

BANGLADESH ICRC OPERATIONAL HIGHLIGHTS

NOVEMBER 2020

**WEARING MASK
IS OUR SOCIAL
RESPONSIBILITY**

**RESPECT HEALTH CARE WORKERS
AND FOLLOW THEIR INSTRUCTIONS**

IT CAN SAVE LIVES

BANGLADESH: “WEARING MASK CAMPAIGN” TO REDUCE THE SPREAD OF COVID-19

Together with the Bangladesh Red Crescent Society (BDRCS), the ICRC has launched a campaign to encourage people to take preventive measures and wear a mask in public to help reduce COVID-19 risks. The campaign further aims to promote respect for frontline health workers, continuously working for people's health and safety, while contributing to reduce the spread of COVID-19 in Bangladesh.

The campaign's kick-off event took place in Dhaka at the national headquarters of BDRCS with the gracious presence of Dr. Samanta Lal Sen, National Coordinator of Sheikh Hasina National Institute of Burn and Plastic Surgery along with the head of delegation of the ICRC in Bangladesh and the Secretary General of BDRCS.

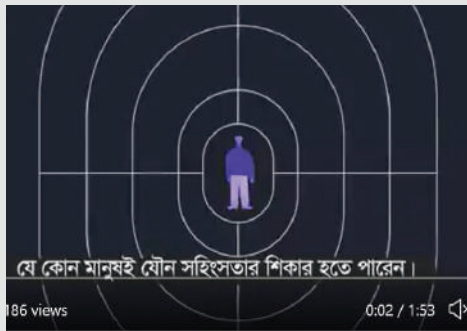
The campaign is using multiple communication channels such as weekly phone calls to 300 community leaders, broadcast of key messages via loudspeakers on Tomtoms (local transport). 36,000 posters and 125 cutouts are also displayed in health complexes, religious institutes and public places. Awareness sessions for mosques Imams and other religious leaders will be gradually conducted, while BDRCS and ICRC social media platforms are used to reach out to people with awareness messages on ‘wearing a mask is our social responsibility’ and ‘respect the health-care workers.’

Wearing a mask ensures safety for ourselves and our loved ones as it is the most effective measure to prevent the spread of COVID-19.

I appreciate the ICRC's and BDRCS's initiative to promote the crucial message of wearing a mask in Bangladesh, that is in line with government's directive in order to stop the spread of COVID-19. Respect for the frontline health workers is also important, as they work round the clock amid the pandemic situation.

Dr. Samanta Lal Sen,
National Coordinator of Sheikh Hasina National
Institute of Burn and Plastic Surgery

This awareness raising campaign will continue until 15 December 2020 with the active support from the BDRCS, the Ministry of Health and Family Welfare, the Ministry of Religious Affairs, the Islamic Foundation and Bangladesh Buddhist Religious Welfare Trust. It is expected to reach close to one million people from 11 districts in Bangladesh, including Cox's Bazar and Chittagong Hills Tracts (CHT).



Victims of sexual and gender-based violence (SGBV) should be granted access to services.
([Read more](#))



Families in three districts of Chittagong Hill Tracts (CHT) received drinking water storage and shelter kits. ([Read more](#))



Nurses & ambulance drivers from various humanitarian organizations in Cox's Bazar learn lifesaving, injury preventing and ambulance care skills during a basic First Aid training.
([Read more](#))

([Read more](#))



First face to face inter-ministerial & interagency coordination meeting held on Tuberculosis (TB) control in Bangladesh. ([Read more](#))



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Delegation of the International Committee of the Red Cross (ICRC) in Bangladesh.
Tweets about ICRC's activities in the country and elsewhere.



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