

# **Record Notes of Workshop on Communication Strategy for Social Protection and Core Diagnostic Instruments (CODI)**

Chairperson: Mr. N M Zeaul Alam  
Secretary (Coordination and Reforms), Cabinet Division  
Date & Time: 11 April 2017, 10.00 AM - 12.30 PM  
Venue: Coordination Conference Room, Cabinet Division

Participants: Social Protection Focal Point Officers (**Appendix-1**)

## **1. Introduction:**

The chairperson inaugurated the meeting by welcoming all the participants including the representatives from the Social Security Policy Support (SSPS) Programme of Cabinet Division and General Economics Division. He stated that the National Social Security Strategy (NSSS) has been formulated with a view to reforming the social protection programmes in the country and he thanked all for their relentless efforts in materializing the vision and mission of the NSSS.

The chairperson mentioned that for effective implementation of the social protection programmes it is necessary to formulate a comprehensive communication strategy for the social protection implementing ministries/divisions. Such communication strategy will create awareness among people about the government schemes on social protection especially about their rights. The communication strategy will also be useful for inter-departmental information sharing paving way for better coordination, transparency and accountability.

He also pointed out that it is important to conduct a diagnosis of the overall social protection situation in the country which would identify the major areas for immediate intervention. Subject to approval of the CMC, it may also serve the purpose of a baseline survey to compare with the progress of NSSS implementation after a few years. He informed that one of such diagnostic instruments is CODI as devised by Inter Service Social Protection Assessment (ISPA). He invited all to participate in the review of the diagnostic tool and conduct a survey on the present situation of social protection by using CODI questionnaire.

Then the chairperson requests the officials of SSPS Programme to make presentations on Communication Strategy and CODI.

## **2. Advocacy and Communication Strategy**

Requested by the Chair, Mr. Aminul Arifeen, Project Manager of SSPS Programme made a presentation on the features and importance of proposed strategy on advocacy and communication of NSSS. He mentioned that to effectively implement social protection

schemes, stakeholders have to send the right messages to the right people. The objectives of the strategy would be enhancing the visibility of the social protection programmes of the government; change views or behaviour of people, including policy-makers; create public education and awareness generation and also to put forward justification for adequate budget allocation. Before developing a communication strategy it would be initially required to conduct a succinct communication diagnostics of the CMC ministries. He also discussed that a comprehensive Technical Committee may be constituted to develop this strategy (involving policy makers, programme planners, key stakeholders, NGOs, CBOs, and others). It was suggested that the Cabinet Division may prepare ToR for CMC's approval.

After the presentation the participants elaborately discussed the importance of developing of NSSS advocacy and communication strategy. They agreed that measures should be taken as early as possible for preparing such type of strategy. They suggested that the strategy should be consistent with the communication strategies (if any) of the NSSS implementing ministries/divisions. The participants unanimously agreed that a committee may be formed to coordinate the whole process of the situation analysis and formulation of the strategy. It also recommended that an extensive workshop may be organized with the participation of the communication officers, ICT personnel, social protection focal points and other relevant officials of the CMC ministries.

### **3. Core Diagnostic Instrument (CODI) Assessment Matrix**

Then the chairperson requested to move on to the presentation on CODI. Again Mr. Aminul Arifeen made a presentation on CODI which he argued would play important role as a tool of NSSS implementation status tracking. It was informed that this tool is part of the Inter Agency Social Protection Assessments (ISPA) initiative, a set of practical tools that help countries improve their social protection system by analyzing its strengths and weaknesses and offering options for further action. Countries can apply ISPA tools periodically to track performance over time. CODI is unique in providing a unified framework to carry out a comprehensive assessment of social protection system performance, allowing governments to identify duplications, fragmentation, and inefficiencies across schemes and programs. CODI increases coordination among national stakeholders as well as development partners across different sectors.

The CODI has a total of 37 fields under the 10 broader areas for assessment. Each field is assessed by a scale from one to four. The CODI provides detailed and specific guidelines regarding the scoring. The CODI allows for adjusting or modifying the field specific questions according to the national contexts. Thus Mr. Aminul Arifeen mentioned that the SSPS team has already prepared a customized version for assessment of Bangladesh position in implementation of social protection. If agreed, the participants may like to fill it up and the scores may be used as baseline.

After the presentation the chairperson invited the floor for open discussion on the CODI questionnaire as customized for assessment. The participants were of mixed opinions regarding the efficacy and relevance of the CODI. Then the Mr. Arifeen, supported by

Mr. Azizul Alam, Additional Secretary of the Finance Division explained that this matrix has been developed by ISPA after detailed discussion and experiment by international experts in this field from World Bank, UNDP, ILO etc. This matrix has been used in many countries as a tool for social protection diagnosis. Then it was agreed that this tool may be accepted to track social protection status of the country.

Then it was elaborately discussed if the customized questionnaire could be filled in during the workshop. Some of the participants argued that as they are not well informed about many of their projects, they opted for not filling up the questionnaire. Many of the participants told that most of the fields of CODI are highly technical and difficult for them for comprehension. Then Mr. Mohammad Khaled Hasan elaborated each and every field of the CODI. Following the elaboration the participants agreed to fill out the questionnaire, though some of them opted for not doing so. It came out that 27 participants completed the evaluation based on the questionnaire. It was agreed that the questionnaire would be analysed and the results would be used as initial baseline for social protection situation in Bangladesh. It was also decided that the top ten programmes would be separately evaluated using the questionnaire which may provide more accurate evaluation.

#### **4. Decisions**

After elaborate discussion it was decided that -

- a) A comprehensive Technical Committee would be developed along with a TOR to coordinate the whole process of drafting the NSSS Advocacy and Communication Strategy. The committee would conduct a succinct diagnostics of the communication strategies of the CMC ministries beforehand.
- b) The strategy should be consistent with the communication strategies (if any) of the NSSS implementing ministries/divisions.
- c) The SSPS Programme would provide technical supports in formulation of communication strategy.
- d) The filled out (27) CODI questionnaires will be analysed by the SSPS Programme and the results will be submitted to the CMC for review with recommendation for using it as a primary baseline for social protection situation in the country.
- e) The top ten social protection programmes would be separately evaluated using the CODI questionnaire.