

Communication activities 2015

International Relation & Communication Dept.

Emblem Campaign

Campaign against misuse of Red Crescent and Red Cross (RCRC) emblem continued throughout the country. With the assistance of ICRC the campaigns conducted in six districts and included two components- 1. workshop for volunteers and 2. door to door awareness campaign about the proper use of RCRC emblem. 133 volunteers of 43 upazilas under 6 districts were trained to conduct the campaigns. A total 894 volunteers received emblem awareness training from 2010 to 2015. As impact of the campaigns, misuse of RCRC emblem has been reduced by 90% in the concerned districts.



At a Glance Emblem Campaign Program 2010- 2015

Sl. no	Year	Plan		Progress		Vol. Training
		District	UPZ	DIST	UPZ	
1	2010	07	59	07	59	181
2	2011	07	55	07	55	169
3	2012	06	37	06	37	115
4	2013	08	59	08	59	181
5	2014	08	43	07	37	115
6	2015	08	57	06	43	133
07	06 years	44	310	41	290	894

Celebration of RCRC day

The Department took part in celebration of World Red Cross and Red Crescent day (08 May) to highlight the importance of RCRC movement. Supplementary was published, along with Message from the Hon'ble President and Hon'ble Prime minister, in six daily newspapers. The Government and private TV channels transmitted programs on the day. Other activities included Rally, discussion session, Red Crescent Award giving ceremony, blood donation etc.



Live Radio Program

Under the Beneficiary Communication “Hello Red Crescent We Listen to You” Program aimed at raising awareness on disaster preparedness among the vulnerable population in disaster prone areas of Bangladesh. In 2014 and 2015 a total 18 live radio programs on were broadcasted with Radio Nolta, Radio Chilmari and Lokobetar under Shatkhira, Kurigram and Borguna respectively. Besides, three Red Crescent Listeners’ Club were formed in the said districts. A documentary on the program has been develop.



World First Aid Day

World First Aid day was celebrated on 12 Sept. highlighting the message “Be a hero. save lives! First Aid is for everyone, everywhere.” On this occasion road show and street drama was performed at six important points of the capital. School children participated in First Aid competitions on this occasion.



Publication

Considering the political situation in early 2015 a Leaflet on “Fire fighting in the vehicles” was developed. The leaflets were distributed in the capital and throughout the country through 68 BDRCS Units.



International Relations and Communication Department continued liaison with different print and electronic media and disseminated various messages of BDRCS and RCRC movement.

Prepared by

Kh. Enayetullah Akram Palash
Asst. Director