

## Context

In **Bangladesh**, maternal and child health remains a critical challenge. **Four out of ten women give birth at home without skilled health-care assistance, endangering both their lives and those of their newborns.** Furthermore, one in four women receives no prenatal care, and one in three does not see a healthcare provider with their child after birth. Despite efforts by the Bangladeshi government to bring healthcare closer to rural communities and actively commit to achieving Sustainable Development Goals\* by establishing local health facilities, the quality of care provided in these centres often falls short.

*\* The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.*

## Project overview

To improve the quality of maternal, neonatal, and child health services, Enfants du Monde, in partnership with BRAC, is spearheading a pilot project to **enhance community involvement in evaluating and improving existing healthcare services** at local community health facilities. Our initiative fosters “Active Citizen Participation” with dialogue between community members, healthcare providers, and local authorities to identify gaps in care, find solutions, and mobilize local resources to address these issues.

## Target audience

This initiative focuses on **empowering community representatives and health-care providers** within local health structures to assess and enhance the quality of care. **Government health managers, officials, and local authorities** also play a crucial role in supporting and following through, on the implementation of these action plans.



© BRAC

Healthcare professional completing a survey on quality care

## Objectives

Our “Active Citizen Participation” initiative aims to **improve maternal, neonatal, and child health services through:**

- **Collaboration** between healthcare providers, local government, and influential community members;
- **Evaluation** of the health services by community representatives;
- **Contribution** from community representatives and key stakeholders in **developing and monitoring action plans to address identified needs.**

## Location

Our initiative is being implemented in the Sarail and Kasba sub-districts of the Brahmanbaria district in Bangladesh.



## Key activities



## Project strengths

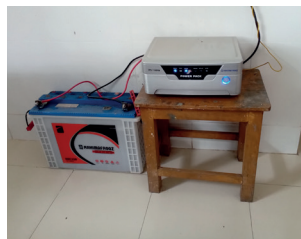
- **Direct involvement:** Community members play an active role in assessing and improving their local health centres;
- **Collaborative solutions:** Local solutions are discussed collectively, ensuring shared responsibility and better implementation;
- **Resource mobilization:** Local solutions often involve financing essential equipment, such as water pumps, fans, or generators, to improve service quality;
- **Behavioural improvement:** The project also focuses on improving the relational practices of community health workers through targeted actions;
- **Capacity building:** Community groups and supporting networks within the centres are strengthened through training and continuous follow-up.

## Local success stories



© BRAC

*In partnership with community group members, the local government provided funding to build the boundary of the Community Clinic*



© BRAC

*The President of the Management Committee, who is also the Chairman of the Union Parishad, provided an isolated power supply (IPS) to the Family Welfare Center (FWC) to ensure uninterrupted service delivery*



© BRAC

*Community group members provided chairs to the community clinic*



© BRAC

*The BRAC program officer discusses the action plan with the community group members*

## Testimonials

*“A number of issues associated with community clinics were identified through the “Active Citizen Participation” survey which enabled them to develop an action plan to ultimately identify that they need to first address the scarcity of electric fans and tubewells.” - Retired schoolteacher, Sarail Upazila*

*“The members of community clinic contributed to build the pond bank with their own funds and this made it easier for the locals to go to the clinic.” - Healthcare professional, Sarail Upazila*

## Join us in making a difference

**Your financial contribution can help sustain and expand this initiative**, ensuring that more communities have access to high-quality healthcare. Together, we can make a lasting impact on the lives of women, children, and families in rural Bangladesh.

### For further information:

#### In Bangladesh:

- Dr. Imran Ahmed Chowdhury – Email: [imran.ac@brac.net](mailto:imran.ac@brac.net) - Tel. + 8801 708 498 549
- Ms Shameema Akhter Shimul - Email: [shameema.shimul@edm.ch](mailto:shameema.shimul@edm.ch) - Tel. +8802 222 288 558

#### In Geneva:

- Ms Constanze Bunzemeier – Email: [constanze.bunzemeier@edm.ch](mailto:constanze.bunzemeier@edm.ch) – Tel. +41 22 791 00 51

Developed in partnership with:

