



The delta variant continues to ravage Bangladesh, with July having been most deadly to COVID-19. The annual celebration of Eid-ul-Azha in the country created new hotspots, as crowds filled cattle markets. Amid the situation, BRAC Urban Development Programme (UDP) participated in different awareness campaigns in cattle markets, several hotspots and communities, distributed masks and awareness materials, and provided cash support to the most deserving households.

Awareness campaign in cattle markets

BRAC UDP conducted a 4-day-long awareness campaign in 10 cattle markets under Dhaka North and South City Corporation to wear masks and follow health safety regulations. In support of BRAC Health, Nutrition and Population Programme (HNPP), UDP Dhaka team from 17th-20th July 2021 distributed 62,000 surgical masks to cattle traders, buyers and mass people at Postogola, Golapbag, Donia, Dhupkhola, Rahamatganj, Aftabnagar, Bashundhara 300 Feet, Purbachal Nilar Market, Rupnagar, and Gabtoli cattle markets. During the mass campaign, the UDP team distributed 10,000 leaflets on health hygiene safety and exhibited how to wear masks and hand wash properly.

Vaccine registration support

As most of the low-income people have limited opportunity to register with the government website for COVID-19 vaccination, BRAC UDP across the country in last January-February provided technical support for vaccine registration in its operational areas and in August it reactivated the registration process and vaccination. Till 31 July 2,492 people have been provided with Covid-19 vaccine registration support.

Hygiene kit and healthcare service provided

Under the ARISE Responsive Fund, people living in marginalized and overlooked informal urban settlements were provided with health hygiene products and healthcare services. In the first six months, 25,000 reusable masks were distributed in Shyampur of Dhaka, Bazekazla of Rajshahi, and Greenland of Khulna. Through medical camps, 204 people, most of them female, have received health check-ups and basic medicine in Shyampur, Dhaka.

Cash and food support

7,644 households living in low-income settlements in Kallyanpur and Sattola under Dhaka North City Corporation were provided Tk 3,000 every month for purchasing nutritious food. Upon purchasing nutritious food, the households also received 25-30% cashback in the next month. The USAID supported project, jointly implemented by BRAC and WFP, also provided food baskets to 2218 HHs, out of 36,000 households. To promote healthy diets and hygiene practice, 1,800 soaps and sanitizers were provided, 3,640 reusable masks, 8,500 leaflets and posters were distributed. UDP also supported the government for listing out most deserving people for cash support in Dhaka.



In January-July 2021

- 26,388 HHs received cash support
- 2,258 HHs received food support
- 101,468 reusable masks distributed
- 62,000 surgical masks distributed in support of HNPP
- 467,767 people received primary healthcare service
- 164,802 awareness leaflets and stickers distributed
- 2,492 people registered for vaccination thru UDP technical support
- 3,3427 posters and awareness boards were displayed
- 87 hand washing facilities installed

In partnership with the Government of Sweden, BRAC and WFP have been implementing the Safety Net Bridging Project in the three urban informal settlements of Begunbari North, Begunbari South and Kunipara of DNCC to provide deserving households with nutrition and cash support services. Under the project, 3,177 individuals have received cash support through bKash following the WFP Building Blocks application with unique QR codes assigned to individual project beneficiaries.

Dakche Abar Dosh

From 1 July, a stricter lockdown came into effect to restrict movements in and out of Dhaka to control COVID-19. In this time, BRAC UDP again came up with cash support of TK 1500 to every 8,500 households in Rangpur, Rajshahi, Khulna, and Satkhira.

Waste workers made aware

The Coca Cola Foundation has been supporting BRAC UDP to provide 3,700 hygiene products like soaps, hand sanitizers, and liquid sachets and 7,000 reusable masks to the waste workers and their family members in Dhaka North and South City Corporations thus they can work staying protective.



Mass awareness campaign in Chattogram, Gazipur

UDP has been raising awareness regarding the COVID-19 pandemic through miking in Chattogram and Gazipur. The message broadcasted through miking focuses on the importance of mask-wearing in responding to households with suspected cases. In addition, it is meant to raise awareness on the fact that the risk of being infected is still a looming threat regardless of age, religion, class or gender.

In this time UDP distributed 17,450 leaflets and stickers, flyers and 8,700 posters on maternal health and hygiene issues. In the two cities, 32,400 people were made aware of COVID-19 through courtyard meetings, orientation sessions etc. Awareness messages were disseminated through miking, video show, SMS, Voice SMS and household visit.

Integrated Rehabilitation Programme

To ensure integrated rehabilitation of the people living in Mirpur, Mohammadpur and Saidpur low-income communities, Islami Development Bank has started support to UDP. Under the project, 6,252 people received primary healthcare in the last seven months. BRAC UDP distributed 209,052 leaflets, 21,727 posters, and installed 75 washing facilities, and through door-to-door campaigns and courtyard meetings around 173,000 people were made aware. All those integrated support aims at people of the community resilient COVID-19.

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