

# RISK COMMUNICATION AND COMMUNITY ENGAGEMENT (RCCE)

## BANGLADESH EXPERIENCE



September 7 2023

# Risk Communication and Community Engagement

Risk communication and community engagement are critical components of public health and emergency management strategies.

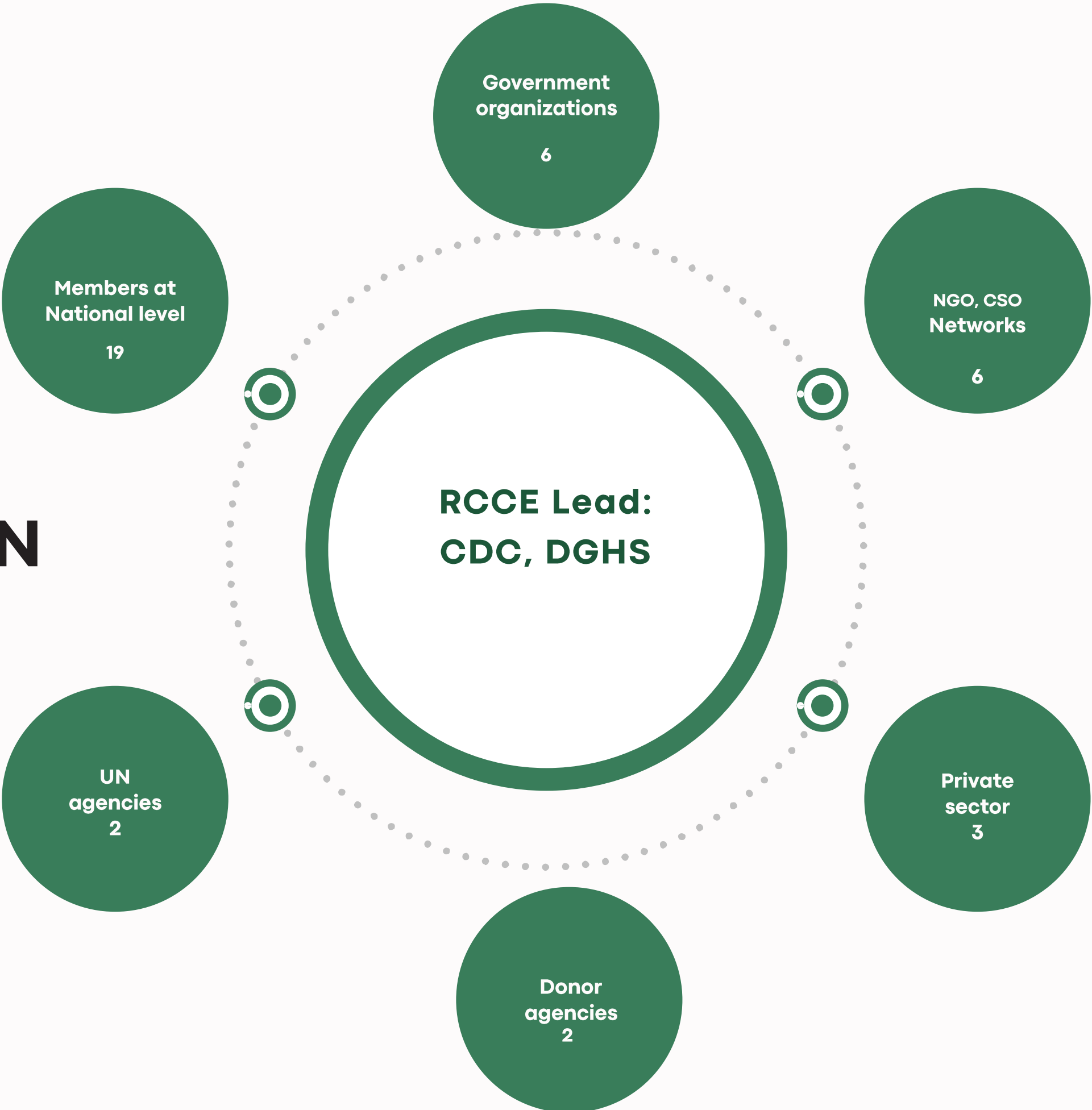
## Key Principles of RCCE



Source: IFRC,  
UNICEF &  
WHO

# COORDINATION

Uniting to save lives

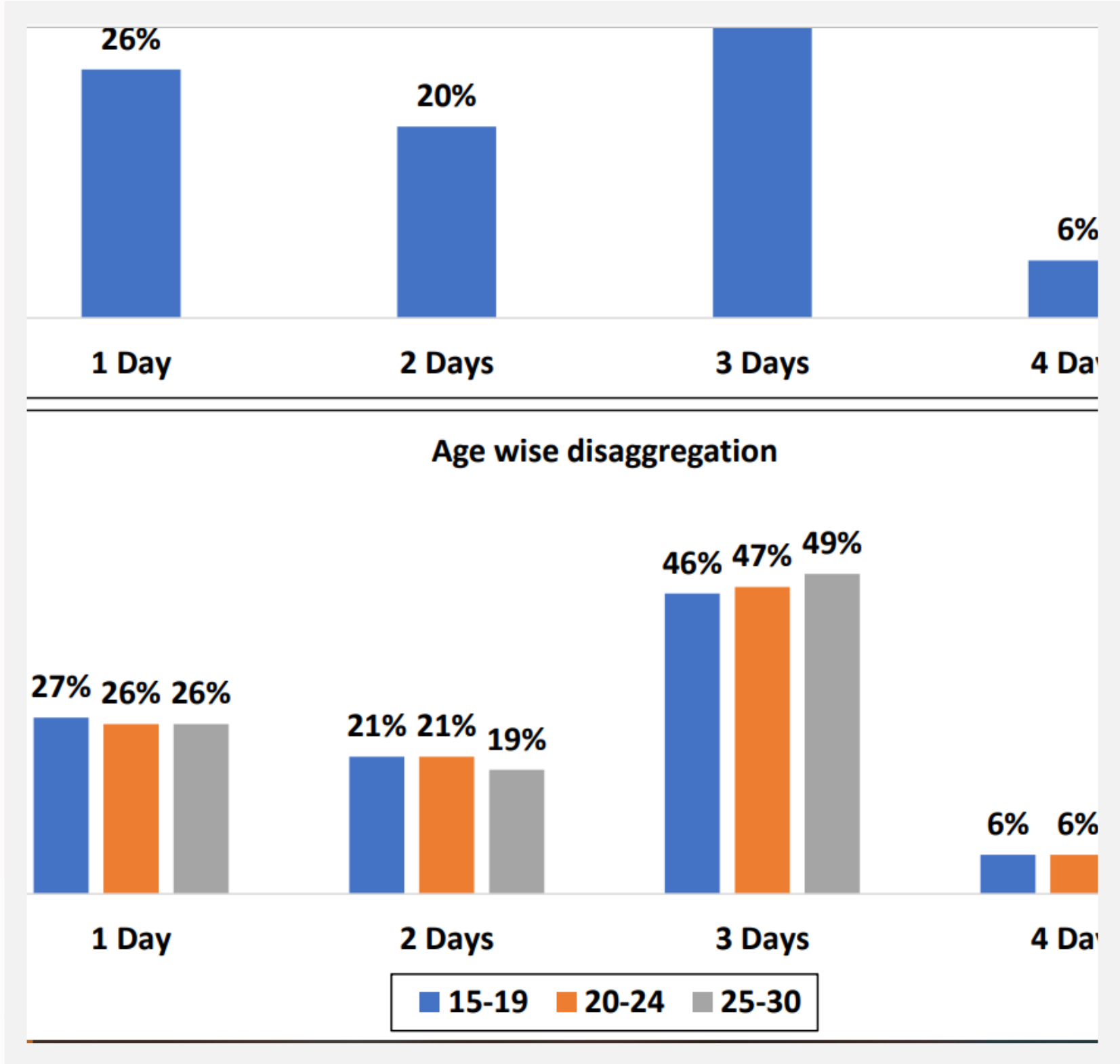


- 3 Working Groups**
- Message & Content Development
  - Reporting RCCE activities
  - Community Engagement



● % of Discharged ● % of A

# Guided by Evidence: Rapid Assessment



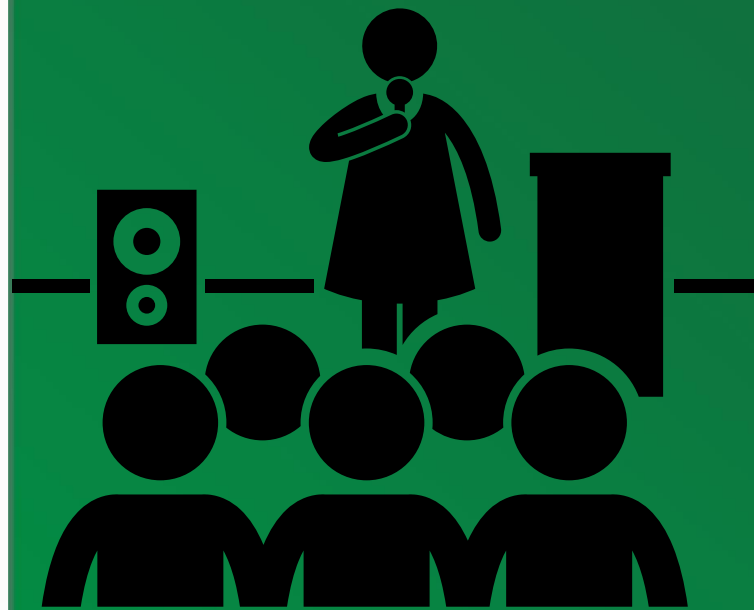
U-Report



Social Listening

# Timeliness

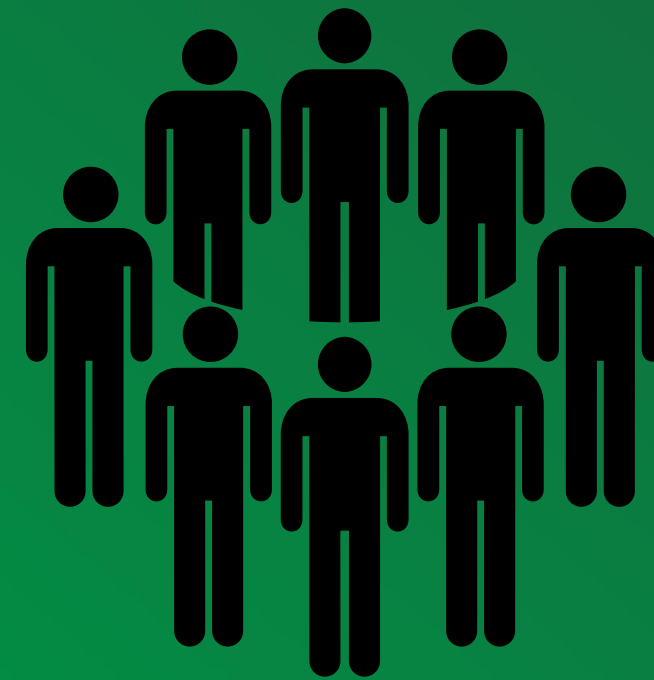
## Orientation



## Public Awareness



## Community Engagement



## Resilience





# Standardization and Tailored Messaging

**Sector specific,  
audience specific**

**Health,  
Education,  
WASH,  
Nutrition,  
Different age  
group,  
different  
socio-  
economic  
group**



# Trusted Source





# Multi-media Approach

**Print**



**Audio**



**Audio-visual**



**Digital Media**



**Community Media**



# Capacity Enhancement



**Orientation**



**Training/Workshop**





## Effective RCCE



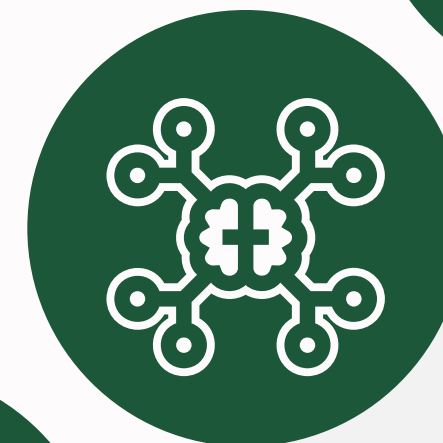
**Support community  
resilience**



**Infodemic management  
by reduce the spread of  
misinformation**



**Build trust with the  
public**



**Encourage positive  
behavior change**



**Improve public  
understanding of the risk**

Source:  
WHO, John  
Hopkins  
(CCP),  
UNDRR

# RCCE INTERVENTIONS ON DENGUE RESPONSE

## OPERATIONAL COORDINATION FOR RCCE ON DENGUE

- RCCE is well represented at the Health Cluster Meetings on Dengue.
- RCCE is added as a pillar to the national dengue response plan.
- Coordinated RCCE activities at the sub-national level are going on in several places.





# RCCE INTERVENTIONS ON DENGUE RESPONSE

## RCCE activity Updates

- 91.2 million people have received Dengue-related messages/information through public awareness and community engagement.
- 50 million SMS has been sent
- More than 73 million social media users reached



# RCCE INTERVENTIONS ON DENGUE RESPONSE

## RCCE activity Updates

- A network of **70,000 imams** (religious leaders) has been mobilized by the Islamic Foundation.
- More than 10,000 volunteers have been mobilized.
- 3 large mobile telecom operators involved with the RCCE platform





# RCCE INTERVENTIONS ON DENGUE RESPONSE

Glimpse of RCCE activities (Miking)





# RCCE INTERVENTIONS ON DENGUE RESPONSE

Glimpse of RCCE activities (Rally)





# RCCE INTERVENTIONS ON DENGUE RESPONSE

Glimpse of RCCE activities (Leaflet distribution)





# RCCE INTERVENTIONS ON DENGUE RESPONSE

Glimpse of RCCE activities (School activities)





# RCCE INTERVENTIONS ON DENGUE RESPONSE

Glimpse of RCCE activities (Mass awareness)





THANK  
YOU

