



Engaging millions on the issue of
#Pneumonia in Bangladesh



Save the Children

Pneumonia- The Forgotten Killer of Children

Pneumonia, otherwise known as the **Forgotten Killer** has deprived millions of children under 5, the right to survive. Despite the disease being preventable and treatable, pneumonia took the lives of almost **17,000 children under five in 2016** in Bangladesh- this is more than **2 children every hour**.



Save the Children in Bangladesh is addressing Pneumonia as a commitment on its 100 year anniversary- Centenary Commitment. We aim to convene a movement within the national and global health communities to tackle childhood pneumonia by supporting advocacy, campaigning, innovation and state of the art technical support for prevention and treatment of pneumonia. Save the Children in Bangladesh wants to build a stronger voice and knowledge for pneumonia by working with a series of partners and through engaging **#millions** so that no child dies from this preventable cause, and definitely not for lack of awareness. Thus, addressing the lack of awareness on this forgotten killer at the same time profiling the issue for attention of the Government of Bangladesh. The campaign on pneumonia has reached **22 million people** in **six months** in Bangladesh.

Some of the activities undertaken in pursuit of addressing the lack of awareness and prioritization with the Ministry of Health and Family Welfare were:

OCTOBER

- - Social Media Mobilization to profile Pneumonia as the leading killer of children under 5

NOVEMBER

- - Stakeholder Consultations in the form of roundtables and seminars
- World Pneumonia Day 2018
- 3 months Social Media Mobilization Campaign
- Engaging in rallies at national and sub-national level
- Media engagement

DECEMBER

- - Social Media Mobilization
- Interactive contest about Pneumonia and its symptoms

JANUARY

- - Social Media Mobilization

FEBRUARY

- - Social Media Mobilization
- Revitalization of National Pneumonia Coalition inception meeting

Newborn Raisa's Near Death Experience: The context in which we operate

Sharmin resides in the hard to reach wetlands of Bangladesh. Her newborn, Raisa had cold and fever. Being unable to breastfeed the newborn and due to her rapid breathing, Sharmin rushed to the nearest primary level health center- A Community Clinic. Upon arrival, the Community Healthcare Provider at the clinic was unable to identify symptoms of severe pneumonia due to under capacity and unavailability of resources and thus, Sharmin was referred to a higher level facility for treatment of Pneumonia which was a four to five hours commute from their primary location.



During the duration of the journey, Sharmin had to walk to the main road carrying her child where she took a three wheeler rickshaw. Crossing several narrow mud filled pathways, she finally reached a boat station but had to wait a long time for a boat to come and take them to the health facility. Once on the wooden boat, she took another three wheeler vehicle to the Health Complex. The long trip made Raisa very ill which made her more fatigued than before and left her breathless. She was later admitted at the ward where she finally received adequate treatment for her pneumonia, but because the treatment was expensive, it left them on debt as they had to pay out of their pocket to meet the expense.

Thus, to help assist newborns just like Raisa, Save the Children works to improve access and quality of health through pneumonia case management at the community level by training staff, strengthening the system and assuring a better quality of life by bringing treatment closer to home.

The Target Audience

The target audience for the campaign looks at the supply and demand side, and as a result addresses a diverse set of people and institutions. The targets are:

- **Service providers** – doctors, paramedics, professional bodies
- **Partners** – research organizations, academia, UN, development partners
- **National media**
- **Youth of the nation** (18-28 years) having access to social media
- **Executives and medical officers** (29-55 years) belonging to lower and middle income group (using public health services)

Social Media Mobilization

We engaged in a three-month social media mobilization where each month highlighted a particular aspect of pneumonia in order to reach a varied target audience. In order to ensure that the message reaches the target audience, we designed a series of informative and creative designs, which were aimed to engage the audience on the discussion of Pneumonia and raise awareness.

This post reached
the highest number
of people-
278,039



Facebook Page Insights			
	OCTOBER	NOVEMBER	DECEMBER
 Likes	60,000	61,000	2900
 Comment	240	354	77
 Share	1,600	1,300	95
 Total Engagement	62,000	62,000	3000
 Total Reach	691,000	469,000	48,000
 Total Impression	872,000	574,000	63,000

Pneumonia Content for the Target Audience



Facebook Frame for World Pneumonia Day



While positioning Pneumonia as a **forgotten killer**, we developed an interactive contest asked questions regarding Pneumonia and its symptoms. The contest was well received by the audience with over 10,000 engagements. 3 winners from the contest were recognized.

A Facebook Frame was designed to observe **World Pneumonia Day**.

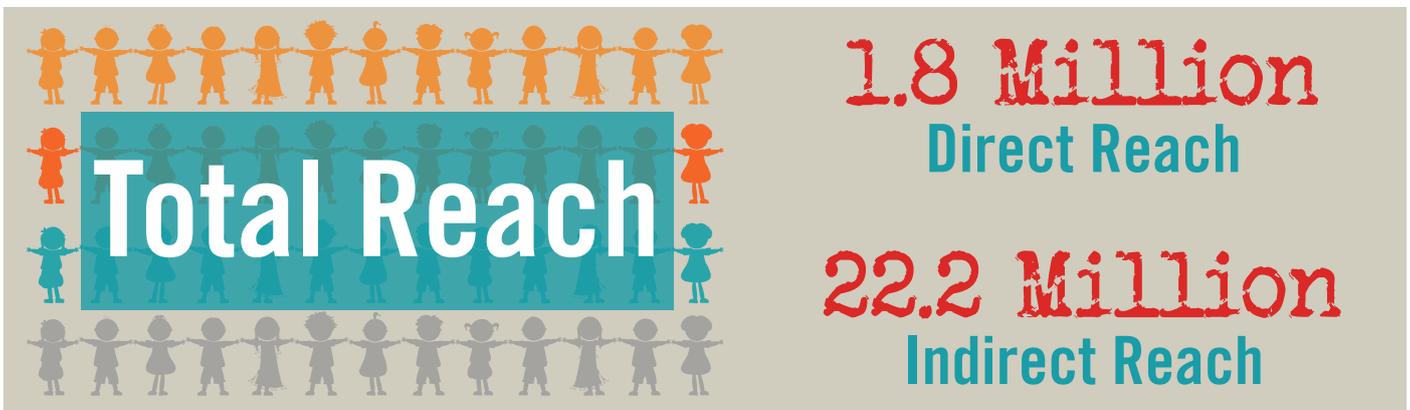
Pneumonia Content for the Target Audience



Two renowned social media influencers of Bangladesh shared our posts on their personal social media accounts:

Elita Karim – A renowned singer and songwriter in Bangladesh with a fan following of 250,000 people. Her shared post reached an estimated 100,000 people.

Mudassir Anik also known as Minimal Mudassir on social media, is a fashion blogger and model with a unique set of followers. His share reached an estimate of 20,000 people.



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■ Social Media Mobilization	18,00,000 (Direct Reach)
■ Print Media	280,000 (Indirect Reach)
■ Stakeholders Consultation on World Pneumonia Day	40 (Direct Reach)
■ Rally on World Pneumonia Day	120 (Direct Reach)
■ Broadcasting Media	2600 (Indirect Reach Online)
■ Radio Engagement	200,00,000 (Indirect Reach)
■ Community engagement with poster distribution	500 (Direct Reach)

Social Media Lessons



- Visuals which have the assurance of a doctor or medical officer are almost 70% more relatable for the target audience compared to simple statistical posts.



- The audience response to vector based images are 60% lower than informative posts by professionals.



- Bengali content was up to 60% more effective as to English content due to the country context.



- Texts on visuals have to be planned and kept well under Facebook's 20% text rule, to maximize the reach and engagement of each post.

Key Stakeholders/Partners

- There is a strong buy in on the issue of pneumonia from the national stakeholders
- Facilitation is time consuming
- Everyone has specific knowledge on pneumonia, working with everyone addresses the gap

Media

Media is interested in the story. Media understands that it is a preventable disease which is easily treatable and highlights that there is a cost barrier to accessing care in remote rural areas, hence, they have the financial angle covered as well. We engaged with Newspaper, Radio and TV in Bangladesh on profiling the issue of Pneumonia in collaboration with the Ministry of Health and Family Welfare.



Newspaper Link: <https://www.thedailystar.net/city/news/pneumonia-still-fatal-children-1659253>



TV Show Link: <https://bit.ly/2K5DKLC>



Radio Show Link: <https://bit.ly/2qLeV59>