




Effective Communication for CRVS in Bangladesh



**CRVS Secretariat, Cabinet Division &
Access to Information (a2i), PMO
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7 Action Areas in CRVS RAF

1. Political commitment
 2. Public engagement, participation and generation of demand
 3. Coordination
 4. Policies, legislation and implementation of regulations
 5. Infrastructure and resources
 6. Operational procedures, practices and innovations
 7. Production, dissemination and use of vital statistics
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Goal: Civil Registration, Vital Statistics and Service Delivery

Bangladesh

Global

Civil Registry (CR)

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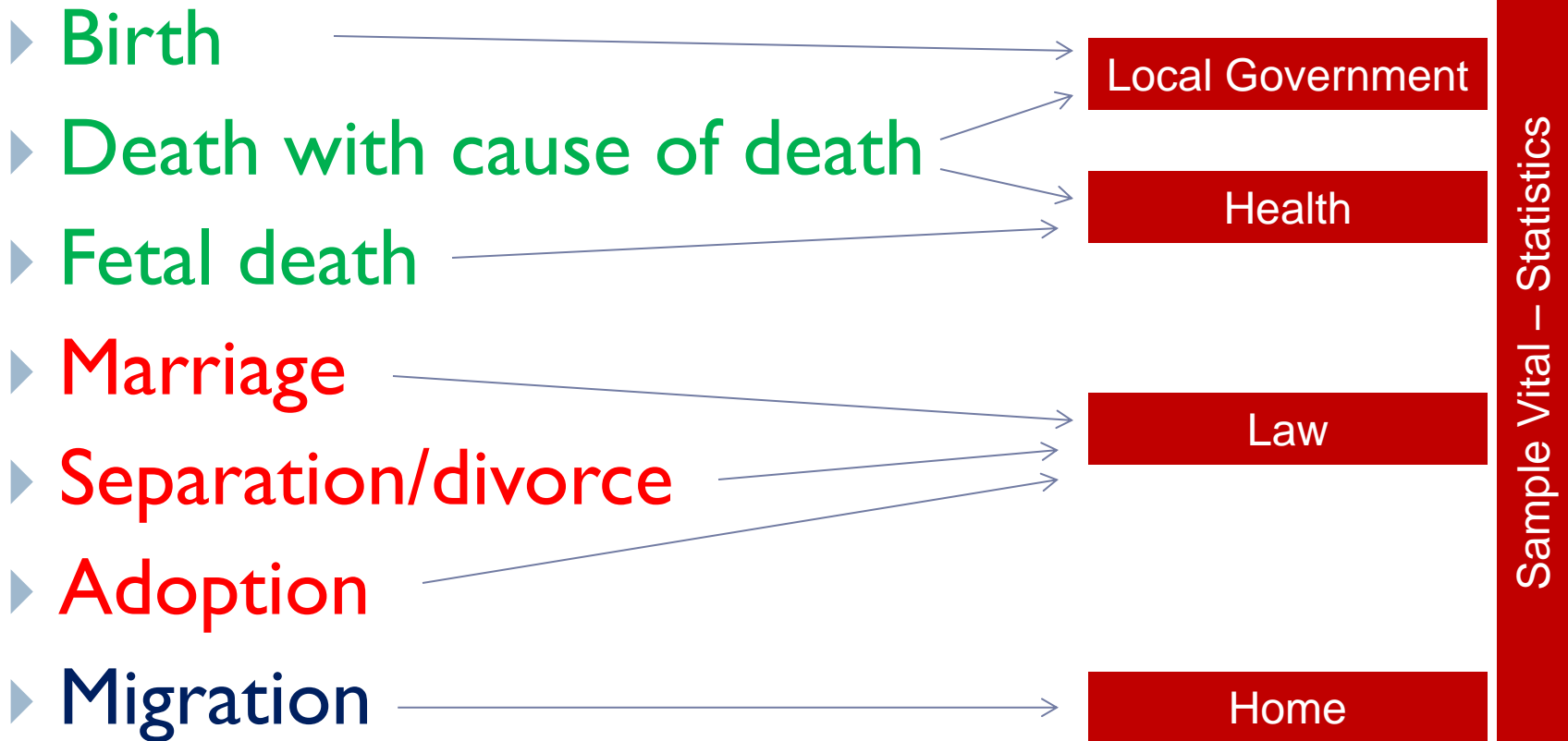
Vital Statistics (VS)

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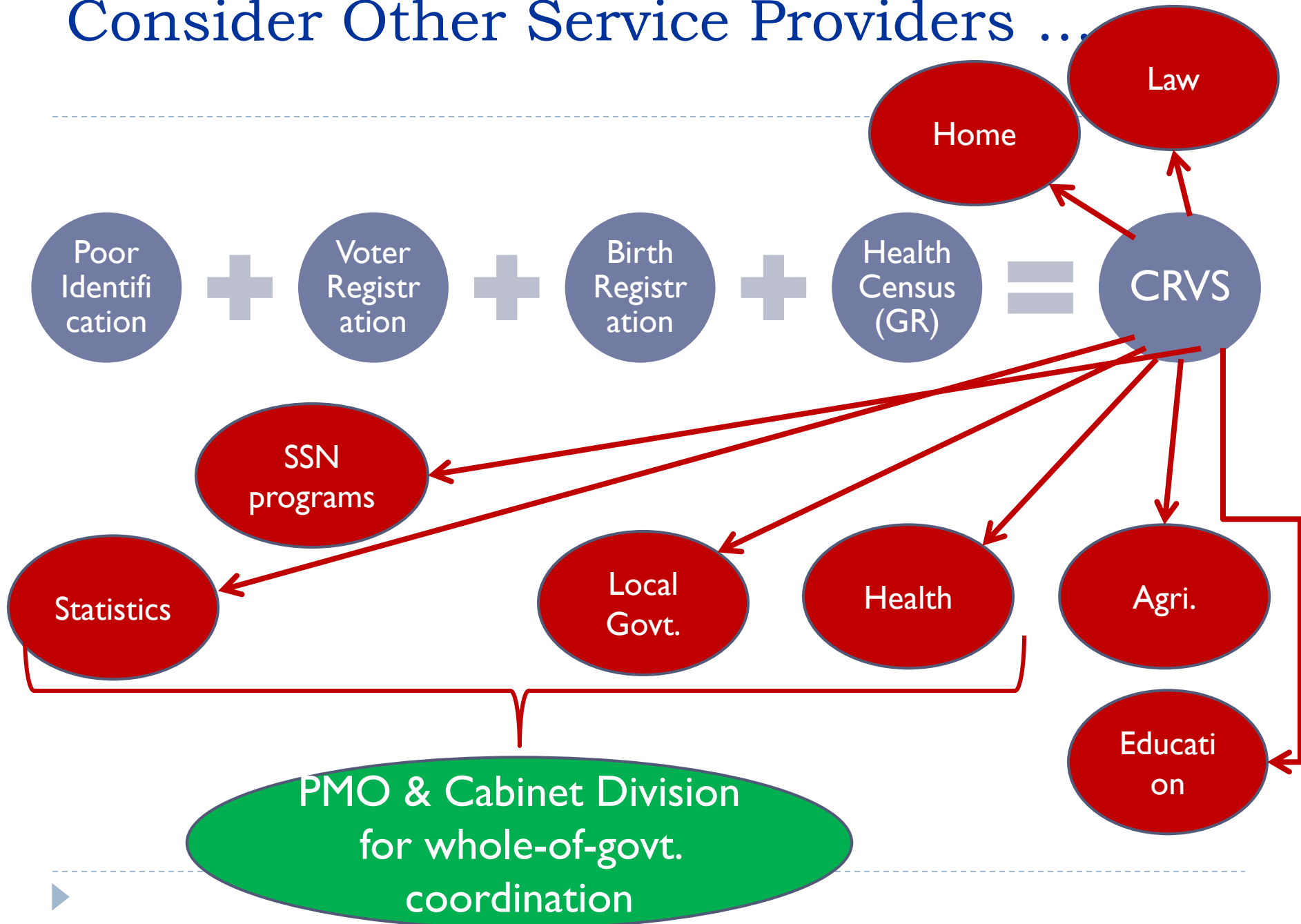
Service Delivery Integration



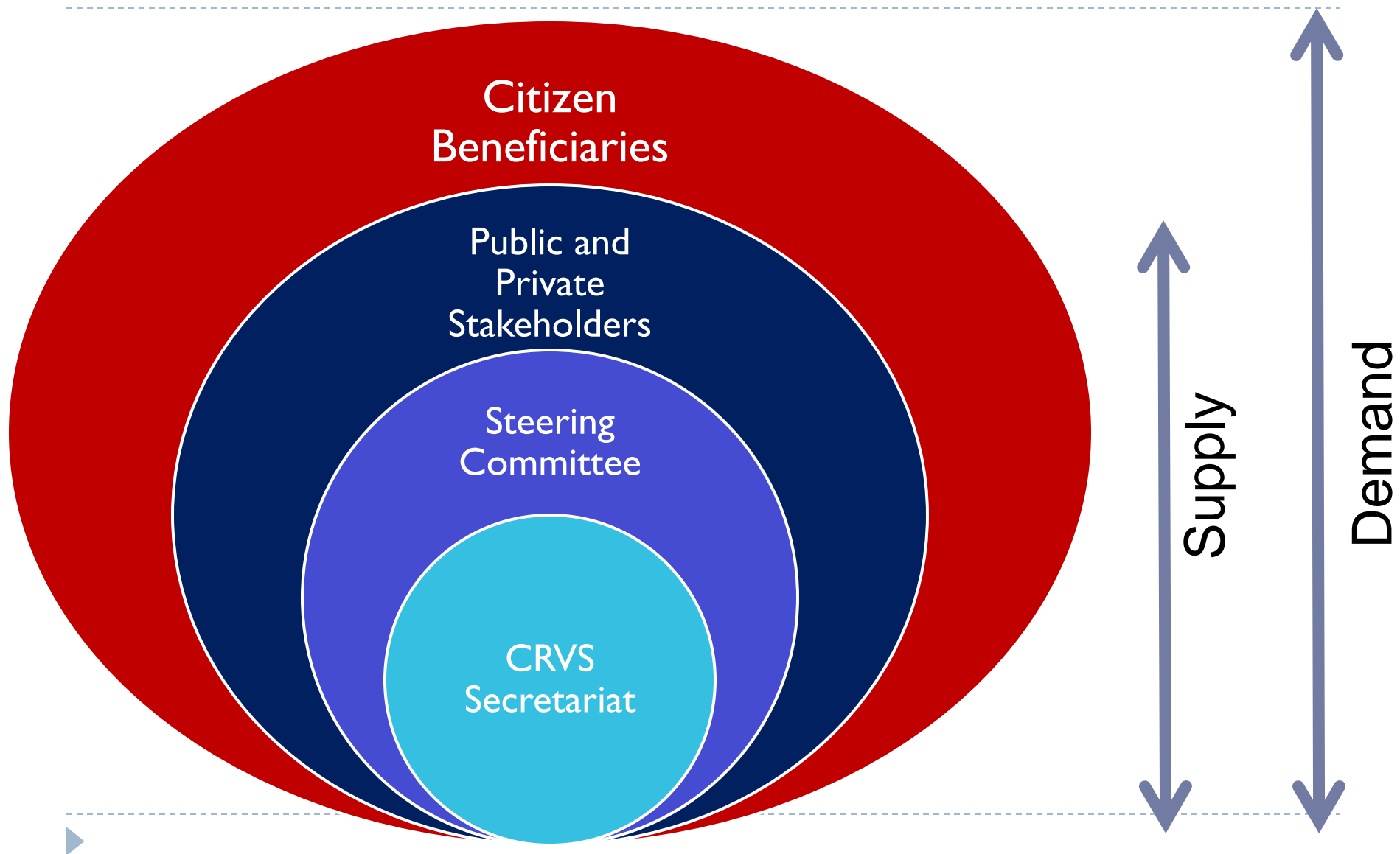
The Governance Picture: Constant effort to break silos



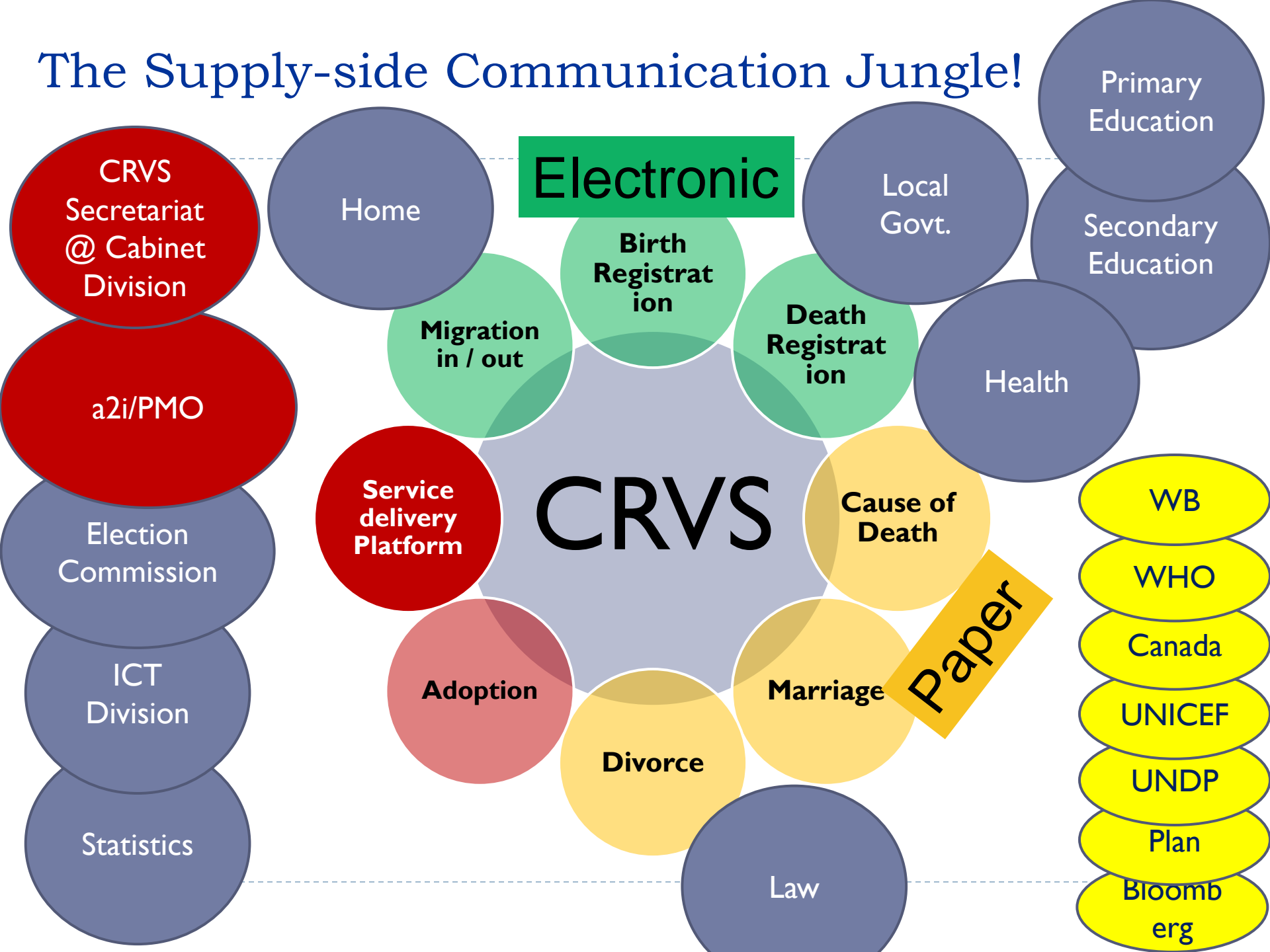
Consider Other Service Providers ...



It's All About Answering WIIFM



The Supply-side Communication Jungle!



Let's Review the Case of BRIS

▶ Birth registration

▶ Government's view

▶ 131 years 1873-2004: **8%**

▶ 11 years 2004-2015: **85+%**

▶ Citizen's view

	Before	After	Savings
Time	10.11 day	4.95 hr	98%
Cost	96.42	59.64	40%
Visit	2.1	1.26	40%



What Caused The Dramatic Improvement?

1. Supportive Law: Birth and Death Registration Act 2004
2. Ease of registration: Electronic registration in 4,500+ rural LGIs
3. Linking to service delivery

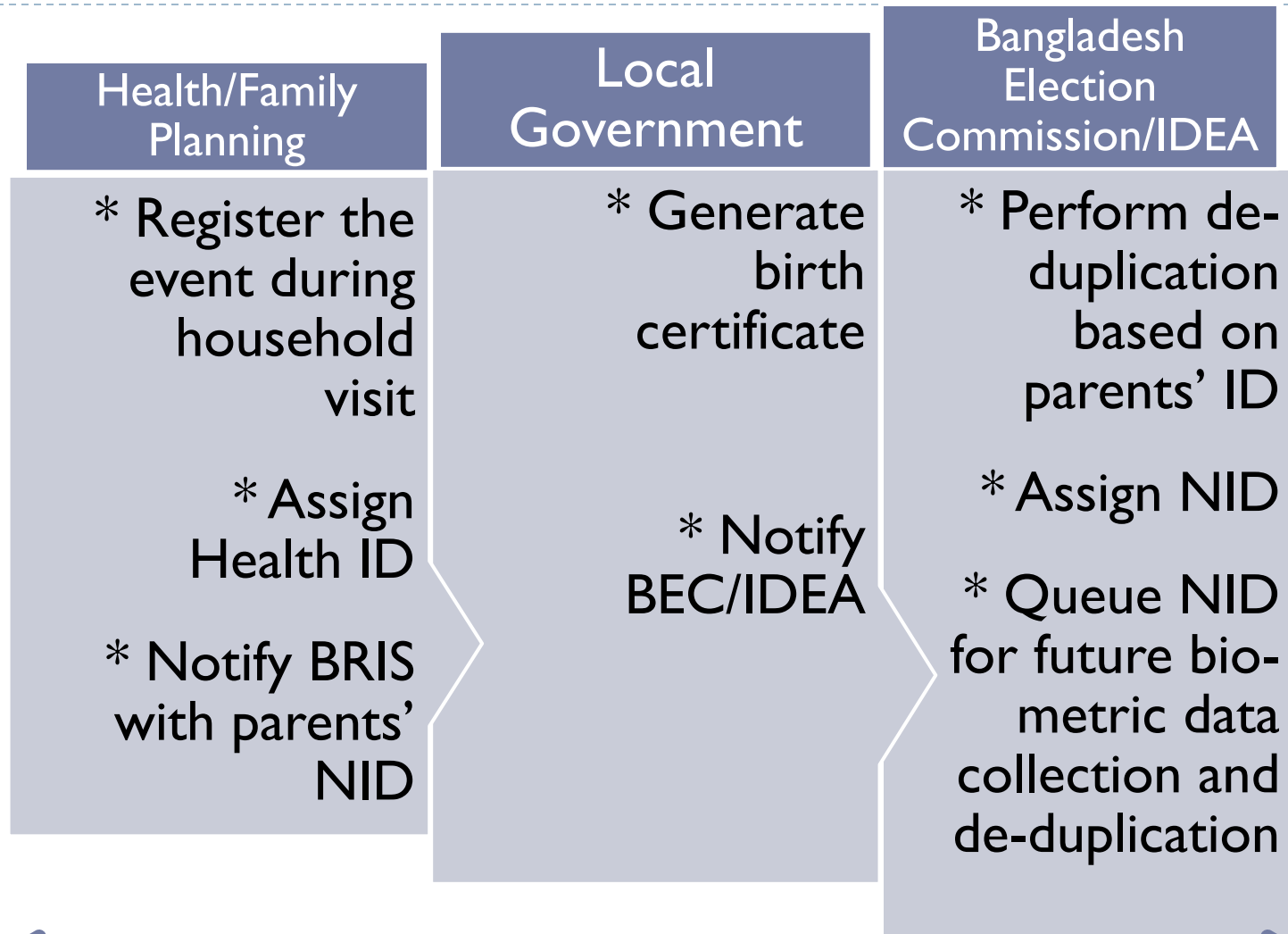
Problem persists – only 2% register within 45 days

1. Quality of data
 2. Linking to service delivery not strong enough
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Integration Example:

How will it work for Birth Registration?



Communication – WIIFM

Linking to the 'Unusual Suspects' – Education

	0 - 45 days	till 9 mon	6 years	11 years	14 years	18 years
Service	Birth Registration	EPI	School Enrollment	PEC	JSC	HSC
Agency	Health & FP, Local Govt.	Health & FP	Primary Education		Secondary Education	
Shared Health Record	Health ID / UID (Everybody who is availing service within the land area of Bangladesh)					
CRVS			UID (Residents of Bangladesh)			
NID			De-duplicated ID (Nationals of Bangladesh)			
Voter ID						Voter ID



Communications Summary

▶ Supply-side

- ▶ Be sensitive to individual egos
- ▶ Understand loss of organizational control and offer alternative benefits
- ▶ Create 'guiding coalition' of champions
- ▶ Know 'forward movement requires EVERYONE to say YES. Status quo requires ONE person to say NO'
- ▶ Create healthy competition
- ▶ Create and help adopt technology, process and policy standards

▶ Demand-side

- ▶ Know that awareness development is a myth
- ▶ Link to service delivery
- ▶ Create 'positive incentives', sometimes 'negative incentives'
- ▶ Befriend traditional media
- ▶ Leverage social media



Thanks

