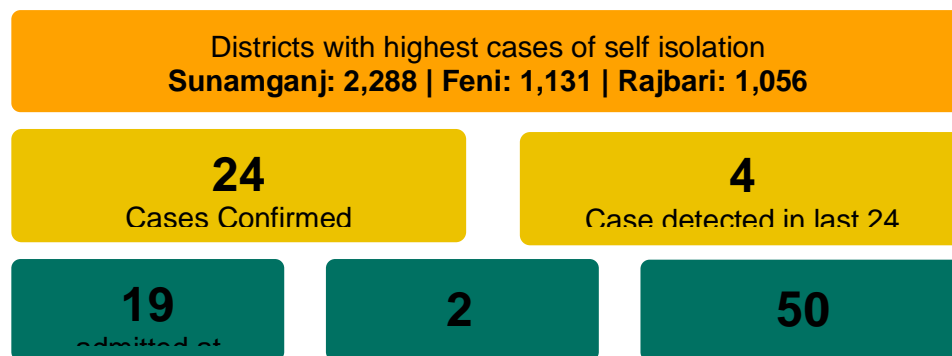


SITUATION OVERVIEW

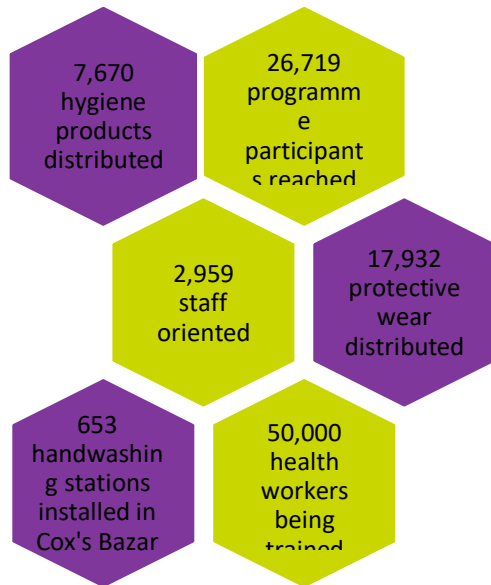
- COVID-19 has taken **11,184** lives till now Globally. According to the [World Health Organisation](#), this pandemic disease has spread to **182** countries with **266,073** cases of infected patients.
- In Bangladesh, one new death was reported on 21st March by the Institute of Epidemiology Disease Control and Research ([IEDCR](#)), making the official death toll two. In the last 24 hours, four new cases were confirmed taking the total number to 24. There are [reports](#) of at least 3 deaths in the media with Covid-19 like symptoms.
- The Government of Bangladesh is preparing **100** intensive care units in hospitals to mitigate the crisis. The target is to create **400** ICUs to care for affected patients and to contain the virus. Also, the trend of locking down Upajillas and blocks which are potential hotspots have started. Shopping malls have been closed till the 31st. Major exams have been postponed. Major incoming flights are cancelled till the 31st.
- A major economic storm is about to follow. BGMEA confirmed that about 1.4 billion USD worth of orders have been cancelled as of Sunday. Small businesses and retail and service sectors are badly affected. This is likely to strain the entire financial sector significantly. Economic stimulus packages to revive the economy would need to be planned along with major push in the public health care sectors.

BANGLADESH AT A GLANCE



BRAC'S COVID-19 RESPONSE

BRAC's overarching focus for the COVID-19 response in Bangladesh is to flatten the curve by preventing community level outbreak as much as possible. It is mobilizing the community through its 90,000-field staff and community health volunteers to reach 5 million household by April 5th with information, videos, leaflets and behavior changing communication materials and will start a



mass media campaign shortly. BRAC is working in partnership with health ministry, city corporations and municipalities, and local NGOs to support this work.

Our immediate COVID-19 response will take a three-pronged approach as outlined below which will be followed by long term livelihood support work for the affected families:

1. Protection of Staff & Community

- BRAC's country wide offices have set up washing stations and distributed protective gear for the staff. From today, the Head office where close 2400 staff works, is only open to support this initiative and critical functions. Rest are working from home.
- Cox's Bazar is a potential high-risk zone. BRAC's Humanitarian Crisis Management Programme has installed **653** hand washing stations in offices and camp

areas, at both the community and household levels. BRAC has also conducted a training session on COVID-19 for Cox's Bazar-based staff and community health workers in Whykong, Teknaf. More on this here [in this blog](#).

2. Communication & Mass Awareness

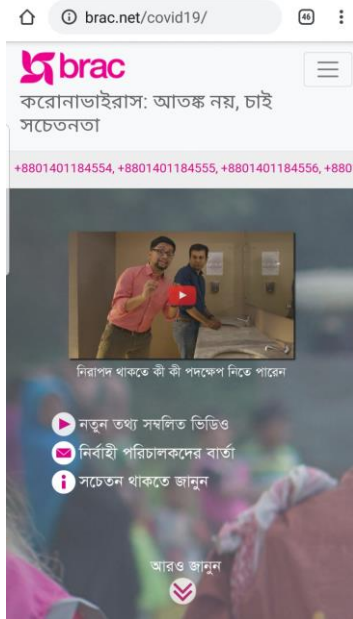


- BRAC is distributing more than **2.5 million** leaflets and **500,000** stickers with COVID-19 awareness messaging at the grassroots level. Community leaders, community development organisation members, health volunteers, health workers and BRAC's programme and field organisers are acting as agents for this mass distribution.

- BRAC has been carrying out a range of activities for raising mass awareness on hygiene practices in urban hotspots across **20** districts. This includes sanitising pedestrians with hygiene products, carrying out hand washing demonstrations, and disinfecting bus stations. IEC materials such as stickers and leaflets are also being distributed and public announcements are being made to familiarise people with best practices

for staying safe from the virus.

- BRAC is reinforcing its existing workforce of more than **50,000** health care workers who will reach **5 million** households with lifesaving messaging on COVID-19 by 5th April 2020. This volunteer force will also demonstrate hand washing and other hygiene practices to families in **61** districts.
- BRAC has started an aggressive digital media campaign with social influencers and created almost 5 videos along with an online training video on covid-19 related behaviour changing work. Next are some summary numbers on its reach:



- No. of posts on all social media: 29 (22 on Facebook, 4 on LinkedIn and 3 on YouTube)
 - Total reach: 4Million
 - Total number of reactions, shares and comments: 500k
 - Total views on videos: 2.4Million
 - Total hits on the portal site: 70k (combined Bengali and English)
 - The highest watched video is on 'how to do home quarantine' promoted with Grameenphone. This goes to show that there has been a big gap in understanding some of these technical terms used in the past in communication about this virus and how to prevent it from spreading.
- You can see some of these FAQs and videos in [this covid-19 portal](#).

3. New Partnerships for Prevention, Detection, & Response

- BRAC is partnering with IEDCR in its response efforts, and on 21st March recruited **20** doctors to support its ongoing hotline services which is seriously stretched.
- Psychosocial Health and Wellness Centre (PHWC) and BRAC will be launching a nation-wide emergency tele-counselling platform next week titled 'Kaan Pete Roi' for persons in distress owing to the panic created by COVID-19. BRAC is currently working on developing the protocol for this tele-counselling service.
- BRAC Urban Development Programme (UDP), in collaboration with city corporations, municipalities, deputy commissioner offices, and district civil surgeons across the **20** urban areas has been sanitising pedestrians and passengers with hygiene products and disinfecting the most congested points within cities since the COVID-19 response initiated on 19th March 2020. It has also partnered with Unilever to distribute 500,000 soaps all around slums.