



BCCP



Bangladesh Centre for Communication Programmes

House 3A, Road 74
Gulshan 2, Dhaka 1212

Tel : 9893362, 9891354, 017-15255977
Fax : +880-2-8854512
Email : info@bangladesh-ccp.org
Web : www.bangladesh-ccp.org

Established : 1996
Chief Executive : Mohammad Shahjahan
ECD Contact Person : Nina Naznin
Message Development Coordinator

Brief Description of Activities :

Research: BCCP is using its expertise in managing large scale research studies, both qualitative and quantitative, including national surveys to guide the design of BCC programs and evaluate their impact. BCCP has a team of researchers who are experienced in conducting major studies and evaluations, undertaking exploratory and formative research, assessing BCC and training needs and pre-testing message and materials.

Training: BCCP is continuing to organizing and implementing wide varieties of BCC training, workshops and orientation sessions. The participants range from urban slum opinion leader up to mid-to-senior level programme managers and decision-makers representing the government, NGOs and donor agencies. The training/workshops include Future Search Conference (FSC) for Community Mobilization, Inter Personal Communication (IPC), BCC and Marketing, Leaders' Orientation, Life Skills Workshop for the Adolescents, HIV/AIDS Counseling, Orientation on ESP, Photojournalist Workshop, Scriptwriter's Workshop, Media Workshop etc. BCCP also organize annual international Advances in Family Health and Social Communication Workshop and Message Development Workshop annually to build the capacity of the professionals of the Organisations on communication nationally and regionally.

Evaluation: BCCP's professionals are highly experienced in different communication programme evaluations. Under the research unit, the programme evaluation and monitoring team works following a systematic process. The team continuously monitors and periodically evaluates the programme during and after end of the project.

Materials Development: BCCP has wide experience in developing different communication materials both printing and audio-visuals on family planning, reproductive health, maternal health, child health, HIV/AIDS, STI, RTI, TB and other health related issues. It launched several successful comprehensive communication campaign such as Green Umbrella campaign, Smiling Sun campaign and Maternal Mortality etc. Currently, BCCP is working beyond the health sector such as democracy and local governance, prevention of trafficking in children and women, election monitoring, worst form of child labour etc. BCCP follows "P-Process" and "7C" in developing any communication materials. BCCP's senior professionals have long experience in developing communication strategies including national communication strategies. BCCP actively participated in developing the 1st ever National FP-MCH IEC Strategy 1993-2000 for the government of Bangladesh. BCCP along with key government and NGO partners played a significant role in developing the National Integrated BCC Strategy for Health and Population Sector and National HIV/AIDS BCC Strategy. It also developed a comprehensive National Integrated Population and Health Programme BCC Strategy as well as communication strategy for NSDP, Immunization and other Child Health, Prevention of Trafficking in Children and Women, Strengthening Local Government through UP Network etc. BCCP has proven expertise in implementing the strategies.

Other: BCCP always undertakes activities strengthening partnerships and provide necessary technical assistance to specific partners in carrying out their activities.