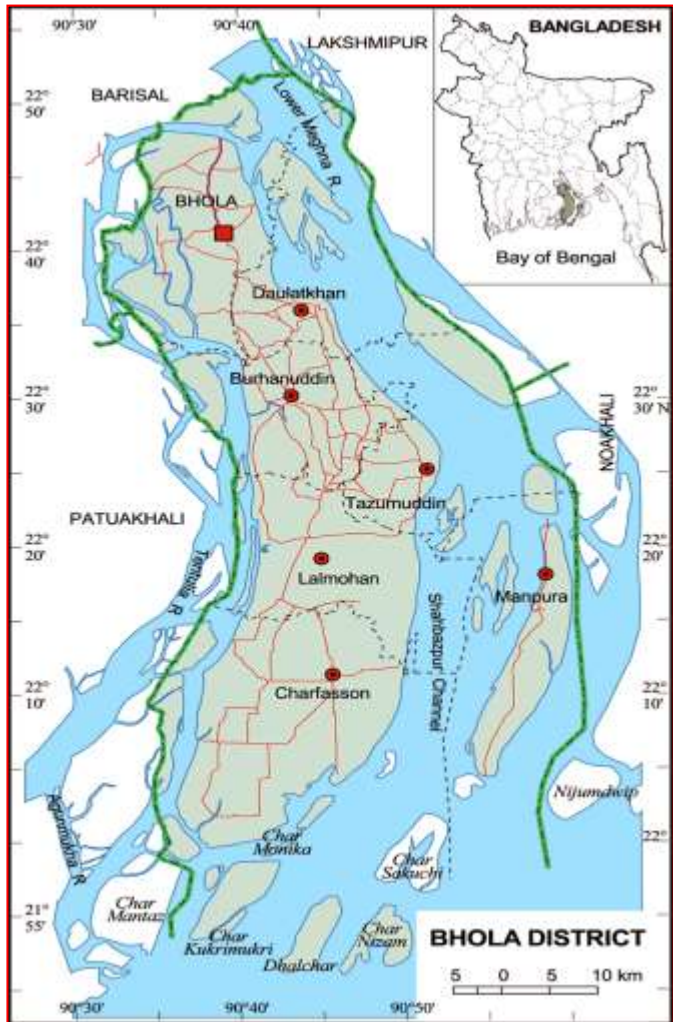# Exit and Sustainability Plan of Engaging Communities for Social and Behavioral Change Project implemented in Bhola

Bhola: Some Features

- ✓ Coastal belt and disaster prone
- ✓ Highly riverine
- ✓ Many islands
- ✓ Waterway dominated transportation
- ✓ Remoteness
- ✓ Tidal effects

Upazila: 07 I Pourashava: 05 I Union: 68

Village: 438 I Population: 1.8 million

Engaging Communities for Social and Behavior Change in Bhola

Implementation period:

- ✓ 1st Phase   : August 2012 to February 2014.

- ✓ 2nd Phase   : 13 March 2014 to 12 February 2015.

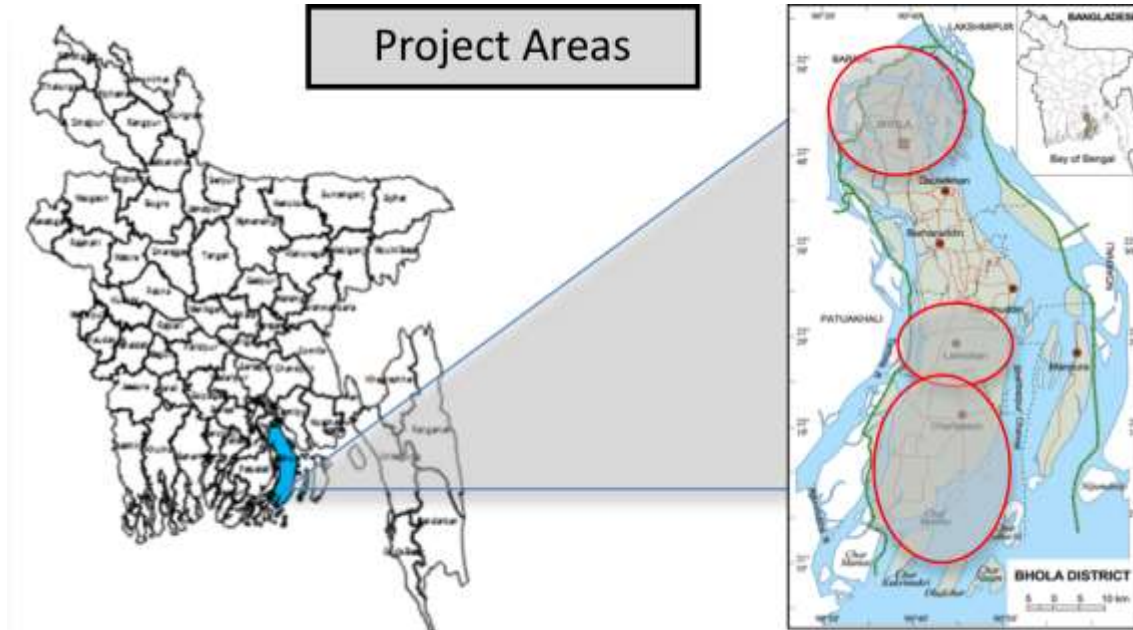- ✓ 3rd Phase   : 16 May 2015 to 31 August 2016.

Purposes of the project:

- To increase the knowledge and practice of key child wellbeing behaviors so that children can survive and grow well.

- To create opportunities for open dialogue and community action to protect children from 3 harmful social practices and to engender processes that empower communities to make informed decisions that will contribute to the fulfillment of the rights of children and families.

Project Area

- ✓ Upazila : 03 (Bhola Sadar, Lalmohon & Charfashion)
- ✓ Union : 41
- ✓ Ward : 369
- ✓ Village : 271
- ✓ Families : 243705
- ✓ Population : 1,170,846

Project Areas

Major Achievements
Assessment & Planning:

Identified local issues, bottlenecks, services, facilities, resources through social maps and prepared micro plans at 369 wards engaging community people

369 social maps prepared | 369 micro plans prepared

Major Achievements
Capacity Building

Enhanced capacity of 4190 persons on IPC/counseling, community dialogue, key behaviours, child marriage and other issues through different training, orientation, work shops etc.

Capacity building of following groups:
- ✓ NGO staff
- ✓ GOB H&FP staff
- ✓ Local Govt. Institutions
- ✓ Community leaders
- ✓ WDC members
- ✓ Others

Major Achievements
Integrated Behavior Change Communication

Addressed knowledge and practice gaps through a combined approaches and channels, like;

- ✓ House visit & counselling
- ✓ Courtyard meeting
- ✓ School meeting
- ✓ Peer group meting
- ✓ IPT
- ✓ Community dialogue
- ✓ Film show
- ✓ Observe special days/events

Major Achievements
Partnership for Social Change

Partnership and network established with different actors

- ✓ Supported DWAO for Social Norm Change Chapter
- ✓ Established 369 Ward Development Committee
- ✓ Formed 738 adolescent peer groups
- ✓ Organized 1393 community dialogues by WDC
- ✓ Arranged 493 SMC/Bazar committee meetings
- ✓ Regular network with other actors

Major Achoievements
Coordination and Collaboration

Established and maintaining good coordination with different partners;

- ✓ DWAO / UWAO
- ✓ DIO
- ✓ Health Department
- ✓ FP department
- ✓ Social Services
- ✓ Union Parishad
- ✓ District Administration
- ✓ NGOs/CBOs
- ✓ UNICEF
- ✓ Others

Major Achievements
Monitoring and Documentation

- ✓ Regular monitoring and feedback system in place by internal staff
- ✓ UNICEF supervision and monitoring.
- ✓ DIO/DWAO's monitoring.
- ✓ Knowledge management outreach sites by   BRACJPGSPH
- ✓ Monthly & bi-monthly review meeting
- ✓ Monthly report
- ✓ Quarterly report
- ✓ Case studies

Case Study:

Saved from Child labor: *Emon goes to School instead of fishing*

Due to lack of attentiveness, Emon preferred to go to fishing rather than study or going to school. Even her parents didn't send him back to school again though they have the profound interest. But now Emon does not go for fishing in the Meghna. He goes to school regularly. This remarkable change in Emon life has been possible for appropriate counseling the ward promoter of C4D project.
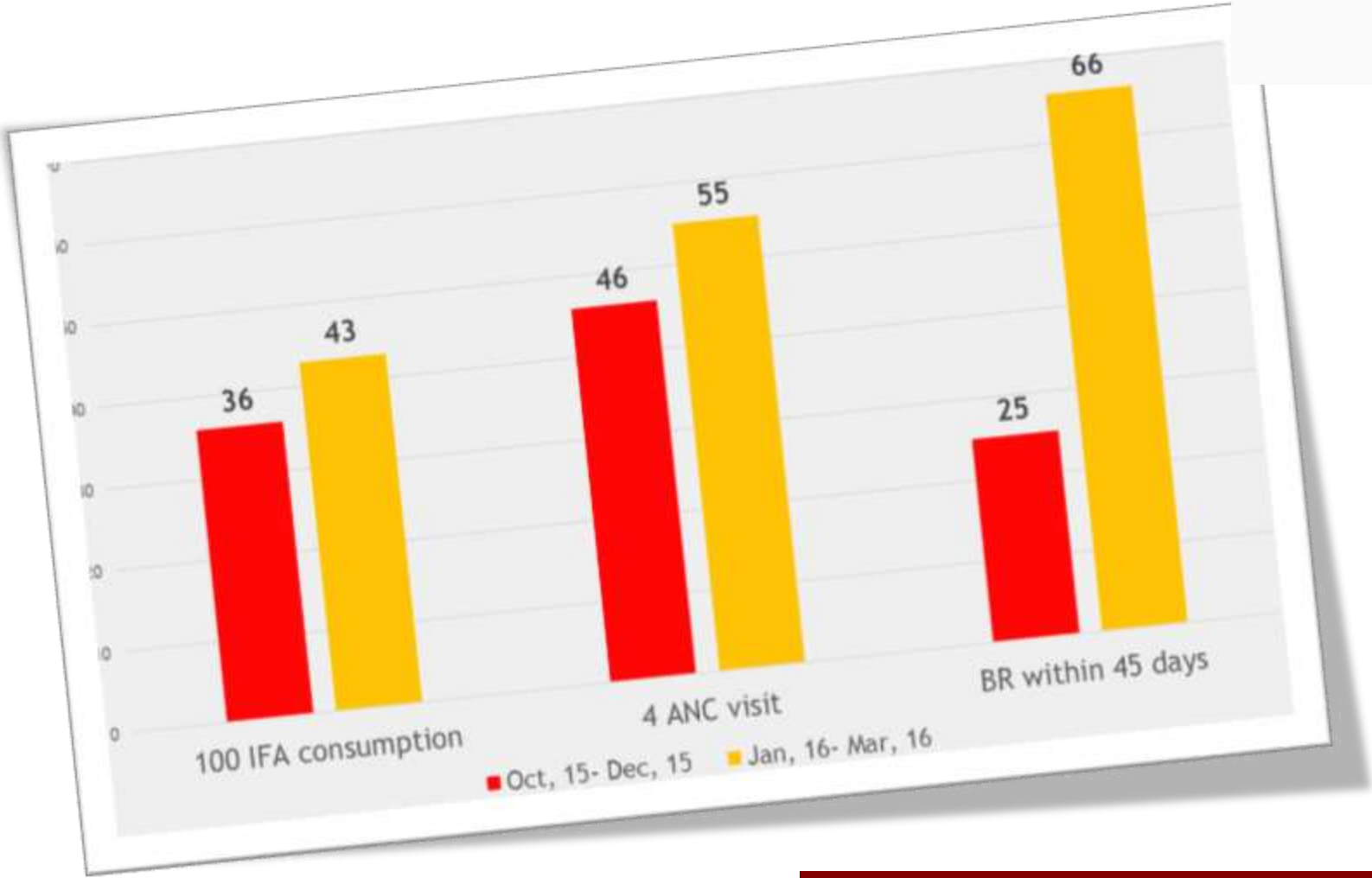
Case Study:

Awareness on ANC: *Jannat had received 4 times ANC checkup and birth a healthy child*

Jannat Begum (22) had received her 1st ANC checkup after seven months of prenatal period due to lack of knowledge. She did not know what was needed in conception and post-delivery time. By regular and effective counseling of the respective ward promoter of C4D project, now she has become more conscious and proactive about her health and child. She used to take regular advice from nearby doctors and health service providers. She has given birth to a healthy child.

কোমর রোড ট্রাস্ট নিচবটি পবকের মধ্যমে ইউনিয়ন স্বাস্থ্য কমপ্লেক্স ...... দারিদ্রের সেক-আপ ব্যান জব্রুত করে।
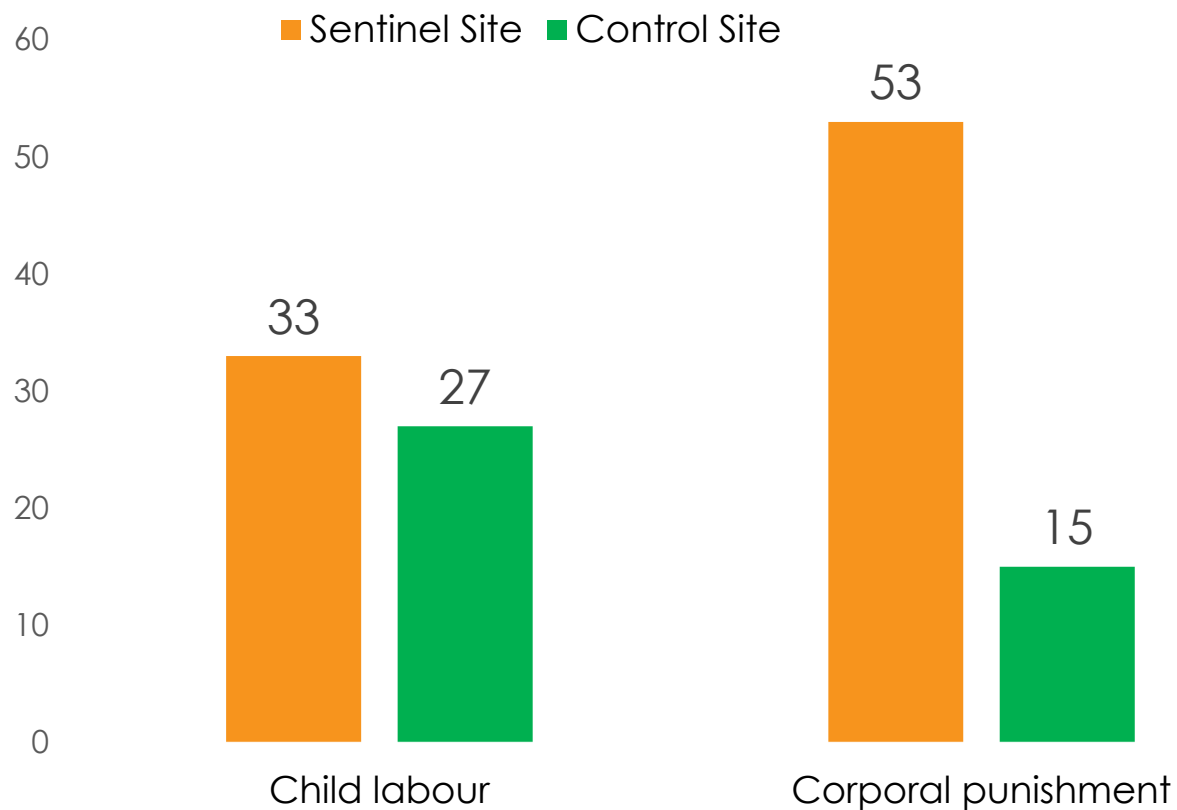
Results: Practice level (%)

Source: COAST Trust MIS Report and Health MIS
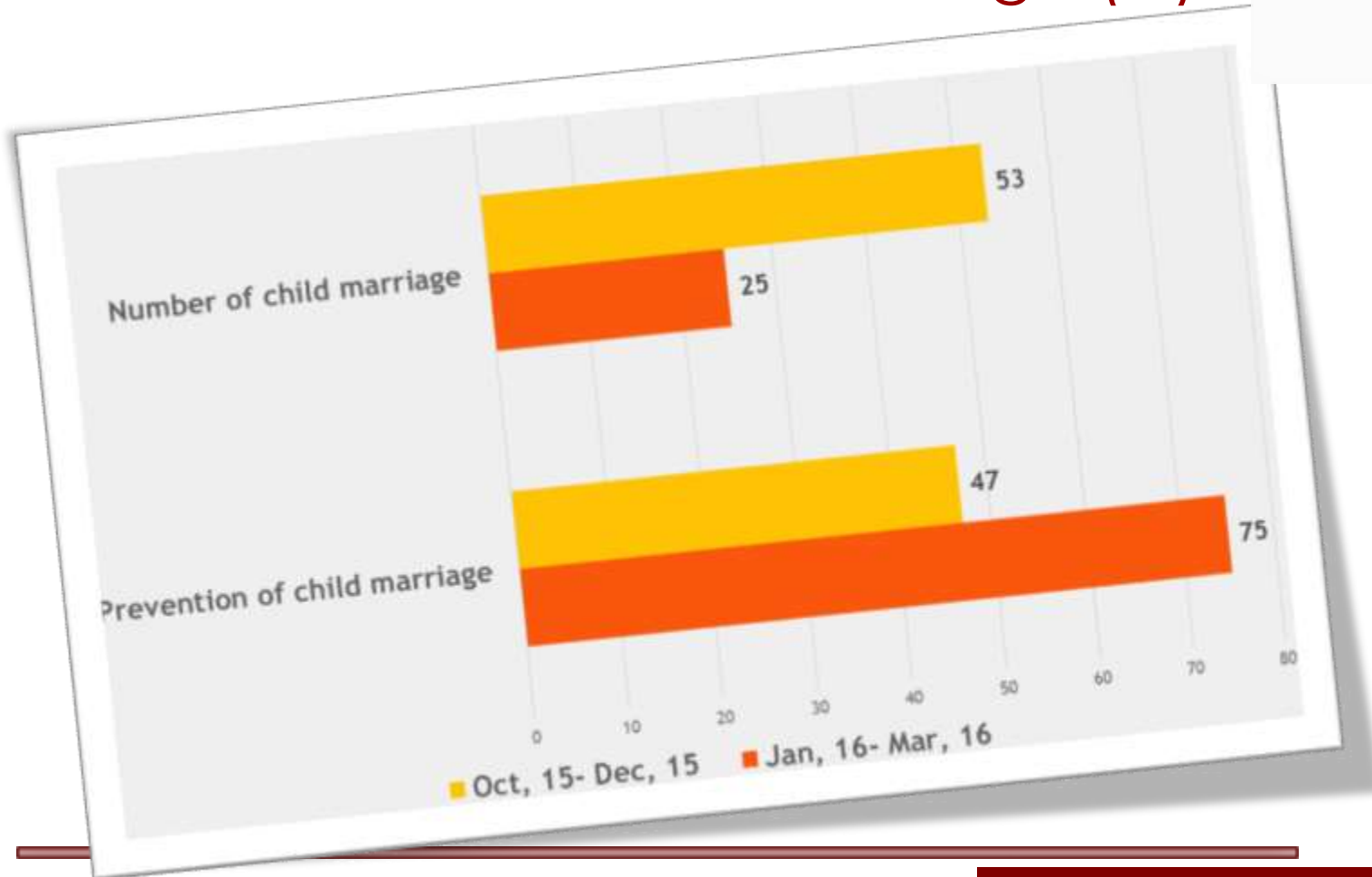
Results:

Knowledge level (Only Bhola district) %

Source: KMOS, JPGSPH, BRAC 2015

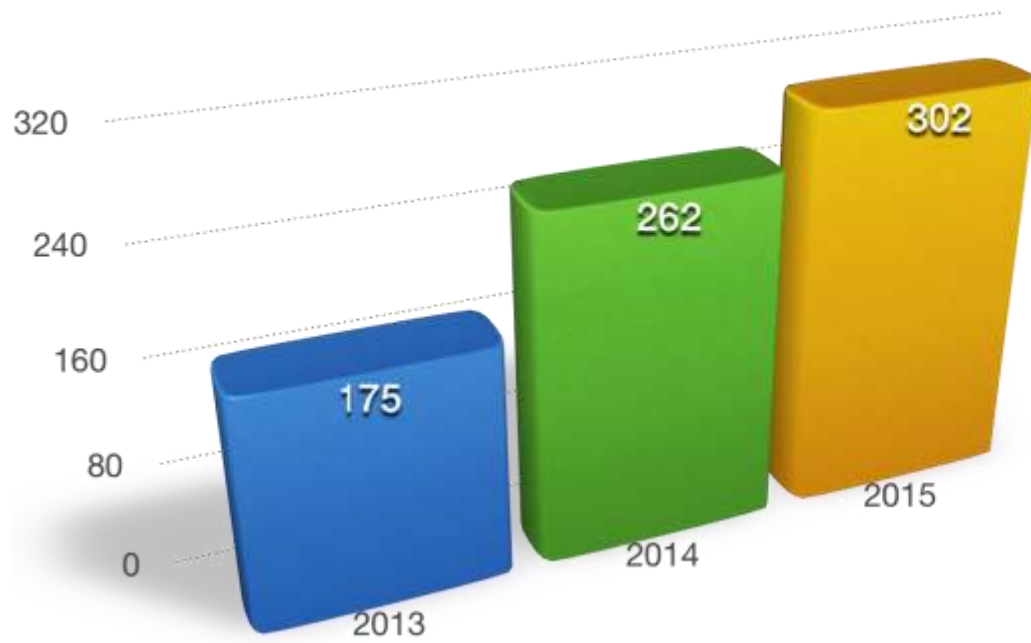# Results:
Practice level on child marriage (%)

Source: COAST Trust MIS Report

Results:

Practice level on child marriage throughout the project year
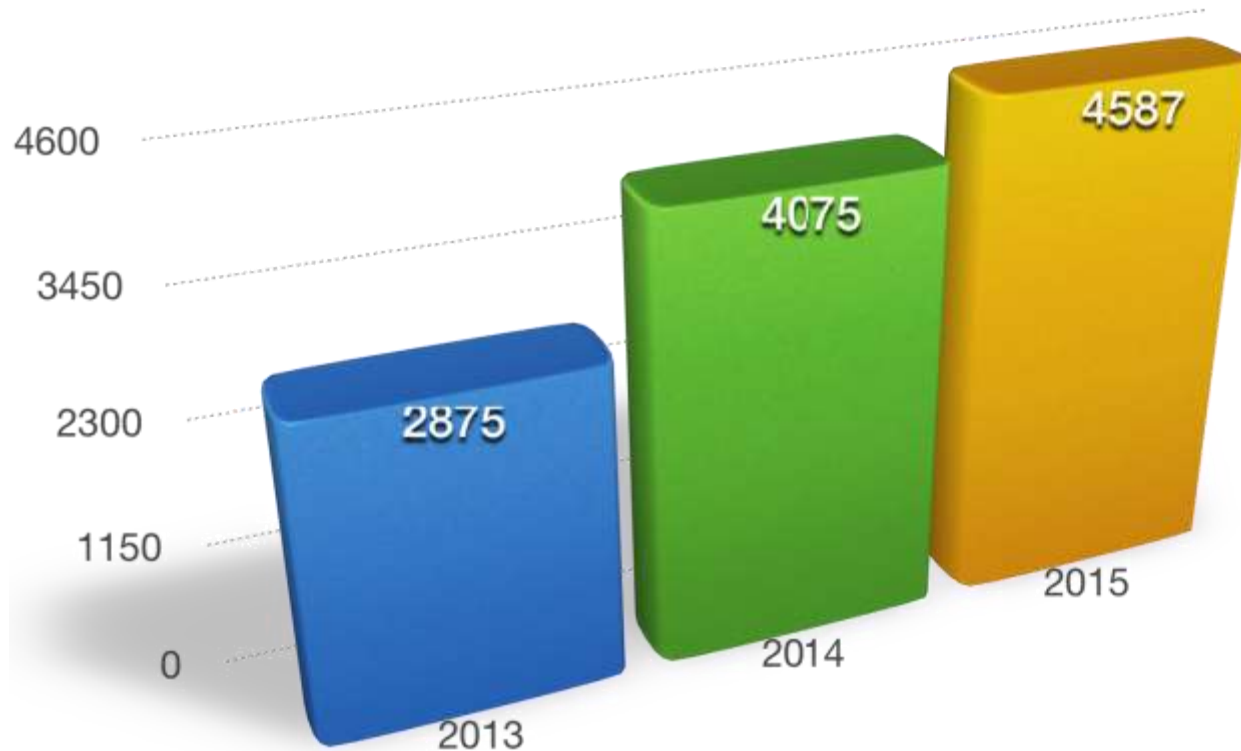
Stopped Child Marriage

25 wards have been declared as "Child Marriage Free" through public declaration ceremony

Results:
Practice level on Birth Registration

Birth registration done within 45 days of birth

Lessons learnt

✓ Intensive communication programme is effective to sensitize community people on child rights and child protection.
✓ In order for awareness to lead to social action and changes in practice, community must first recognize children as a separate group with special rights that correspond to their social needs.
✓ GO & NGO coordination plays a vital role to address different bottlenecks related to social mobilization and service delivery
✓ It is possible and so much effective to implement the project activity if the Government supports are extended
✓ Enter-education (IPT) media is well accepted by community for its entertainment and education
✓ Adolescents are first learner and can make a differen properly supported

Lessons learnt

✓ Positive and effective attitude of the local respectable persons or community leaders can solve any major problem at a great extent.

✓ School teachers raise the value of C4D's support. They are stopping themselves from practicing corporal punishment at school.

✓ Community peoples have started practicing key life savings and protective behaviors.

Challenges

- ✓ Due to a strong religious orientation/ conservativeness, the behavior change takes longer time.
- ✓ Issuance of false birth certificate by UP hampers prevention of Child Marriage.
- ✓ Voluntary participation of stakeholders and community leaders/groups in project activities.
- ✓ Delay in fund disbursement from UNICEF.
- ✓ The community is not yet recognizes children as a different group with especial rights and responds for their mental and physical development.
- ✓ Short project duration is not enough to make changes at behavioral level. Its required longer time to make a social transformation including promoting positive social norms.

Exit Plan

Sl#	Activities	Partners/stakeholders	Date
1	Upazila level lessons learnt sharing meeting	GOB/NGOs/LGIs & Upazila level stakeholders	July 2016
2	Union level lessons learnt sharing meting	UP Chairman, Members & Union level Stakeholders	July 2016
3	WDC meting	WDC members	August 2016 August 2016
4	District level	GOB & District level stakeholders	August 2016

We are intend to handover all the documents of Social map and micro plan to the respective union parishad with the expectation of that they will use it for future development issues.

Project Sustainability Plan/ mechanism:

During the starting time of the project, we had the issue in our mind that how we will sustain the program activities even the project is closed and the effective exit plan from the project. These thinking are given below accordingly.

1. **WDC Meeting:** Though we have a new project named ECM with the existing donor and these committees have reformed again for the new project. So, It will be easier to merge the activities of WDC Committee from C4D to ECM.

2. **Adolescent Peer Group:** In the new project of ECM, we have increased the number of adolescent groups from 738 to 800. So, we will be able to merge all the activities of these groups or clubs in the ECM project.

3. **Radio Meghna:** For disseminating all the massages of C4D project activities COAST Trust have a community radio channel named "Radio Meghna". With the help this, our **Adolescent Radio Listener Club (ARLC)** will be capable to run their activities.

4. **People's Organization (Jana Shanghathan)** : People's Organization is the front runner right based platform of COAST. Through the C4D project, WDC committee,   Peer Group, Adolescent Group developed in 44 union of 3 Upazila mobilizes mass people and represent organization.

Project Sustainability Plan/ mechanism:

5. (Justice for Safety) An Initiative for Community Legal Services Project: The project works with disaster and climate vulnerable and extreme poor, especially landless people who lives in the coastal areas of Bhola. C4D in emergencies issues to be linked with this project.

6. Responsive Union Parishad (RUP Project): "Responsive *Union Parishad*" works to enhance accountability and responsiveness of LGI (Local Government Institution) and local public service institutions in favor of the poor and marginalized. So, this project will also support C4D activities.

7. Primary Health Care and Nutrition Program: This program is running specially in the isolated areas of Bhola and in those areas of Bay of Bengal where the government health care services and basic medicines are hardly available. The mother and children of the families have been receiving the health services by this project. So this project will have link with C4D project.

What needs to be improved or strengthened

a) Ensure the availability of government services in disaster prone and remote areas.

b) Improvement of strong coordination and monitoring system within GoB and other NGOs.

c) Strengthen the IPC skill of the project staff as well as GOB's front line workers.

d) Because of excessive river erosion, it needs to be given emphasis on the key message of "Natural disaster preparedness."

e) Appropriate strategy needs to be designed to protect child labor.

f) Social Norm Change Chapters should be more functional in terms of regular meeting, advocacy, campaign and monitoring.

g) Mass media engagement (TV, radio, social media) should be enhanced.

h) A structured and systematic monitoring framework should be introduced and maintained to measure the results.

What needs to be continued?

To sustain the changes achieved in behavior and knowledge levels, the following tools/activities should be carried out:

a) Household Visit.
b) Courtyard Meeting.
c) WDC Meeting.
d) IPT Show.
e) Adolescent Peer Group
f) COAST Trust's Community radio channel named "Radio Meghna" (www.radiomeghna.net)

What need to be stopped?

❑ **Meeting with Bazar Committee**

What will we start?

a) Linkage with father, mothers and adolescents groups.
b) Adolescent Radio Listening Activities/Adolescent as Change Agent.

Thank You