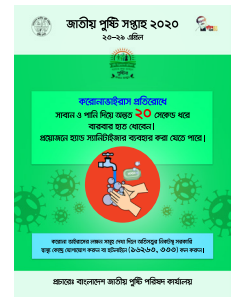




The first case of COVID-19 was identified in Bangladesh on 08 March 2020. Due to several socio-cultural and political reasons there was a quick spread of COVID-19 throughout the country since the detection of first case. Consequently, the people of Sunamgonj district was also affected. However, the CI4N project has responded in due time supported by the government initiatives. The actions taken by the CI4N project were as follows:

Messaging through National Nutrition Week 2020

Every year Bangladesh government observes the National Nutrition Week on 23rd to -29th of April. This year as it was during COVID-19, so activities were primarily focused on COVID-19. Bangladesh National Nutrition Council (BNNC) developed awareness through public messaging on what is COVID-19, how it is spreading, what are the likely preventive measures, what people should do if infected, how people should live a healthy life by taking nutritious food, and regular physical exercise. Nevertheless, CARE Bangladesh has provided technical support for redesigning these IEC materials and post in BNNC website during NNW.

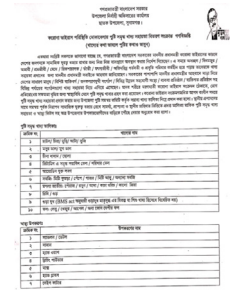


No. of Poster developed for National Nutrition Week 2020 on COVID-19 **15**

Advocacy for distribute nutritious food package



As part of COVID-19 response, the project staffs of CI4N have been working closely with the President, and Member secretary of UNCC led by GoB. the project CI4N, advocated government officials regarding proposed humanitarian support which should be nutrition friendly considering pregnant and lactating women along with children under five. A letter was issued by the president of UNCC to ensure the nutrition sensitive food package for the poor family with pregnant and lactating



No. of Beneficiaries received Nutrition sensitive food package **1140**

Support and collaboration with SH III and CHWI

CI4N has maintained strong collaboration with SH III and CARE GSK CHWI during COVID-19 for creating a greater impact of CARE response in Sunamganj.



No. of beneficiaries received Health kits/PPE (Face mask, Hand gloves, Gown, Soap) **1377**

No. of PCSBA received PPE from UNCC/Health Dept. and other sources **157**



Advocacy for establishing hand washing station

To promote hand washing practices among the community, the department of public health engineering-DPHE under the ministry of local government established number of hand washing station in several crowded places at Upazilla (sub-district) level. CI4N has facilitated to identify the appropriate place where the station was established. Citizens are benefitted by this novel initiative.



No. of Hand washing station established

26

No. of festoon installed in public place on hand washing protocol

22

Promotion of behavior change communication through disseminating appropriate messaging



By demonstrating effective and continuous communication with all the Upazila Nutrition Coordination Committees – UNCC of Sunamganj, the aim of the initiative was to facilitating and generating ideas at the field level e.g. promoting hand washing messages, by using different institutions. The channels are masjid (mosque), temple, educational institutions, restaurant, union Parishad etc. A huge number of message board for said channels were planned under this initiative. The fund were provided by the Islamic foundation, Puja Committee, Secondary Education, LGED and individual donors.

No. of institutions selected for install message board on hand washing protocol



Mosque-

100



Temple -

40



School -

168



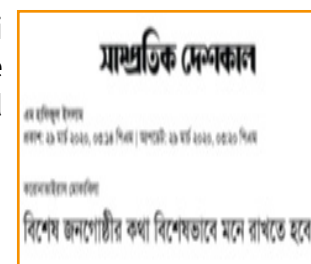
Restaurant & Others -

52

Using media for voice raise on advocacy agenda

Three articles on three different issues were published in a local online Bengali newspaper named **Sampratik Deshkal**. The aim of the articles was to draw the attention of policy makers and the people in a particular area so that they can respond effectively during COVID-19. The title of those articles were: –

1. Special focus on special segment of population
2. Community Clinic: Health care at door steps and
3. National Nutrition Week 2020: different thoughts



CSA for SUN response for COVID-19



CSA for SUN with the technical support of Maasranga TV developed a TVC on COVID-19 considering the maternal health and nutrition. The TVC contains messages on nutrition, health care during COVID-19, and continuing breastfeeding practice by maintaining appropriate safety protocol. Maasranga TV air in this TVC on regular basis and will continue for next three month. Link - <https://drive.google.com/file/d/1KIFFL6o0P7ZsLWN7uVLF7T352nINmYId/view?usp=sharing>

Type of Program @ Peak Hour	Name of Commercial	Total Dur. (min.)	Total Spot
1 st Mid-break of 7.00 PM NEWS	COVID-19 People Awareness	15	18

For further information please communicate with

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