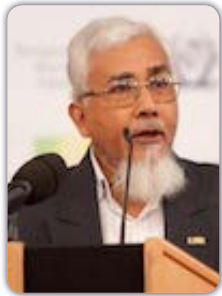


2nd World Congress on

Public Health & Nutrition

March 22-23, 2017 | Rome, Italy



Mohammad Shahjahan

Bangladesh Center for Communication Programs (BCCP), Bangladesh

INNOVATIVE APPROACHES OF INTEGRATING NUTRITION FOR HEALTHY COMMUNITIES

Though the Government of Bangladesh health infrastructure and NGO supported health services have improved over the years mainstreaming nutrition services is not yet implemented at scale. There is low awareness among people in the rural areas about nutrition and availability of services. In order to address the nutritional needs of the community especially for the children, adolescent and pregnant women, appropriate knowledge and use of nutrition, hygiene, and sanitation practices by the community is required. Bangladesh Center for Communication Programs (BCCP), a leading non-government strategic communication organization in Bangladesh for the social development sector, implemented Social and Behavior Change Communication (SBCC) program for public health where nutrition issue was given priority. BCCP worked with the government's Institute of Public Health & Nutrition (IPHN) to strengthen the essential SBCC services through government infrastructure. BCCP advocated for, and created, a SBCC team within IPHN to give emphasis to high-quality SBCC for nutrition. Conducted a series of trainings with the team, and facilitated to integrate nutrition with other population and health services. Through IPHN, BCCP also introduced appropriate information and communication technology for SBCC and Knowledge Management, where nutrition was an important component. BCCP partnered with the NGO Health Service Delivery Project and the urban primary health care service delivery project to promote positive health and nutrition practices at community level. These projects focused on improvements in knowledge and practice, and integration of nutrition into current health delivery service through a community based approach, so that a significant proportion of households are reached with appropriate nutritional practices messages. This improved access to and use of services and contributed in reducing under-nutrition and improving the overall nutrition situation in the intervention areas. Building upon the learning from these projects, it is important to scale up these strategic communication approaches especially through government services.

Biography

Shahjahan is the founder Director and CEO of Bangladesh Center for Communication Programs (BCCP) established in 1996 as the successor to the Bangladesh country office of the Johns Hopkins Bloomberg School of Public Health Center for Communication Programs (JHU.CCP). He has more than 26 years of experience in the field of strategic communication including developing communication strategy; planning, designing and implementation of large scale campaigns; community mobilization intervention; management and monitoring of programs; evaluation, etc. He also has extensive experience in developing training curriculum, communication materials and capacity building workshops. Previously, Shahjahan acted as the Deputy Country Representative of JHU.CCP Bangladesh Program. Shahjahan has a Masters degree in Economics and a Bachelor degree in Law.

shahjahan@bangladesh-ccp.org

Notes: