



Editorial



Four years ago the fence stopping this child from entering the water probably wouldn't have been there, the bamboo pool frame wouldn't have been built and the *SwimSafe* class taking place wouldn't have existed. And if the child was unsupervised and curious, chances are he would have wandered into the water and drowned.

In 2005, the Bangladesh Health and Injury Survey identified drowning as the leading cause of death in children under 18 years; around 17,000 a year or 2 every hour. To radically reduce this figure, the Centre for Injury Prevention and Research, Bangladesh (CIPRB) in collaboration with UNICEF, the Director General of Health Services (DGHS) TASC, BSF and RLSSA, created the *SwimSafe* programme.

Between 2005 and 2008, the programme has taught approx. 26,000 children in predominately rural areas of Bangladesh survival swimming skills and

rescue techniques, and no graduate has drowned since the project's inception.

In 2009 *SwimSafe* has gone from strength to strength. With assistance from BRAC and CMES, CIPRB aims to teach an additional 27,000 children to swim. In addition, it has been promoted to one of CIPRB's stand alone programmes, instructors from Australia have conducted master classes for our swimming trainers (p. 2) and the programme has gained a host of media attention from news outlets across the world including The Sydney Morning Herald, BBC Radio, Reuters and NBC (p. 4).

With 2010 set to be another big year for *SwimSafe*, with more than 75,000 children in line to receive free swimming education, hopefully a scenario where a Bangladeshi child can drown so easily is a thing of the past.

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News

International Partnership for Drowning Prevention



An international drowning prevention partnership between the Centre for Injury Prevention and Research, Bangladesh (CIPRB) and the Royal Life Saving Society Australia (RLSSA) was launched on September 6 at the Bangladesh Swimming Federation.

Named the *Training of Trainers SwimSafe Programme*, the four day event saw two Australians from RLSSA, Mr Jeff Moss and Mr Jason Phillips, up-skill 30 senior Bangladeshi swimming instructors in a variety of coaching methods for children, as well as survival swimming, rescue and resuscitation techniques.

Senior instructors, or Master Trainers as they are also called, are a vital component of CIPRB's *SwimSafe* programme, an innovative survival

swimming course created to reduce the high instances of childhood drowning in Bangladesh.

"They are the engine of the programme," Mr Moss said.

The techniques they learnt over the four days will be used to train Community Swimming Instructors (CSIs) who in turn will teach children in predominately rural areas essential survival swimming skills and water safety knowledge.

Funded by the Australian Government's Sports Outreach Programme, the event was launched by the Australian High Commissioner, Dr Justin Lee and CIPRB's Executive Director, Dr AKM Fazlur Rahman.

"Every 31 minutes a Bangladeshi child dies, not from malnutrition, not from disease but from drowning. Teaching someone to swim is in essence a vaccine against drowning," he said.

Dr Lee said Bangladesh and Australia are similar in regards to their relationship to water and it's tragic to lose a happy, healthy child to drowning.

He also said he looked forward to continuing the drowning prevention partnership between the two countries.

Safe Danang Evaluation

Between October 12 - 16, CIPRB's Technical Director Dr Aminur Rahman (with Tran Tien Duc, Freelance Consultant and Prof. Elizabeth Towner, University of the West of England) was part of the independent evaluation team for the *Safe Danang* injury prevention programme.

Initiated in 2007 by TASC, in collaboration with the Hanoi School of Public Health (HSPH), the projects aims to reduce the rates of injury, especially child injury, through community programmes.

Their evaluation recommended the project increase its focus on high level political advocacy, improve engagement with local people and departments, and extend its time line by at least 12 months to properly evaluate the programme's impact.

PhD Abroad

Congratulations goes to CIPRB's National Coordinator Dr Kamran UI Baset who has been accepted into the PhD programme at the University of the West of England in Bristol.

His PhD proposal is "Road traffic injury prevention for children in rural Bangladesh and his supervisor is Prof. Elizabeth Towner, Professor of Child Health.

Moving Towards Safer Schools in Bangladesh

Palash Nagar model school is situated in block 13 of the urban *PRECISE* project area in Mirpur. This school has approx. 250 students from class 1 through to 10. Two years ago, there was no injury prevention programme being taught and the oaths chanted by the students in the morning assembly were merely "never speak lie" and "don't fight with each other". Since the introduction of the *School Safety* programme, two new oaths have been added, "never go near to the water body" and "never play with fire".

Now the students of Palash Nagar have a solid foundation in fire and

water safety, a recent meeting between the head teacher and block president, Md Yasin Khan, has decided to introduce two new oaths in 2010 and the school's teachers came to a consensus they will be "look to right, left and right while crossing the road" and "we shall learn to swim, we shall overcome water".

The teachers of Palash Nagar are adamant injuries sustained by children at school are preventable and it is through there dedication that they have made the school environment free from injury.

Interplast Visit



Earlier in the year, delegates from plastic surgery organisation Interplast Australia & New Zealand were in Bangladesh to build relationships between a group of NGOs they saw would benefit from skills and ideas sharing.





News

CIPRB Attend IDDR 2009



On October 14th, Bangladesh observed the International Day for Disaster Reduction (IDDR) with this year's theme

being Hospitals Safe from Disasters.

Disaster Management Bureau (DMB), an operational and expertise body of the Ministry of Food and Disaster Management, organised the national programme in collaboration with a range of national and international NGOs and other public departments, including CIPRB.

A large team from CIPRB took part in the opening rally (see photo on the left) which began from the centre of Shahid Minar and finished in front of the National

Museum. Following the rally CIPRB staged a short drama in the museum's auditorium on the issue of earthquakes and community preparedness.

To coincide with the IDDR, DMB published a booklet on Hospital Safety from Disasters which included an article from Md. A. Halim Miah, CIPRB consultant and Disaster Risks Management team leader, entitled *Disaster Injuries: Prevention of electrocution from lightning and emergency care*.

CIPRB'S Executive Director Wins Award

CIPRB's Executive Director Dr AKM Fazlur Rahman was recently acknowledged for his tireless safety campaigning by winning the *Asia Safe Community Champion Award* in Beijing on October 20 (see photo on the right).

Presented by the Asia Safe

Community Network and the WHO Collaborating Centre on Community Safety Promotion, the award is given to an individual recognised for being a champion in promoting safe communities, thereby improving the safety and health of the people in Bangladesh and the Asia region.



Global Hand Washing Day

6550 children took part in the recent International Hand Washing Day in an event organised by CIPRB on October 15.

Financed by UNICEF and held in *Anchals* throughout the five unions of Raigonj upazila under the Sirajgonj district, the children all washed their hands at 12pm.

National Road Safety Day

A team from CIPRB participated in the rally for National Road Safety Day on October 22nd with a banner demanding the UN declare 2010-2020 the decade for Global Road Safety.

AusAID Visit PRECISE Areas in Raiganj

In mid October, delegates from the Australian Government aid organisation AusAID visited the Raiganj Upazilla to view the *PRECISE* programme in action.

During the two-day visit, the AusAID delegates observed a number of CIPRB's injury prevention initiatives in the region including the *Anchal* centers (see photo on the right), a village injury prevention committee meeting, a parents' *Anchal* meeting, the playpen scheme and the

SwimSafe program.

School Safety is one of the major components of *PRECISE* and AusAID made a stop at the Dhangora Girls High School to talk to students from Grades 6 – 8 about injury prevention. They also attended a community social autopsy meeting to discuss drowning prevention and took part in the planting of a tree to honor the recent death of a child in the village.





News

Lifeguards Without Borders Founder, Justin Sempstrott's Impressions of CIPRB



As a career ocean lifesaver turned medical student, I thought I understood drowning and lifesaving pretty well. Having spent over a decade protecting beachgoers along the shores of Northeast Florida, I thought I was doing everything I could to save lives and prevent drowning. This was until I attended the 2007 World Congress on Drowning in Porto Portugal.

It was there I learnt 97% of the world's drowning deaths occur in low and middle income countries and away from the beach. I was even more stunned when CIPRB's Dr Aminur Rahman revealed during his presentation more children under 18 in Bangladesh die from drowning than

infectious disease.

I stayed in touch with Dr. Rahman via e-mail and in August 2009 I was invited to visit Bangladesh and observe their programmes in person. After a brief stint in India, I made my way to Dhaka where the CIPRB staff welcomed me with open arms and we went straight to work.

I toured the CIPRB facilities in the capital and representative samples in the Raiganj intervention area. Meeting with the survey staff, epidemiologists, and village leaders gave me an insight into the ambitious and massive scope of their project. I was also able to apply my lifesaving experience by observing the *SwimSafe* Programme (see photo on the left) and teaching a basic lifesaving course to the Master Trainers. The whole experience helped to put a human face on the lives that CIPRB are protecting through community involvement and the teaching of basic injury prevention.

CIPRB's project, as with any other injury prevention program, relies on changing attitudes and behaviors at the individual level. They have strived to

accomplish this immense feat by involving community leaders and allowing the members of that community to take a personal stake in the success of the programme.

As a medical student interested in emergency prevention and public health, my experience was priceless. CIPRB's commitment to saving lives is matched only by their professionalism and dedication to implementing scientifically proven methods. They show these strengths consistently through the study of the social, economic, and epidemiologic consequences of injury and its prevention. Secondary effects of their programs have created jobs and allowed a more productive, safer, and educated future generation of Bengalis to thrive.

In just a few short years, the CIPRB has shown, in a highly cost effective model, that we can save lives and prevent childhood injury and death by building stronger community ties. This is a revelation that will hopefully enlighten the rest of the international lifesaving community and guide future allocation of resources.



Journalism teams from NBC (above) and Reuters (below) filming stories about the *SwimSafe* and *Anchal* programmes





News

Anchal Programme Helps Bring a Young Girl Out of the Dark

As you watch 5 year old Laila happily play with her friends in the anchal, and as you watch her enjoy them singing and dancing around her, you wouldn't think she couldn't hear the song nor sing it back to them.

Laila is deaf and dumb but to an outsider it would be very difficult to pick she was any different from the other children, and the *Anchal* has played a large part in that.

"Before (she was) enrolled in (the) anchal, she was very unhappy and was not developed as she is now," Khadija, Laila's mother, said.

"She pushed me all the time that I bring her (to) the anchal like other children but as she is not normal like others, I did not think about it," she said

According to Khadija, Laila kept pushing to be enrolled until she and her husband finally gave in.

"Now she is happy. She can (take) part in all activities in the anchal. She can play, dance, and perform... like other children can."

Jannatual Nayeem, the *Anchal* mother, has been impressed with Laila's development. Before she was enrolled in the anchal, she was unable to communicate with people and didn't have any friends. But in a couple of years she has made many friends who are helping her come out of the "dark life".

Not only have the children accepted Laila but so have their parents and the wider community and although the cut off for the *Anchal* programme is 5 years old,

Laila has been allowed to stay because of her disability.

"It is a remarkable event," early childhood program specialist Farida Akter said.

"Normally parents and the authorities don't want to keep such a child with other normal children, but, fact is, it is better to keep that kind of child with other normal children... Firstly, children can learn and can pick the thing (up) very fast as s/he (is) being considered as normal. Secondly, the other children can get the chance (to learn) how to cope... with (a disabled) child, they learn cooperation, empathy and humanity while they (are) growing up all together," Ms Akter said.

Q&A with CIPRB Staff



Full name and position title

Hasina Akter, Anchal Management Trainer

When did you begin at CIPRB

April, 2008

Details of your job

My main duty is to conduct basic training for the *Anchal* mothers which ranges from how to decorate the anchal to teaching them how to engage with the children. I teach the mother's songs and

dances that will help the children with their early childhood development. I also conduct refresher training courses for the *Anchal* mothers.

In addition I conduct CIPRB's *Home Safety* training course, supervise the *Anchal* monitoring officers, update the training manual, conduct disability research and violence against women training.

Tell us about one particularly interesting or successful project

The *Anchal* has been a very successful project. It keeps children aged 18 months to 59 months injury free while their primary care givers are working. It also works as an ECD centre concentrating on the five stages of development - 1) physical 2) language 3) cognitive 4) social and emotional and 5) moral. This is achieved through games, rhymes, rhyming songs, drawing, alphabet recognition and story telling.

With the children attending the anchal six days a week from such an early age, it makes it much easier to send them to school because they have already developed the habit. We also often hear back from teachers that the children who have attended an *Anchal* programme do much better in school.

Goals for the future

I would like to become an ECD specialist. Currently I am completing my Masters in Early Childhood Development and once I have graduated I will be able to contribute a lot of good to the management of the *Anchal* program. I want to develop the safety and ECD activities of the anchal and in future I want to see the *Anchal* program available in every district, every union, every village and available to every children in Bangladesh to ensure they are safe from injury risk and are provided with proper early childhood development education.



Workshop/Seminar/Conference

Training For The Master Trainers of the Better Health, Better Education Program



Directorate General of Primary Education has developed a training manual on health nutrition and hygiene for primary school teachers.

The manual was co-authored by CIPRB's Dr. Saidur Rahman Mashreky and he conducted a training session for the master trainers of the program in Comilla and Bogra on October 16th and 28th 2009.

Regional Seminar on Earthquake Preparedness

With Bangladesh long overdue for a major earthquake, Mymensingh newspaper The Daily Jahan, in partnership with national NGO, SEDA and the District Administration of Mymensingh, organised a day long workshop titled the *Regional Seminar on Earthquake Warning and Preparedness* on October 21, 2009

Professor Dr. M. A. Sattar, Environment Science Department, Bangladesh Agriculture University, Mymensingh presented the key note paper while Mr. Md. A. Halim Miah, consultant and head DRR of CIPRB took part as main discussant. In his speech Mr Halim stressed the uniqueness of a district town organising such a workshop.

"When experts and disaster activists comment on earthquakes in Bangladesh, they often only focus on Sylhet, Chittagong and Dhaka disregarding Mymensingh and

other satellite towns whose populations and urbanisation are rapidly increasing therefore making them more and more of an earthquake risk area," Mr Halim said.

According to National Building Code (BNBC 1993) Bangladesh is divided into three earthquake zones. Zone One (severe risk area) covers the North and North East side of the country i.e. Sylhet, Sherpur, Mymensingh, Bogra, Rangpur; Zone Two (risk area) consists of Dinajpur, Sirajganj, Naogaon, Dhaka, Feni and Chittagong areas; and Zone Three (low risk area) i.e. southern regions.

"The government and other development partners need to provide adequate attention to all the inhabitants of these earthquake risk regions," he said.

During the course of the day, there was an open discussion on action plans between senior government senior officials

Playpen Workshop

In Raiganj, Sherpur and Manohardi during October, Md. Halim Miah and Dr Animesh Biswas conducted a supervisor playpen workshop so the supervisors can then educate rural mothers in the injury prevention benefits of the device.

24 supervisors from three field areas participated in the one day session which covered the importance of the playpen, its maintenance and how to use it with children aged 8 months to 18 months.

Since the training session, the supervisors have trained approximately 2400 mothers.

of the district including civil surgeon Dr. Momotaj Uddin Bhuiyan, ASP Md. Aktaruzzaman, Executive Engineer of Public Works Department, Upazila Nirbahi Officers, editors and correspondence of national dailies and electronic media, NGO and INGO representatives, educationists, and representatives from civil societies.

The seminar's chief guest was Mr. A. N Samsuddin Azad Chowdhury, Deputy Commissioner of Mymensingh and the facilitator was Additional Deputy Commissioner, (All) Mr. Md. Mohsin facilitated the workshop. The event was chaired by Mr. M. Habibur Rahman Sheikh, Chief Editor of The Daily Jahan and Executive Director of SEDA.

Home Safety Training

During September and October CIPRB ran a series of *Home Safety* training sessions for over 350 of their *Anchal* mothers. Held in their *PRECISE* field areas, there were 17 training sessions in total, each consisting of three days each.

The *Anchal* mothers from the Sherpur and Manohardi areas learnt to identify injury risks in the home, to fill in

the home safety check lists and to counsel on different injury risks and prevention methods. They were also educated on child nutrition, child care, infectious diseases and hand washing techniques.

Training session was conducted by the project coordinators, *Anchal* monitoring officers and *Anchal* Master Trainers from the head office in Dhaka.



SAKENDER HAIYAT, Urban Block Committee President and Head Teacher of the City Laboratory School in Mirpur, passed away on 26th April 2009, aged 56.

CIPRB offer their deepest condolences to his family for their loss.





Workshop/Seminar/Conference

Meeting with the Presidents of the Village Injury Prevention Committee



A discussion meeting was held with the presidents of Village Injury Prevention Committees (VIPC) of Raiganj Upazila between the 25th and 26th of October.

The discussion meeting was specially designed to explore how members of the committees can be more involved in the future injury prevention and other social development activities.

Dr. Saidur Rahman Mashreky and Mr. Halim Miah were present there to facilitate the meeting and Mr. Jamal Hossain, Project Coordinator and supervisors of the different union of the Raiganj upazila attended the meeting. Upazila Nirbahi Officer Mohammad Abdul Ahad launched the meeting.

Communications for Development Training Programme

Early this year, CIPRB's Communications Specialist Farida Hafiz was invited to attend the Communication for Development training program held at the Hotel Lakeshore in Dhaka.

Organised by UNICEF, Bangladesh

and run over 5 days at the end of April, the program focused on the important role communications plays in development, especially in regards to behavioral change and the sustainability of the interventions.

The programs facilitators were

Guy B. Scandlen, Patricia Portela de Souza (Communication for Development Specialist), Mira Mitra (Senior Project Officer, Communication) and Afroza Kazi (Gender Specialist, WHO).

Anchal Ma Training

Between May and July, 320 new *Anchal* mothers were trained, bringing the total of *Anchal* mothers working as part of the *PRECISE* project to 640.

Prospective *Anchal* mothers need to be married women aged 18 to 35 years of age, a permanent resident of the area and preferably have completed education at

least to the end of secondary school. They receive five days training on running the *anchal* and an additional two day training course is provided for the *Anchal* mothers who supervise auxiliary volunteers (parents, grandparents) who may assist. During the training, the *Anchal* mothers learn about facilitating pre-school learning,

preventing child injury, basic first aid and performing general care for the children (toileting, feeding).

The course was developed by early childhood specialists Innerforce and is taught by CIPRB staff members to groups of 20 – 25 mothers at a time.

Research

Prevalence of Injury Related Disability in Manikganj District of Bangladesh

Up until December 2009, a team from CIPRB will be developing a comprehensive database on people with disabilities in order to assist social policy development.

Around 10 percent of Bangladesh's population is made up of people living with a disability, with injury one of the main causes. It has become a significant issue and there is an overwhelming demand for improved health and rehabilitation services.

The survey took place in Manikganj of Bangladesh and looked at the prevalence of injury related disability in the area.

Financed by WHO, it covered 9000 households (7000 from rural areas and 2000 from urban areas) and was carried out by Dr Fazlur Rahman, Principal Investigator, Dr Mashreky and Dr Aminur Rahman, Co-investigators, Quazi Fayeza Sultana, Research Coordinator, a team of 20 data collectors and 5 supervisors.





Research

Climate Change Adaptation Strategy at the Local Level: Environmental and Sociocultural Compliances of the SwimSafe Programme in Bangladesh

Authors: Md Halim Miah¹, Dr Kamran ul Baset², Md Sekander³, Mohammad Salim⁴, Dr Aminur Rahman⁵, Dr Saidur Rahman Mashreky⁶, Dr AKM Fazlur Rahman⁷

Introduction:

In 2007 Bangladesh had the unfortunate honor of scoring the top position in the Climate Change Index. It revealed a continual increase in the global temperature will lead to a catastrophic increase in rainfall, cyclones and sea levels which will see one third of the country's landmass inundated by water. This in turn will exacerbate an already existing problem in Bangladesh - childhood drowning - which claims the lives of 17,000 children a year. To achieve the MDGs 4, this figure must be radically reduced and for this to occur, children must learn how to swim. To combat this problem, CIPRB has implemented the *SwimSafe* programme for children 4 - 10 years old.

Objectives:

1. To ensure the *SwimSafe* program complies with the social and environmental conditions of Bangladesh

2. Develop a guideline and improve the implementation strategies for scaling up of the programme

Methodology:

Qualitative method was employed with in-depth key informant interviews. Focus group discussions were used as data collection techniques during the period of September to December 2008 and June to August 2009.

Initial Findings:

Parents in rural areas who are literate discourage their children from swimming which leaves them with skills comparable to children of poorer families. This disparity is also found among the female children when compared to males whose families are economically well off.

Community people, irrespective of their socioeconomic condition, place more emphasizes on schooling and text base

education. They liken swimming training to a game and therefore consider it a low-priority for their children.

Besides the other socioeconomic restrictions, there are also some environmental hurdles to overcome such as the reduction in the number of available ponds due to fish cultivation. In addition, during the summer months there is a lack of water in these existing ponds.

Conclusion:

To combat the risks associated with climate change, it is imperative to include life saving skills i.e. the *SwimSafe* programme, in the primary and secondary education system of Bangladesh. In addition, community and policy makers need to preserve open spaces, water bodies and carry out mass campaigns on the importance of such programs.

Qualitative Research on New Neonatal Questions for DHS, MICS and Other National Surveys

CIPRB, in collaboration with Macro International Inc. and Save The Children USA-Bangladesh, has conducted *Qualitative Studies on New Neonatal Questions for the Demographic and Health Survey* which commenced April 1, 2009 and the analysis of the results will continue until the end of December 2009.

During the months of April to June, CIPRB's Qualitative Study team carried out field work in Mirpur and the Raiganj Upazila of Sirajganj district.

Detailed data on the newborn health situation in Bangladesh is generally unavailable and where it is available there is uncertainty over its reliability and validity. Therefore, it is hoped that this study will provide more information about what

mothers notice and are able to recall and about the accuracy of their reporting.

The ultimate objective of this study is to provide guidance to survey researchers who formulate survey questions about the process of delivery and newborn care in developing countries. The guidance will be in the form of information about what can reasonably be asked by mothers about their most recent birth and newborn care. Save the Children USA plans to use the data to approach both the DHS (Macro International) and the MICS (UNICEF) to request the addition of more neonatal questions in surveys.

The *Qualitative Studies* are part of a global initiative and the Bangladesh Demographic and Health Surveys (BDHS)

are part of a worldwide demographic and health surveys program.

The study was launch by CIPRB and Save the Children USA SNL on April 1, and was followed by a technical session to finalize the study methodology. This was attended by Chief Guest Professor Dr. Abul Kamal Azad, Director and Line Director-MIS, Directorate General of Health Services and the technical session was facilitated by Mr. P. Stanley Yoder, PhD, MPH, MAAS, Senior Qualitative Research Specialist of Macro International Inc. Mr Yoder stayed in Bangladesh an additional two weeks to lead a rigorous training session comprised of both theoretical and practical issues based around the qualitative study.

