

SOUTH ASIA SBCC CONVERSATION

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9 DECEMBER 2021

AGENDA

Plenary

10.00 – 10.15 am **Stoking the Conversation**

10.15 – 10.45 am SBCC Spotlight

- Paritosh, Feeding from Far Initiative, India
- JHU COVID Dashboard

10.30 – 11.30 am

Sessions on COVID-19 RISK COMMUNICATION & COMMUNITY ENGAGEMENT

Session Catalogue attached separately

10.50 – 11.30 am Session 1 - SBCC and Community Engagement
Link to Join: https://zoom.us/j/93906059850?pwd=MDhCOnA3dE5HdGNmeHpVU05LZjNWUT09
Meeting ID: 939 0605 9850
Passcode: 536996

10.50-11.50 am Session 2 - Reaching out to Vulnerable communities
Link to Join: https://zoom.us/j/94287916127?pwd=cVJHWCttT2cxQ3pMMHpNcU1uU2ZyQT09
Meeting ID: 942 8791 6127
Passcode: 562878

Session 3 - Fresh insights
Link to Join: https://zoom.us/j/92436570274?pwd=UlZLUXA3R0ozYkN3SW91SnJOOU9kUT09
Meeting ID: 924 3657 0274
Passcode: 604875

Session 4 – Employing New Technologies
Link to Join: https://zoom.us/j/93269104983?pwd=bnNDa3ZsOEpvV1FiYnZrQ1NhWk4zQT09
Meeting ID: 932 6910 4983
Passcode: 630358

Session 5 - Effective implementation
Link to Join: https://zoom.us/j/99805814233?pwd=M2RyK3BhalpzVk8rWUJFcUhzRG10UT09
Meeting ID: 998 0581 4233
Passcode: 879087

BBC MEDIA ACTION · JOHNS HOPKINS Center for Communication Programs · Breakthrough Act, End Violence Against Women · unicef for every child



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11.55 am - 12.55 pm Session 6 - Closer to the Community
Link to Join: https://zoom.us/j/98160876302?pwd=TGpPSlI3VmlMQnE2cmhkdTI2RHVsUT09
Meeting ID: 981 6087 6302
Passcode: 502921

Session 7 - Power of audio-visuals and animation
Link to Join: https://zoom.us/j/97385177263?pwd=a3diVURTM2pGTlMyTVd6Z0lleXgrQT09
Meeting ID: 973 8517 7263
Passcode: 619166

Session 8 - Making Behaviours Stick
Link to Join: https://zoom.us/j/91237571717?pwd=SDQ0cHBJdXVia2QyRFM4aysva3NjUT09
Meeting ID: 912 3757 1717
Passcode: 630619

Session 9: Young & Local Stimuli
Link to Join: https://zoom.us/j/91794325399pwd=dTV2OUt6OEl4VFc0anhKYVZwTGJSZz09
Meeting ID: 917 9432 5399
Passcode: 395669

Session Catalogue

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Session 1: SBCC and Community Engagement

Link to join: https://zoom.us/j/93906059850?pwd=MDhCQnA3dE5HdGNmeHpVU05LZjNWUT09

Time: **10.50 – 11.20 am**

Format: **Comms Talk**

Moderator: **Mandira Kalra Kalaan,** SBCC Expert

1. Using Radio Stations to engage with Local Communities during COVID-19 Crisis: Evidence from Bangladesh
   (Monjur Ahmed)
2. Activating COVID-19 Vaccine Uptake through Effective SBCC in Asia
   (Madhu Kalra, Saleha Zahid)
3. Using Digital Technologies for Systematic Community engagement: Learnings for Future RCCE Interventions
   (Remy Smida, Cary McCormick)

Session 2: Reaching out to Vulnerable Communities

Link to join: https://zoom.us/j/94287916127?pwd=cVJHWCttT2cxQ3pMMHpNcU1uU2ZyQT09

Time: **10.50 - 11.50 am**

Format: **Oral Presentations**

Moderator: **Archana Kapoor,** CEO SMART, India

1. Reinforcing RCCE Efforts to Combat COVID-19 in Border Adjacent Communities in Khulna Region, Bangladesh
   (Umme Halima)
2. 'Pitching it right': Bringing Communication and Health Expertise Together to Support Rohingya Refugees through the Covid-19 Pandemic
   (Arif Al Mamun, Khandokar Hasanul Banna)
3. Communication Skilling empowered TB Affected Communities in India
   (Malaviya, S, Mohanty, S, Pandurangan, S, Kerketta, F And NP, Abhijith)
4. Lessons of an RCCE Initiative in Internally Displaced Camps (IDPs) - Afghanistan
   (Farid Ahmad Rahmani & Parwana Hamdam)

Session 3. Fresh Insights

Link to Join: **https://zoom.us/j/92436570274?pwd=UlZLUXA3R0ozYkN3SW91SnJ0OU9kUT09**

Time: **10.50 – 11.50 am**

Format: **Multimedia Showcase**

Moderator: **Nirmala Nair,** Founder Director, Kaboom Social Impact, New Delhi, India

1. Agility, Responsiveness and Timing make all the Difference: Learnings from a COVID-19 Prevention Multimedia Campaign in Nepal
   (Indra Dhoj Kshetri, Pooja Pandey Rana, Dipak Raj Sharma)
2. Positive COVID-19 Hygiene Behaviour Change through Mass Campaigning in Pakistan
   (Narmeen Adeel, Waleed Ikram)
3. Addressing Tribal Community's Needs in Remote Areas through Contextualised RCCE Interventions in Chittagong, Bangladesh
   (Gita Rani Das, Madhuri Banerjee)

Session 4. Employing New Technologies

Link to Join: **https://zoom.us/j/93269104983?pwd=bnNDa3ZsOEpvV1FiYnZrQ1NhWk4zQT09**

Time: **10.50 – 11.50 am**

Format: **Oral Presentations**

Moderator: **Ehtesham Abbas,** Director Programs and Operations, Center for Communication Programs Pakistan

1. Learning Tree Mobile-Application: Adapting to the New Normal in Pakistan
   (Ahmed Lodhi, Sobia Kazi)
2. Mediating Transformation and Social Change with Vulnerable Communities through Immersive Way: Storytelling through AR/VR and Interactive Documentary in India
   (Dr. K.S.Kusuma, Pragati Paul)
3. Pivoting to Social Media and Tele-counselling for Transformational Change during the Pandemic in Rajasthan, India
   (Syed Saad Ahmed)
4. Empowering Vulnerable Communities to deal with the Impacts of COVID-19 through Audio-based Phone Communication: A case study by Gram Vaani Community Media in India
   (Aditeshwar Seth)

Session 5. Effective Implementation

Link to Join: https://zoom.us/j/99805814233?pwd=M2RyK3BhalpzVk8rWUJFcUhzRG10UT09

Time: **10.50 – 11.50 am**

Format: **Oral Presentations**

Moderator: **Ragini Pasricha,** Director, Content Strategy, BBC Media Action

1. RCCE Best Practices Provide Evidence for Better COVID-19 Management in India
   (Apurvakumar Pandya, Pragya Lodha)
2. Naya Qadam - A New Dawn in Pakistan
   (Maheen Dhanani)
3. Pandemic and Lockdown: Enabling Media as a Credible Stakeholder against VAWG in India
   (Deepali Desai)

Session 6. Closer to the Community

Link to Join: https://zoom.us/j/98160876302?pwd=TGpPSlI3VmlMQnE2cmhkdTl2RHVsUT09

Time: **11.55 am -12.55 pm**

Format: **Oral Presentations**

Moderator: **Radharani Mitra,** Global Creative Advisor, BBC Media Action

1. Mobilising Communities for RCCE using Local Resources, India
   (Misbah Rashid, Arpana Sharma Singhal and Shruti Narula)
2. Community Radios as Agents of Change: Study of a Campaign for inculcating CAB among Communities, India
   (Archana Kapoor, Nitika Kakkar, Aswathy Nair)
3. Faith Leaders' Engagement Strategy for RCCE in Rajasthan
   (Nisar Ahmad, Ms. Manjaree Pant, Ryaddin Ryad)
4. How Aristotle helped in Reducing COVID-19 Related Stigma & Discrimination in Mumbai, India
   (Varsha Chanda, Harsha Mehta, Dr.K.Baviskar)

Session 7. Power of Audio-visuals and Animation

Link to Join: https://zoom.us/j/97385177263?pwd=a3diVURTM2pGTlMyTVd6Z0lleXgrQT09

Time: **11.55 am -12.55 pm**

Format: **Oral Presentations**

Moderator: **Shyamashree Das,** Program Officer, Bill and Melinda Gates Foundation, India

1. Experiences of Design and Development of ECCE Resource Book for Frontline Workers- Parwarish ke Champion (Champion of Caregiving) for Pre and Post COVID-19 Outreach Scenarios in India
   (Archna Kumar, Aparna Khanna, Vinita Bhargava, Shraddha Kapoor, Alka Malhotra, Sunisha Ahuja, Aparajita Chaudhary)
2. Corona Super Villain Series: Visually Appealing Content overcomes Language and Socio-Cultural Barriers during a Public Health Emergency in Uttar Pradesh, India
   (Zafrin Chowdhury, Geetali Trivedi)

Session 8. Making Behaviours Stick

Link to Join: https://zoom.us/j/91237571717?pwd=SDQ0cHBJdXVia2QyRFM4aysva3NjUT09

Time: **11.55 am – 12.55 pm**

Format: **Oral Presentations**

Moderator: **Dr. Neeru Johri,** Head, Department of Communication Studies, Jagannath International Management School (JIMS), Delhi, India

1. Covid-19 and Hygiene Habits: Factors Influencing Adherence and Sustainability of Newly Acquired Behaviours. A Qualitative Study from Delhi, India
   (Vibha Gupta, Dr. Sarita Anand)
2. Behaviour is Another Vaccine - Reaching Young Girls on Vaccine Hesitancy Post Lockdown, Chennai, India
   (Sampath Muthuvelan, Jeevanandham Rajendran, Oyyavandhan Palaniyappan, Sugitra Jeevanandham)
3. From Risk to Repeal, Communication in Pakistan
   (Muhammad Ihatsham Akram)

Session 9: Young & Local Stimuli

Link to Join: https://zoom.us/j/91794325399pwd=dTV2OUt6OEl4VFc0anhKYVZwTGJSZz09

Time: **11:55 am - 12:55pm**

Format: **Oral presentation**

Moderator: **Alka Malhotra**, Communication for Development Specialist, UNICEF, India Country Office

1. Breaching the Digital Divide: Reaching Adolescents Where it Matters in India
   (Priyanka Kher, Saswati Chatterjee)
2. Combatting Misinformation through Internet Literacy for Young People in India
   (Yashi Jain)
3. Community Support Team (CST) Strategy proves Effective in Combating COVID-19 in Bangladesh
   (Sukumar Sarker, Zubair Shams, Joseph Johnson, Umme Salma Jahan Meena, Save the Children International, Save the Children US)
4. NISHTHA Swasthya Vaani: An IVRS-based Social Listening Platform for RCCE Enhances Equity and Self-reliance in India
   (Priyanka Shah, Krithika Murali, Dr. Jyoti Benawri, Nagappa V.H, Anand Bairagi)