It is not always easy for SBCC Program Managers and Planners to take the time to collect resources and update their knowledge on the latest technical information related to their work. This Toolkit will serve as a ready reference to facilitate their day-to-day SBCC activities, including providing necessary technical guidance to central and field-level staff.

This Toolkit 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 toolkit, and vetted the resources for inclusion.

The Bangladesh BCC Working Group is a forum for discussing and sharing best practices for Health, Population and Nutrition SBCC. This working group encourages coordination, networking, and capacity development, and facilitates cross-promotion of messages.

BKMI supports the Government of Bangladesh, USAID implementing partners, and other stakeholders to create effective SBCC to improve the health and well-being of the people of Bangladesh. BKMI strives to ensure strong, coordinated, consistent, effective, and evidence-based SBCC campaigns, activities, messages and capacity strengthening materials.
To contribute additional information, suggest new resources, or connect with colleagues around the world, please make use of the feedback form. To find a particular publication, please use the site map or type the title in the search box on the right side of the page. For more details about this Toolkit and other K4Health Toolkits, please visit the About link.

What are K4Health Toolkits?

K4Health Toolkits are electronic collections of carefully selected information resources on a particular topic for health policy makers, program managers and service providers. They are based on a continuous publishing principle that allows them to evolve after publication to capture additional resources and to identify and fill remaining information gaps.

What is the purpose of this toolkit?

This toolkit shares tools and resources for designing, planning, implementing, monitoring and evaluating SBCC activities and programs for health, population and nutrition. 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.

Who developed this toolkit?

The Toolkit is a collaborative effort of the Bangladesh BCC Working Group including the BKMI Project, DGFP, DGHS, development partners, NGO and other civil society members.

Who are the publishers of the resources?

Resources selected for inclusion in this toolkit were published by both international organizations and those working throughout Bangladesh to advocate for and to improve the design and delivery of SBCC for health, population and nutrition.

Who are the intended audiences?

This Toolkit is for program managers, service providers, advocates, policy makers, and others who are involved with SBCC for Health, Population and Nutrition. It was designed for use in Bangladesh; however, most of the tools and resources are applicable in any setting.

How do I get started using this toolkit?

To browse the contents of this toolkit, use the navigation to the right. Each section includes a list of a number of high-quality resources selected by the Bangladesh BCC Working Group. Click on the title of the resource for more information about it, or click on the full-text link to get direct access to the full resource.

How can I suggest a resource to include in this toolkit?
We invite you to contribute to evolving and enhancing this toolkit. If you have developed or use quality resources that you think should be included in the toolkit, please use the feedback form to suggest them. The toolkit moderators will review and consider your suggestions.

How can I make a comment or give feedback?

If you have comments about the toolkit, please use the feedback form. Your feedback will help to ensure the toolkit remains up-to-date and is continually improved. For example, you can share ideas about how you have used the toolkit in your work so that others can learn from and adapt your experiences.

Theories

Effective public health, health promotion, and chronic disease management programs can improve the well-being and self-sufficiency of individuals, families, organizations, and communities. Usually, such successes require behavior change at many levels, (e.g., individual, organizational, and community).

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.


Resources:

- Theory Picker
  
  This tool helps determine the most appropriate behavior change theories (individual and interpersonal) to apply to health communication campaigns. Based on a 10-question survey, this tool customizes its recommendations based on individual responses to the survey.

- SBCC Theories and Models
  
  This PowerPoint Presentation provides an overview of SBCC Theory and Models, including a
discussion of key concepts related to communication and behavior change.

- **Extended Parallel Process Model (EPPM)**

  The Extended Parallel Processing Model describes how rational considerations and emotional reactions combine to determine behavioral decisions. The degree to which a person feels threatened by a health issue determines motivation to act, while one’s self-efficacy or confidence to effectively reduce the threat determines the action itself.

- **Ideation**

  Ideation refers to new ways of thinking and the diffusion of those ways of thinking by means of social interaction in local, culturally homogeneous communities. Culturally-adapted ideation scales can be developed and used to design and evaluate programs in many different settings and for many different behavioral outcomes.

- **Social Learning Theory**

  This primer summarizes an approach that describes the reciprocal relationship between social characteristics of the environment and how those are perceived by individuals.

- **Theory at a Glance - A Guide for Health Promotion Practice**

  This guide provides a concise overview of health behavior theories, which should form the basis of all SBCC interventions.

- **Summary of Theories table**

  This table gives a summary of 8 health behavior theories at the individual, interpersonal and community levels. It is excerpted from Theory at a Glance, A Guide for Health Promotion Practice, published by the National Cancer Institute, National Institutes of Health.
Diffusion of Innovation

Diffusion of Innovations is a research model that describes how a new idea, product or positive health behavior spreads through a community or social structure. The model identifies several factors that influence how quickly an idea or behavior is adopted.

• Theory of Planned Behavior

The Theory of Planned Behavior helps program implementers design interventions that effectively address a particular behavior. When using this theory, implementers consider three types of beliefs that tend to guide human behavior: behavioral, normative and control.

• Behavioral Design

This paper sketches how to use behavioral insights to design development programs and policies. It distills the key insights of behavioral economics into a simple framework about the constraints under which people make decisions. It then shows how this framework leads to a set of behavioral design principles whose use can improve the reach and effectiveness of a variety of development programs.

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.

Resources:

• Summary Message Brief

This summary message brief provides an outline for developing messages that address an audience’s priorities and context. This table is excerpted from A Field Guide to Designing a
• **GATHER Approach (English)**

The GATHER approach to counseling is a framework for providing competent, caring counseling.

• **GATHER Approach (Bangla)**

The six steps of the GATHER approach to counseling are translated into Bangla.

• **Creative Brief Template**

A creative brief is a tool for articulating and clarifying thinking around materials development. It provides a framework for summarizing key aspects of the target audience that the materials must address.

• **Research to Action Case Study: BCC for Child Feeding**

This case study on designing communication on child feeding in Bangladesh covers building a strategy, concept testing and pre-testing.

• **The 7Cs in Strategic Communication**

The 7 Cs are a simple guideline for ensuring that BCC materials are clear, balanced and effective.

• **Step-by-step Guide to Concept Testing**
A concept is a single, distinct approach to a storyline that conveys the same message in several different ways. Concept testing can be used to learn what storylines and emotions work best, which characters would be persuasive, what would make the case for people to practice the behavior, and the most compelling positive benefits of doing the behavior.

• **Steps in Message and Material Design**

Effective messaging is an important element of a communication campaign that aims to change people’s behavior. To ensure effective messages, communication professionals must follow a systematic process, outlined in this matrix.

• **Identifying and Prioritizing Behavior Change Needs**

SBCC managers and planners can use this tool to guide a group activity in communities. The goals are to learn what the major barriers are to adopting a specific healthier behavior are; prioritize which barriers should be addressed first; and start to plan for action.

• **Behavior Change through Mass Communication**

This guide helps field level planners and implementers to use mass media as a part of their overall communication strategy. It was developed in the context of HIV prevention; however the tools and concepts can be adapted for many health topics.

• **Communication for Better Health**

This Population Report from 2008 is a guide for how managers of family planning programs can build effective BCC programs. However, the information is applicable to many health topics.

• **Tools for Behavior Change Communication**
This INFO Report from 2008 provides tools to facilitate the planning and development of a BCC component in family planning programs. However, the tools can be used for any health or development-related BCC program.

- **mBCC Field Guide**

  Mobile behavior change communication (mBCC) is the use of mobile phones to promote behavior change. This Field Guide is an attempt to take stock of what is known today about the power of mobile communication tools to influence health behaviors at both the consumer and healthcare provider levels.

- **Entertainment-Education for Better Health**

  This INFO Report from 2008 discusses how Entertainment-Education (E-E) works and its potential effects on knowledge, attitudes and behavior; the best uses of the various E-E formats; and important steps for managing E-E projects.

- **Gender Transformative Approaches**

- **HealthCOMpass: SBCC tools and project examples**

  The Health COMpass is an interactive and collaborative resource to build capacity in Social and Behavior Change Communication. There are two main parts: SBCC Tools, and Project Examples. Users can perform a guided search or a filtered search.

- **How to Guides**

  There are 16 ?How-to-Guides? available under this link. Step by step guidance are available in this section on different issues including -guides on audience segmentation, pretesting, developing SBCC messages and materials, M & E, formative research, analysis of program, situation and audience.

  - [How to Do Audience Segmentation](#)
- How to Conduct a Pretest
- How to Develop SBCC Creative Materials
- How to Develop a Mission Statement
- How to Write a Creative Brief
- How to Develop a Monitoring and Evaluation Plan
- How to Develop a Channel Mix Plan
- How to Design SBCC Messages
- How to Develop Monitoring Indicators
- How to Conduct Qualitative Formative Research
- How to Adapt SBCC Materials
- How to Conduct a Program Analysis
- How to Conduct a Situation Analysis
- How to Develop a Logic Model
- How to Do an Audience Analysis
- How to Conduct a Root Cause Analysis
- Handbook on How to Conduct Effective Pretests

**Tools for Communications and Behaviour Change**

Human behavior is very complex. This document draws on key sources from social psychology, economics and behavioral economics, and covers key factors that are important to consider when developing SBCC.

**Social and Behavior Change Communication Implementation Kits**

Implementation Kits are tools that address specific health content or a thematic area (e.g. Healthy Timing and Spacing for Pregnancy, Breastfeeding). They are designed to move the user one step closer to program roll out. A total of 24 I-Kits are planned, and will be added to the website as they become available.

- Designing a Social and Behavior Change Communication Strategy
- Demand Generation I-Kit for Underutilized, Life Saving Commodities
- Supporting Breastfeeding Interventions for Faith-Based Organizations
- I-Kit for Ebola Preparedness
- Resource Mobilization Implementation Kit

**Tools for Communications and Behaviour Change: 5-step**
This table summarizes a five-step process for identifying, translating and applying relevant behavioral theory to SBCC programs. This table is excerpted from Communications and Behavior Change, published by COI, the UK government’s center of excellence for marketing and communications.

• **Advantages, Disadvantages and Appropriate Uses of 8 Tools**

This table summarizes the advantages, disadvantages and appropriate uses of eight communication tools: advocacy, advertising, promotion, interpersonal communication, events promotion and sponsorship, community participation, publicity, and entertainment. It is excerpted from A Field Guide to Designing a Health Communication Strategy, published by JHU?CCP.

• **Communication Channel Characteristics**

This table summarizes the reach, type of message (simple vs complex), adaptability, cost, and possibility for interactive use of different communication channels. It is excerpted from Writing a Communication Strategy for Development Programmes, published by UNICEF.

**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.

**Resources:**

• **Integrated Model of Communication for Social Change**

Integrated Model of Communication for Social Change
Smart Chart

This is a tool to help nonprofits make smart communications choices. Smart Chart helps with assessment of strategic decisions to ensure that communications strategy delivers high impact.

- **P Process Brochure (English)**

  The P Process is a step-by-step roadmap that can guide you from a loosely defined concept about changing behavior to a strategic and participatory program that is grounded in theory and has measurable impact.

- **P Process Brochure (Bangla)**

  The P Process is translated into Bangla.

- **How to Create an Effective Communication Project**

  This guide describes an eight-level process for developing BCC projects. It was developed in the context of HIV prevention; however the tools and concepts can be adapted for many health topics.

- **ACADA communication planning and implementation process**

  This diagram shows the key steps in the ACADA communication planning and implementation process. Excerpted from Writing a Communication Strategy for Development Programmes: A Guide for Programme Managers and Communication Officers, UNICEF Bangladesh, 2008.

- **COMBI toolkit for behavioural and social communication in outbreak response**
A toolkit for Communication for Behavioral Impact (COMBI), to be used in conjunction with the COMBI workbook. While specifically addressing behavioral and social communication in outbreak response, the steps and tools in this toolkit are adaptable for many health topics.

- **COMBI field workbook for outbreak response**

A field workbook with Communication for Behavioral Impact (COMBI) planning steps, to be used in conjunction with the COMBI toolkit. While specifically addressing communication during outbreak response, the steps and tools in this workbook are adaptable for many health topics.

- **Framework of Strategic Communication**

This framework shows how the 7 Cs of effective communication are linked to the steps of behavior change, and how behavior change is supported by service providers and other influential people.

- **SBCC Theories and Models**

This PowerPoint Presentation provides an overview of SBCC Theory and Models, including a discussion of key concepts related to communication and behavior change.

- **Behavioral Design**

This paper sketches how to use behavioral insights to design development programs and policies. It distills the key insights of behavioral economics into a simple framework about the constraints under which people make decisions. It then shows how this framework leads to a set of behavioral design principles whose use can improve the reach and effectiveness of a variety of development programs.

**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.


Resources:

- **Writing a Communication Strategy for Development Programs**

  This is a tool to guide the writing of a communication strategy that supports a program or project to achieve its development goals, especially its social and behavioral objectives. It describes a process that is participatory and inclusive.

- **Designing a Health Communication Strategy - Part 1**

  This book provides a set of steps and tools to help ensure that behavior change communication efforts are developed strategically with participation from all stakeholders, clear goals, segmented audiences, and effective messages based on sound research and credible theory. Please note that, because of its size, this document is divided into two parts.

- **Designing a Health Communication Strategy - Part 2**

  This book provides a set of steps and tools to help ensure that behavior change communication efforts are developed strategically with participation from all stakeholders, clear goals, segmented audiences, and effective messages based on sound research and credible theory. Please note that, because of its size, this document is divided into two parts.

- **Communication Strategy Outline**

  This document outlines the key points that should be included in a communication strategy. It is excerpted from A Field Guide to Designing a Health Communication Strategy, published by CCP.
Bangladesh National Communication Framework

This framework supports the implementation of the HPNSDP by ensuring that SBCC activities are aligned with Government of Bangladesh policies, strategies and plans, and that they are carried out according to high-quality standards for best practices. This framework was developed by the multi-sectoral Bangladesh BCC Working Group following a participatory, iterative process.

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.

Resources:

- **The 6 Domains of Behavior Change**

  This article by Jim Shelton outlines six important domains of behavior that program planners must address in order to create effective and sustainable health systems.

- **A-frame (English)**

  This brochure describes the steps necessary for public policy advocacy, which is an effort to influence public policy through various forms of persuasive communication.

- **A-frame (Bangla)**

  The six steps of public policy advocacy are translated into Bangla.

- **Why the Emphasis on 'Strategic' in Health Communication?**
This piece identifies the factors that define strategic communication as opposed to out-dated or ad hoc approaches to communication. It is excerpted from A Field Guide to Designing a Health Communication Strategy, published by CCP.

- **ESD Model: Mobilizing Religious Leaders as Reproductive Health and Family Planning 'Champions'**

  This piece describes the steps that were followed to engage Muslim religious leaders as actors in development and ‘champions’ of reproductive health and family planning.

- **Presenting the Evidence for Social and Behavioral Communication**

  This report presents some of the evidence from a number of surveys and meta-analyses to show that social and behavioural communication is effective, economical and a vital component of a combination HIV prevention response.

- **SBCC Infographic**

  This SBCC Infographic describes SBCC, its benefit, and steps for designing and implementing SBCC Programs.

**Training**

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

**Resources:**

- **Leadership in Strategic Health Communication**

  This manual contains the basic information presented in each session of the Leadership in
Strategic Health Communication: Making A Difference in Infectious Diseases and Reproductive Health course.

- **Self-Paced SBCC Training Modules**

  These online, self-paced training modules in SBCC and media monitoring and advocacy support the development and strengthening of competencies in the planning, implementation, monitoring and evaluation of SBCC activities.

- **Health Communication for Managers eLearning**

  This eLearning course aims to increase the learner’s understanding of the basic principles of health communication. It also includes tips for managing health communication projects, guidance on how to determine quality of interventions and materials, and links to evidence of the effectiveness of health communication programs.

- **Health Communication for Managers**

  This course aims to increase the learner’s understanding of the basic principles of health communication. It also includes tips for managing health communication projects and guidance on how to determine quality of interventions and materials.

- **mHealth Basics: Introduction to Mobile Technology for Health**

  The focus of this course is on mHealth applications commonly used in developing country contexts.

- **ToT Curriculum on IPCC**

  This IPCC Training Manual was developed by NHSDP for Surjer Hashi Clinic Staff to
facilitate field level activities.

- **Training Guideline on IPCC**

  This module was developed by BBC Media Action under the BBC Agomoni Project. This module is meant to strengthen the IPCC skills for mid-level professionals.

- **eLearning Courses for SBCC Program Managers and Planners**

  These courses were developed to enhance the skills of Program Managers and Planners in Social and Behavior Change Communication (SBCC). These courses provide hands-on exercises, videos and illustrations to help SBCC professionals get the most out of their learning experience.

**Capacity Assessment**

**Resources:**

- **Social Media Analysis and Health Communication**

  Social Media Analysis and Health Communication related Presentations are available here which were shared in a webinar held in December 2014.

- **Audience Segmentation Tree**

  An audience segmentation tree is a visual tool that is created by identifying the characteristics of the potential audience, and then developing a graphic to track those
characteristics.

• **SBCC Online Capacity Building Center**

SBCC Online Capacity Building Center

This capacity strengthening resource package for SBCC includes a combination of mutually supportive short-term and long-term training programs, delivery formats, tools and resources.

• **SBCC Capacity Assessment Tools**

The Social and Behavior Change Communication Capacity Assessment Tool (SBCC CAT) was developed by the C-Change project in three versions--for use with organizations (for an organization to assess its programs' and staff's capacity in SBCC), for use with donors and networks (for a donor/network to assess its own capacity and that of the partners they support and manage), and for use with individuals (for individuals and organizations to assess their SBCC knowledge and competencies).

• **Capacity Assessment Tools**

The Capacity Assessment Tool was developed to assess the Knowledge Management (KM) and SBCC activity capacity of professionals.

• **Assessing Community Capacity for Change**

Assessing Community Capacity for Change

This handbook is a guide for assessing community capacity for transformative work that leads to improved health.

• **SBCC Mapping Tool**

SBCC Mapping Tool

The SBCC-OST is a participatory process for improving an organization's capacity to design,
implement and evaluate social and behavior change communication programs.

- **Audience Segmentation Checklist**

  Audience Segmentation Checklist

  This is a checklist to assess proposed audience segments for an SBCC activity.

- **Developing Indicators: A SMART Criteria Checklist**

  Developing Indicators: A SMART Criteria Checklist

  Indicators are key to any effective monitoring and evaluation system. One way to develop good indicators is to use SMART criteria, which are explained in this checklist.

- **BCC and KM Capacity Assessment Tool**

  BCC and KM Capacity Assessment Tool

  This is a tool to measure social and behavior change communication and knowledge management capacity.

- **Business Planning for Health: Building Organizational Capacity to Improve Health**

  Business Planning for Health: Building Organizational Capacity to Improve Health

  Business Planning for Health Program (BPH) enables organizations to systematically assess their existing services and products, management systems, and organizational practices to help them think creatively & realistically about ways to meet client needs.

- **SBCC Capacity Assessment Tools**

  SBCC Capacity Assessment Tools
The SBCC-CAT assists organizations, donors and networks, and individuals to assess the quality, strengths, and weakness of their SBCC programs.

Research, Monitoring and Evaluation

Resources:

- **Handbook on Assessment and Monitoring of BCC Interventions**

This is a handbook to help planners and implementers to look at the effectiveness of their BCC interventions. Implementers can use the handbook to help them monitor, since the handbook can point out both strengths and potential weaknesses of an ongoing intervention. The handbook can also be used as a planning tool because it highlights important points for the design and development of effective BCC programming. The handbook was developed in the context of HIV programs; however the tools and concepts can be adapted for other health topics.

- **Propensity Score Matching**

Propensity Score Matching is a statistical technique that allows analysts to more accurately measure program impact. This analysis matches people in a survey sample according to the characteristics that make them more or less likely to be exposed, then compares the extent of behavior change among similar people who were actually exposed or not.

- **Evaluating Health Communication Programs**

This article by Jane Bertrand suggests one approach to understanding the different types of evaluation used in connection BCC programs, especially in an international context.

- **Monitoring Plan**

This tool lists examples of questions asked in different forms of monitoring, with some
examples of indicators and methods of collecting the information. It is excerpted from the COMBI Communication for Behavioral Impact Toolkit, Field Workbook for COMBI Planning Steps in Outbreak Response, WHO.

- **Research Methodologies Webinar**

  These are the slides from a webinar that took place on September 10, 2013 on innovative research methodologies. Panelists included Maria Elena Figueroa, JHSPH; Alexandra Bornkessel, RTI International; and Dr. John Parrish-Sprowl, Indiana University.

**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.

- **Ministry of Health and Family Welfare**

  - HPNSDP
  - IEC Technical Committee
  - Operational Plans
  - Digital Archives
  - Websites

- **BDHS**

- **Others**

**Ministry of Health and Family Welfare**
HPNSDP

Resources:

- **HPNSDP Strategic Plan**

  The Strategic Plan for Health, Population & Nutrition Sector Development Program (HPNSDP) indicates the Government of Bangladesh's policy intentions for five years starting in July 2011. The goal of HPNSDP is to ensure quality and equitable health care for all citizens by improving access to and utilization of health, population and nutrition services and the development objective is to improve both access and utilization of such services, particularly for the poor.

- **HPNSDP Booklet**

  This booklet provides a concise overview of the HPNSDP 2011-2016.

- **HPNSDP Program Implementation Plan**

  The Program Implementation Plan (PIP) describes how the Government of Bangladesh, with partners, intends to implement the HPNSDP.
HPNSDP Document Repository

The Ministry of Health and Family Welfare implemented the Health Population and Nutrition Sector Development Program (HPNSDP) for a period of five years from July 2011 to June 2016. Apart from funding contribution, Development Partners are also an integral part of the sector program.

Essential information about the HPNSDP development partner consortium, formerly posted on an independent domain (HPNConsortium.org), is now maintained as a static archive by the Ministry of Health and Family Welfare. It aims to promote the sharing and application of knowledge on health development in Bangladesh and to serve as an information resource for those interested to know more about the HPNSDP.

IEC Technical Committee

Resources:

- IEC Technical Committee Review Criteria

  These documents describe the criteria that need to be considered during SBCC material development.

Operational Plans

Resources:

- Information, Education, Communication (IEC) Operational Plan

  The Information, Education and Motivation Unit in the Directorate General of Family Planning is responsible for the Information, Education, Communication Operational Plan.
Health Education and Promotion (HEP) Operational Plan

The Bureau of Health Education in the Directorate General of Health Services is responsible for the Health Education and Promotion Operational Plan.

National Nutrition Service (NNS) Operational Plan

The Institute of Public Health Nutrition in the Directorate General of Health Services is responsible for the National Nutrition Services Operational Plan.

Digital Archives

Resources:

- Digital Achieve of IEM unit of DGFP
  
  Digital Achieve of IEM unit of DGFP
  
  This is a digital library that houses HPN-related SBCC materials produced by IEM, DGFP.

- Digital Achieve of BHE of DGHS
  
  Digital Achieve of BHE of DGHS
  
  This is a digital library that houses HPN-related SBCC materials produced by BHE, DGHS.

- Digital Archive of IPHN of DGHS
  
  Digital Archive of IPHN of DGHS
This is a digital library that houses HPN-related SBCC materials produced by IPHN, DGHS.

**Websites**

**Resources:**

- **DGHS website**
  
  [DGHS Website](#)

- **DGFP website**
  
  [DGFP Website](#)

- **Ministry of Health and Family Welfare website**
  
  [Ministry of Health and Family Welfare](#)

- **BHE website**
  
  [BHE website](#)

- **National Institute of Preventive and Social Medicine (NIPSOM)**
  
  [National Institute of Preventive and Social Medicine (NIPSOM)](#)

The National Institute of Preventive and Social Medicine (NIPSOM) was established in 1978 with the aim of producing post-graduates capable of satisfying the community needs in promoting and restoring health.
National Institute of Population Research and Training (NIPORT)

The National Institute of Population Research and Training (NIPORT) was established in 1978. Its mission is to provide task-oriented in-service training to health & family planning program personnel and conduct program focused studies and operations research in the Health & Population Sector Program in Bangladesh.

BDHS

Following are reports from the 2014 and 2011 Bangladesh Demographic and Health Survey (BDHS), plus instructions for how to read the tables in the reports.

Resources:

- **BDHS 2011 Policy Brief**
  
  The 2011 BDHS is the sixth Demographic and Health Survey conducted by the Government of Bangladesh collecting data from almost 18,000 households.

- **How to Read Tables (English)**
  
  DHS Table English

- **How to Read Tables (Bangla)**
  
  DHS Table Bangla

- **BDHS 2011 Final Report**
This is a preliminary report from the Bangladesh Demographic and Health Survey 2014.

Others

Resources:

- **?Safollo Gatha 2015? Brochure**

  The first Share Fair event in Bangladesh on HPN SBCC, ?Safollo Gatha,? was organized by the BCC Working Group. It featured successful HPN SBCC practices in innovative and interactive ways. A summary of selected program practices is available in this brochure.

- **KM eLearning Course**

  This online eLearning course provides a basic understanding of what Knowledge Management is and why it is important to the field of global health. Learners will become familiar with KM practices and techniques to overcome the challenge of getting essential, evidence-based knowledge into programs and practice and facilitating exchange of expertise and experience among health practitioners, programmers and policy makers to improve service quality, program effectiveness, and health outcomes.

- **C-Channel**

  This link will take you to an archive of e-newsletters that present a selection of peer-reviewed journal articles about SBCC around family planning, reproductive health, HIV and AIDS, malaria, maternal health and antenatal care, and social and gender norms.

- **Bangladesh Page on Springboard**
POPLINE

POPLINE® contains the world’s most comprehensive collection of population, family planning and related reproductive health and development literature. An international resource, POPLINE helps program managers, policy makers, and service providers in low- and middle-income countries and in development-supportive agencies and organizations gain access to scientific articles, reports, books, and unpublished documents.

This link will take you directly to the Health Communication category.

BCC Working Group website

The Bangladesh BCC Working Group was established in March 2011, following a round-table discussion in which donors, Ministry of Health and non-governmental organizations identified the need for better coordination and integration of HPN BCC activities.

The BCC Working Group is a lively platform for sharing and synergy among diverse HPN BCC actors. The activities undertaken by the BCC Working Group contribute to achieving the goals of the HPNSDP 2011-2016.

eToolkit for Field Workers

This is a digital library that includes more than 100 easily-accessible, well-organized and cross-cutting BCC resources from government, NGOs, private sector and donors. The eToolkit was designed for use by field workers to aid their counseling with their clients and to supplement their own knowledge.

All resources are in Bangla, and have been vetted by MoHFW and field workers. Resources cover MNCH, FP/RH and Nutrition topics.
Springboard for Health Communication website

Springboard for Health Communication is a space for sharing health communication knowledge, experiences and resources. It supports and nurtures regional communities of health communication practitioners, scholars and policy-makers. Springboard for Health Communication members can share and tap into existing expertise and resources, develop their own health communication capacity, and discover or contribute innovative solutions.

Writing about Health: A Handbook for Journalists (Bangla)

The handbook for health journalists is translated into Bangla.

Writing about Health: A Handbook for Journalists (English)

This handbook provides some tools and information that will help journalists write about where to seek health care, how to live healthy lives, how to avoid disease and, when that fails, how to cope with illness.

HC3 website

The Health Communication Capacity Collaborative (HC3) is a five-year, global project funded by USAID. It is designed to strengthen developing country capacity to implement state-of-the-art social and behavior change communication (SBCC) programs. HC3’s goal is to foster vibrant communities of practice at the national, regional and global level that support improved evidence-based programming and continued innovation.

Photoshare

Developed exclusively for educational and nonprofit purposes, Photoshare is a one-of-a-kind editorial photography collection covering a broad range of subjects in international development, with a focus on public health. Photoshare’s online image database currently contains more than 20,000 captioned images related to global health and development.
issues. Images may be downloaded for Free for nonprofit and educational use.

- **C-Change website**

  The C-Change project was the predecessor to the HC3 project. C-Change is officially closed, but several useful resources remain on the website.

Source URL: https://www.k4health.org/toolkits/bangladesh-program-managers