

NOBO JATRA - NEW BEGINNING

COVID -19 RESPONSE

JUNE 2020



Goal

To reduce, prevent and control transmission of COVID -19 and support affected communities in Koyra, Dacope, Kaliganj and Shyamnagar sub districts in southwest Bangladesh.

Outcomes

- Outcome 1:** Affected and at-risk populations, including the elderly, women and children, have access to accurate information to reduce, prevent and control COVID -19, through awareness and risk communication.
- Outcome - 2:** Support at risk communities with sanitation kits to protect themselves from COVID -19.
- Outcome - 3:** Continued support to households to strengthen under resilience capacities.



Partnerships for Impact

To ensure timely and efficient implementation, Nobo Jatra continues to work in a strong consortium led by **World Vision Bangladesh** and also comprising the **World Food Programme, Winrock International** and three local partner NGO's.

Nobo Jatra is working within existing **Government of Bangladesh** systems, closely aligning with the **Ministry of Disaster Management and Relief**, the **Ministry of Health** and administrations at the Divisional, District and sub district level.

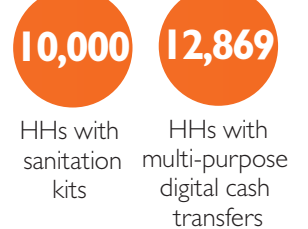
Existing partnerships with the Institute of **Public Health and Nutrition, Community Based Health Care** and **Department of Public Health Engineering** are supporting timely and accurate implementation of COVID -19 activities.

Nobo Jatra also utilizes existing and new private sector partnerships to disseminate **digital cash transfers, voice messages** on mobile phones and awareness through community radio, cable networks.

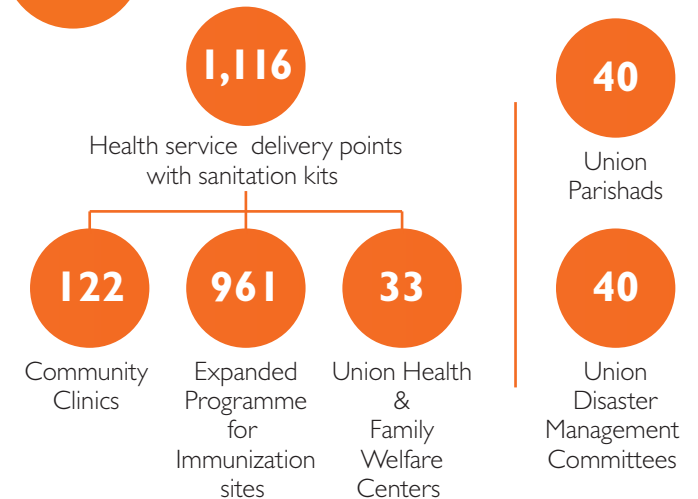


Target Populations

Interventions are targeted to the most vulnerable, at risk populations including pregnant and lactating women, the elderly, youth and female headed households.



Government Service Delivery Points



Overview

Nobo Jatra is a USAID Food for Peace Development Food Security Activity, implemented by World Vision Bangladesh, that seeks to improve gender equitable food security, nutrition and resilience for **856,116 people in southwest Bangladesh**. The majority of participants live below the lower poverty threshold of \$1.90 per day. Whilst there have been significant improvements in the overall food security, nutrition and resilience of these populations – the reality is that there is an inherent risk of the COVID -19 virus taking hold in these communities.

Given the possible impact of COVID -19, Nobo Jatra has redirected a proportion of the existing budget for Fiscal Year 2020 to reduce, prevent and control the transmission of the disease on vulnerable families.



Awareness and Community Engagement

- 63,200 leaflets and posters** distributed in communities and at health service delivery points to amplify COVID -19 awareness, including GBV messages, aligned to Government of Bangladesh.
- 109 billboards** with inclusive COVID -19 awareness messages displayed across all 4 sub districts.
- 44,600 pregnant and lactating women** and **Ultra Poor Graduation** participants are receiving twice weekly voice messages on COVID-19.
- 142 faith leaders** in Child Protection Committees, influential groups at sub district level and in community groups are supporting health messaging and mitigating GBV particularly child marriage.
- Over **1,000 mosques** and **400 temples** are supporting COVID-19 public awareness efforts.
- 40 Disaster Management Committees** and **407 youth volunteers** are engaged in public awareness messaging targeted to vulnerable groups with low literacy, including women, the elderly and children.



Improving Health and Hygiene Behaviors

- Sanitation kits** (soap, detergent soap, bucket) distributed to **10,000 households**.
- Sanitation kits (soap, detergent soap) distributed to **1,116 USAID supported service delivery points**.
- Participating in national, district and sub district **health coordination meetings** to provide critical data, recommendations and learnings to support decision-making for health authorities.
- Training and provision of **equipment kits** (masks, gloves, hand sanitizers) to **field staff and facilitators**.



Strengthen Resilience Capacities

- Digital cash transfers to **7,230 pregnant and lactating women** and **448 Ultra Poor Graduation** participants to ensure nutrition and food security.
- Selection and verification of **12,869 at risk households** for a one-time COVID multi-purpose digital cash transfer of \$36.



Monitoring, Evaluation and Adaptive Management

- Remote monitoring and data collection using mobile phones.
- Accessing data from **institutional monitoring systems** (health service delivery points, local administration, cluster meetings with Government).
- Feedback loops** and **helplines to gauge the quality and effectiveness of activities** paying particular attention to the gender, age and diversity of participants, staff and stakeholders giving feedback.
- Documentation and sharing of learnings, **best practices and challenges** and **application of insights** as a cornerstone of accountability and quality.
- Collaboration with **World Vision Bangladesh Emergency Food Security Project** and **USAID funded projects** to enhance effectiveness and improve practices.



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