Effective Communication for CRVS in Bangladesh

CRVS Secretariat, Cabinet Division & Access to Information (a2i), PMO
December 9, 2015
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
Goal: Civil Registration, Vital Statistics and Service Delivery

Civil Registry (CR) + Vital Statistics (VS) + Service Delivery Integration
The Governance Picture: Constant effort to break silos

- Birth
- Death with cause of death
- Fetal death
- Marriage
- Separation/divorce
- Adoption
- Migration

Local Government
Health
Law
Home

Sample Vital – Statistics
Consider Other Service Providers …

- Poor Identification
- Voter Registration
- Birth Registration
- Health Census (GR)

Result: CRVS

- SSN programs
- Local Govt.
- Health

PMO & Cabinet Division for whole-of-govt. coordination
It’s All About Answering WIIFM

Citizen Beneficiaries

Public and Private Stakeholders

Steering Committee

CRVS Secretariat

Supply

Demand
The Supply-side Communication Jungle!

CRVS Secretariat @ Cabinet Division
- a2i/PMO
- Election Commission
- ICT Division
- Statistics

Electronic
- Birth Registration
- Migration in/out
- Death Registration
- Service delivery Platform

CRVS
- Cause of Death
- Marriage
- Divorce
- Adoption
- Law

Paper
- Local Govt.
- Health
- Secondary Education
- Primary Education

WB
- WHO
- Canada
- UNICEF
- UNDP
- Plan
- Bloomberg
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**

<table>
<thead>
<tr>
<th></th>
<th>Before</th>
<th>After</th>
<th>Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Time</strong></td>
<td>10.11 day</td>
<td>4.95 hr</td>
<td>98%</td>
</tr>
<tr>
<td><strong>Cost</strong></td>
<td>96.42</td>
<td>59.64</td>
<td>40%</td>
</tr>
<tr>
<td><strong>Visit</strong></td>
<td>2.1</td>
<td>1.26</td>
<td>40%</td>
</tr>
</tbody>
</table>
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
Integration Example:
How will it work for Birth Registration?

<table>
<thead>
<tr>
<th>Health/Family Planning</th>
<th>Local Government</th>
<th>Bangladesh Election Commission/IDEA</th>
</tr>
</thead>
<tbody>
<tr>
<td>* Register the event during household visit</td>
<td>* Generate birth certificate</td>
<td>* Perform de-duplication based on parents’ ID</td>
</tr>
<tr>
<td>* Assign Health ID</td>
<td>* Notify BEC/IDEA</td>
<td>* Assign NID</td>
</tr>
<tr>
<td>* Notify BRIS with parents’ NID</td>
<td></td>
<td>* Queue NID for future biometric data collection and de-duplication</td>
</tr>
</tbody>
</table>

Communication – WIIFM
<table>
<thead>
<tr>
<th>Service</th>
<th>Agency</th>
<th>Shared Health Record</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birth Registration</td>
<td>Health &amp; FP, Local Govt.</td>
<td>Health ID / UID</td>
</tr>
<tr>
<td>EPI</td>
<td>Health &amp; FP</td>
<td>(Everybody who is availing service within the land area of Bangladesh)</td>
</tr>
<tr>
<td>School Enrollment</td>
<td>Primary Education</td>
<td>CRVS</td>
</tr>
<tr>
<td>PEC</td>
<td>Secondary Education</td>
<td>NID</td>
</tr>
<tr>
<td>JSC</td>
<td></td>
<td>De-duplicated ID (Nationals of Bangladesh)</td>
</tr>
<tr>
<td>HSC</td>
<td></td>
<td>Voter ID</td>
</tr>
</tbody>
</table>

- **Linking to the ‘Unusual Suspects’ – Education**

- **Shared Health Record**: Health ID / UID

- **CRVS**: UID (Residents of Bangladesh)

- **NID**: De-duplicated ID (Nationals of Bangladesh)

- **Voter ID**: Voter ID
Standardization so that Everybody Speaks the ‘Same Language’

New 10-digit NID number. Will be adopted by all CRVS stakeholder.
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