technical group trained by BKMI.

There are other subgroups formed in the past which are not active currently. When needed they may be activated or a new subgroup may be formed as required.
Checklist for holding HPN SBCC Saffollo Gatha Event
Checklist for holding HPN SBCC Saffollo Gatha Event

The idea of Safollo Gatha emanated from Share Fair events popularly held everywhere in all sectors of development. Using this kind of events in academia and in issues like best practice dissemination was considered a challenge; but was proved to be gallant and fun and festive with some little innovation like variations in the modes of presentation, and opening to the greater audience etc. Hence idea of share fair also got transformed.

What is a Share Fair?

What is a Share Fair? Share Fairs are participatory events focused on a single topic that involve discussion and sharing. The aim of these events is to provide participants with opportunities to share experiences and learn new skills and knowledge management techniques. To know How to Hold a successful Share Fair click to the following link.


The event Safollo Gatha (success stories) preceded many activities to make it memorable to the audience. These are stated below.

Call for submission of Best Practices in HPN SBCC

Safollo Gatha is the event for presentation of selected Best Practices(BP) submissions in HPN SBCC. It results in the process of calling for submission of BP and their screening process. Call for submission of Best Practices is announced through BCC Working Group. Allow about two months time for submission. (see submission form attached for detailed instruction). A BCC Working Group meeting called for this purpose selected the subgroup with the attending members present. This subgroup leads the final selection of best practices for presentation by the submitting organizations in Safollo Gatha event.

The BP subgroup would also send at least 3 reminders in the following schedule:

1st reminder……………………………………5 weeks after first announcement
2nd reminder …………………………………….. 7 weeks after first announcement

3rd reminder …………………………………….. 1 week before last date.

The BP subgroup may consider the request of a member organization for extension of submission deadline and notify the extension of the date of submission for two weeks.
Selection of submissions for presentation in Safollo Gatha

The subgroup may if it deems fit form a task team to evaluate the submissions as per the criteria for selection for presentation as embodied in the Submission format in the Safollo Gatha event.

Once the selection of the submissions is finalized the selected presenting organizations may be co-opted by the subgroup to finalize the nitty-gritty of each submission, fix up further requirements of submission, discuss the venue location and other ancillary issues, identify the mode of presentation for each presenter organization and provide opportunity each of the presenters to dry run their presentation show.

Preparation of the SG event.

In order to organize and manage Safollo Gatha following steps are described for its successful implementation.

Communication on the event

Set up a final date in concurrence with the chief patron Additional Secretary (WH & PH) 3 months ahead of date for holding Safollo Gatha.; have the date put up on the itinerary of the Additional Secretary.

Preparation and sending Invitation letter to Additional Secretary (PH & WH) two months prior to the event.

Invitation letter to submitters Preparation before 45 days and sending before 20 days of the event.

Invitation letter to guests (BCCWG members, high level leadership workshop participants, and other prominent) preparation 45 days ahead and sending out 15 days ahead of the event.

Resend eInvitation to the participants one week before the event.

Follow up On 20 & 21 March 2016

Designing Banners and other related materials; requesting concurrence of USAID

E-card by 15th February 2016

X stand, Backdrop/Banner, Souvenir/brochure, Stall banners, By 3th March 2016

Taking approval from USAID on all designs by 10th March 2016

Venue, budget, participant list

Venue booking – Identify a number of venues that would meet the event requirements and finalize selection of the venue 45 – 60 days ahead of the event
Venue confirmation as soon as program is confirmed – about 2 months ahead

Prepare budget starting from 2 months ahead

Participant list preparation in clusters and groups

Visit the venue for sound system, mike, sitting arrangement planning and booking – starting from 2 weeks prior to event

Venue arrangement and decoration (stall, stage arrangement) – prepare the venue the night before with banner, stage decoration, lighting, setting up stalls, sitting arrangement, X-stand setting and food catering process.

**Submissions and related issues**

Follow up for resubmission within format and following guidelines as provided

Finalize theme according to the topics of the submissions.

Finalizing submission

Finalizing summaries for Souvenir

Arrange printing of Souvenir

Consultative meeting with submitters

Collect the Mode of presentations from the submitters

Collect the requirement of logistics from the participants

Dress Rehearsal of the presenters – one week before; in a special Subgroup meeting

**Refreshment**

Refreshment - Snacks, tea, meal; discuss with venue management for the best catering services

Arrangement for Drivers; proper attention needed.

**Logistics management**

Logistic list – confirm required logistics 10 days before the event.

Requisition for Advance – requisition for advance will be required to book the venue and similar other activities e.g. sound system, stalls setting at the venue etc.

Requisition for Camera & IT support

Prepare folder with information materials and souvenir
Prepare registration sheet, indicators

Request for vehicle – one month ahead

**Other preparation for the event**

Program schedule – Develop program schedule and finalize according to the demands of the situation.

Talking point for Chief Guest + Chair – Prepare talking points for the guests including the chair and the chief guest

Dress Rehearsal: Ask participants to practice for the event show, to rehearse on aal time basis to fine tune performance and timing.

Press Release- Prepare press release both in Bangla & English for distribution to the media.

Preparing power point slide presentation with the pictures of last Safollo Gatha event to make the event more colorful

Anchoring – Master of the ceremony: During the Subgroup meeting select one month before the event willing members from 3 units to anchor and have dress rehearsals for them.

Writing script for MC: 3 units combined will compose the script according to their assigned roles as per decision of the subgroup meeting.

Event preparatory meetings in-house - 3 weeks & 1 week before event cover all activities' status and requirement to be done.

**Sample matrix for preparing schedule for activities and responsibilities:**

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<th>Responsible person</th>
<th>Date of completion</th>
<th>Status</th>
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