



<b>Project Name:</b>	Creches for Bangladesh
<b>Project Duration:</b>	1 April 2022 to 31 March 2024
<b>Project Locations:</b>	Kalapara, Taltoli and Betagi sub-districts, Barisal Division
<b>Project Budget:</b>	122,183 GBP (IOM Govt. grant £97,746)
<b>Project Outcome</b>	1200 children aged 1-4 years in Kalapara, Taltoli & Betagi are supervised and stimulated in 60 Anchals, protecting them when their risk of drowning is greatest.
<b>Project Beneficiaries</b>	Direct Beneficiaries: 1897 Indirect Beneficiaries: 3742
<b>Type Of Report</b>	Year 1 Annual Report
<b>Reporting period</b>	1st April 2022 – 28th February 2023
<b>Submitted By:</b>	Md. Abul Borkat Monitoring Evaluation and Learning Manager, CIPRB

## Introduction

Drowning is an epidemic in Bangladesh. The Bangladesh Health and Injury Survey 2016 (BHIS 2016) evidenced that about 19,000 people die from drowning each year. Of them, 14,500 are children. The most vulnerable groups are 1-4 years and 5-9-year-old children. The Centre for Injury Prevention and Research, Bangladesh (CIPRB) and the Royal National Lifeboat Institution (RNLI) carried out a context analysis on drowning in the Barishal Division of Bangladesh, which revealed that it is the division most affected by drowning in Bangladesh, with a drowning rate three times higher (37.9/100,000) than the national rate (11.7/100,000).

To reduce child drowning, CIPRB and RNLI have been implementing *Project BHASA* since 2016. This represents a multi-dimensional approach to drowning prevention including supervising children 1-4 years old in crèches, teaching swimming to children aged 6-10 years old, providing first response training to community members, and delivering water safety advice to adults and children within schools and communities. Phase 2 of *Project BHASA* (2021 -2024) is now underway, incorporating improvements and learnings gathered from Phase 1.

The project presented here, Crèches for Bangladesh, aims to reduce under 5 child mortality (addressing SDG target 3.2) through the implementation of 60 crèches, or child daycare centres, in rural areas of Barishal Division, where 26.4% of the population live below the poverty line (World Bank 2019). 8 children drown every day in Barishal. These crèches have the potential to protect at least 1,200 children (1-4 years old) at most risk from drowning. They will be supervised by and receive Early Childhood Development (ECD) education (addressing SDG target 4.2) from 50 trained caregivers and 50 assistants, who receive a small stipend for their effort. This cost-effective and scalable intervention is proven to reduce the risk of a child drowning by 82% and to improve ECD scores by up to 23%.

## Outcome

1200 children aged 1-4 years in Kalapara, Taltoli & Betagi are supervised and stimulated in 60 creches, protecting them when their risk of drowning is greatest.

## Objectives

To reduce the risk of drowning:

- 60 creches are operating, providing a safe and stimulating environment for 1-4 year olds.
- Communities in 30 wards are aware of and act to prevent drowning among children aged 1-4 in Kalapara, Taltoli, Betagi sub-districts.
- Key stakeholders at the Sub-district, District and Divisional level of Barisal support drowning prevention.

## Expected results

- 1,200 children will be supervised during the hours of greatest drowning risk (9am -1pm) and see their ECD scores improve compared to children who do not attend creches.
- 60 Anchal caregivers and their assistants will receive training in ECD, safeguarding and First Response, giving them a respected role within their communities.
- 30 Communities carry out regular meetings, including with Creche Caregivers, Village Injury Prevention Committees (VIPCs) and parents and become more aware of how to prevent drowning.
- 360 key stakeholders at Sub-District, District and Divisional levels are more aware of the scale and risks of drowning and how to prevent it and support the drowning prevention initiatives actively.

## Technical execution

The lack of early childhood services in rural areas of Bangladesh has been addressed by CIPRB through the implementation of low-cost childcare supervision centres, known as "Anchal," for children aged 1 to 5 years. The term "Anchal" originates from a Bengali word that symbolizes safety, security, and love for the child from their mother. Anchals are community-based programs that offer children a variety of social and educational activities, such as play sessions, rhyme recitation, storytelling, and singing. The program is designed to operate in rural settings using locally available resources and community support. Each Anchal centre has a place for 20-25 children aged between 1 and 5 years (12-59 months). Anchal service runs from 9 am to 1 pm six days a week and offers ECD and learning services through child-led playful learning approaches.

Each Anchal has a trained child caregiver, referred to as the "Anchal Mother," and an assistant who supervises and provides care for up to 25 children, six days a week. The program provides primary caregivers with five days of basic training and a three-day refresher course, emphasizing a blended training approach to achieve this goal. The Anchal Mothers and assistants are women who have secondary-level education certifications and receive continuous skill development training from CIPRB to run the childcare centres. The Anchal basic training is a five-day program designed to improve the ECD activity skills, knowledge, and Anchal centre management skills of Anchal caregivers and assistants. Refresher training is continuous skills development training for those who have completed the basic training, to enhance their ECD activity facilitation skills and increase their capacity for managing the Anchal centre. Both trainings cover various topics including - the concept and objectives of Anchals, activities management, injury prevention, early childhood development, a child's needs and rights, positive communication, behaviour management, storytelling, rhymes, play, conducting parent meetings, Anchal routines and documentation, material preservation and management, child supervision and safety, ECD theories and practices, first aid response, child safeguarding and protection, hygiene and health awareness. Primary caregivers are trained to guide children's learning by encouraging them to play with limited guidance and collaborating with their peers. They also use guided participation approaches to ensure children's safety. In the reporting period, a total of 1,777 children have been enrolled in 60 Anchals of three sub-districts.

The cluster meeting focuses on the facilitation rules and procedures to prepare Anchal caregivers to conduct meetings. Cluster meetings are full-day meetings where supervisors gather monthly Anchal activity reports, review them, and store the information in a digital database. The Mentoring Officer (AMO) provides skill development training on selected Anchal centre activities to address caregiver skill gaps. The assistant monitoring officers, area coordinators, and other field and head office staff monitor the training activities, if necessary. The main purpose of the meeting is to gather monthly reports and provide training on the specific activities of Anchals, including Rhyme, Rhyme Song, Group Play, Clap, Storytelling sessions, early numeracy, and early literacy activities. The discussion also covered the safeguarding policy to ensure that caregivers comply with the policy in Anchal centres and the agendas for parents' meetings. A total of 30 cluster meetings were held during the reporting tenure.

The Anchal model facilitates activities that are suitable for the children's age and are culturally responsive. These activities are designed to meet children's developmental and learning needs, and they include gross and fine motor activities, socio-emotional communication, language development, emergent learning, sensory activities that stimulate creativity, as well as arts and crafts activities. The Anchals' curriculum is diverse and includes various play-based opportunities, such as imaginative play, block and manipulative play, as well as books and arts and crafts. Additionally, children are encouraged to participate in group, solitary, and messy play, which can help them develop their skills and foster collaboration with their peers. Furthermore, Anchals host parent meetings every month to ensure continuity and transition, where parents can discuss issues related to their children's development, skills, and achievement, as well as the importance of play and their role in their child's education. The purpose of the parents' meetings is to inform and raise parental awareness about childhood injuries, particularly the risks of child drowning, and to update parents on their children's ECD progress while encouraging regular attendance at Anchals. During these meetings, Anchal caregivers also discuss various issues related to Anchal activities, child injuries and prevention measures, early childhood development, ensuring a safe environment at home, and the importance of attending Anchals for children between the ages of 1 and 5. The main participants

in these meetings are the parents of the enrolled children. During the reporting period, a total of 436 parent meetings were held.

#### Village Injury Prevention Committee (VIPC) Meeting

There is one VIPC committee in each ward where the Anchal Centre is located. The VIPC committee plays a very important role in the proper management of Anchal activities. VIPC meetings are generally held every month with each committee. The participants in the meeting are VIPC members, Anchal Maa, Community Swimming Instructors (CSI), parents, and Supervisor. Each VIPC committee has a total number of 11 (+/-) members. According to the monthly activity plan of the project, the Anchal Maa calls a VIPC meeting on a suitable day, convenient for all the members. The topics discussed in these meetings are drowning prevention intervention activities, emerging challenges, COVID pandemic, a celebration of World Drowning Prevention Day, child drowning prevention and safety, safeguarding rules, and the progress of the Anchal program. The targeted number of meetings for the period was 192 and a total of 789 participants were present in those meetings, where 338 were male participants and 451 were female.

#### Union Injury Prevention Committee (UIPC) Meeting

As a community stakeholder, every Union has a UIPC committee to support Child drowning prevention activities at community levels. The key objective of the UIPC committee is to seek the necessary support from the Union Parishad for the children of Anchal centres, informing them about the aims, objectives and process of establishing Anchals ensuring the participation of community people, the importance of running Anchals in the community, and other drowning prevention activities. The committee meetings are held on a half-yearly basis. Each UIPC committee has a total number of 14 (+/-) members. The members of the committee include the Union Parishad Chairman as the President, Union Parishad members and other women members of the Union parishad council. The meeting participants can be UIPC members, Union Parishad secretaries, Supervisors, Anchal Mentoring Officers, Area Coordinators, First Response Trainers and Field Team Managers. In the project catchment area, a total of 9 UIPCs are functioning.

#### Stakeholder Engagement at Upazila (sub-district) and District level

As part of coordination for further collaboration, networking meetings are held throughout the year with the Upazila Nirbahi Officer (UNO) of the three areas and Upazila Chairman, Upazila Education Officer, Upazila Social Welfare Officer, Upazila Women and Children Affairs Officer, Upazila Municipality administration, Upazila Health and Family Planning Officer, Upazila Press Club President, Secretary, and Journalists. Respective Area Coordinators submitted monthly progress reports to the UNO office at Kalapara, Betagi and Taltoli regularly. In all three intervention areas relevant stakeholders from government authorities, non-government organizations and media expressed their interest in being a catalyst in the drowning prevention movement, to mobilise CIPRB's interventions across their jurisdiction. World Drowning Prevention Day was celebrated with the initiative of Kalapara Municipality in collaboration with CIPRB. The National Children Task Force (NCTF) of Betagi Upazila branch organized a day-long program in collaboration with CIPRB, led by the Upazila Nirbahi Officer of Betagi, Betagi Municipality Mayor and Chairman of Betagi Upazila Parishad.

To share and communicate the progress of drowning prevention activities with government and non-government stakeholders/partners through local government platforms, the respective Field Team Managers attended monthly coordination meetings at the Patuakhali and Barguna District Commissioners (DC) office. Barguna District administration celebrated National Child Rights Week, in collaboration with

CIPRB and Bangladesh Shishu Academy. Patuakhali District administration encouraged the drowning prevention movement, aligning activities with their existing programme activities and coordinating with relevant stakeholders, especially government agencies.

This consistent in-person stakeholder engagement and networking has reaped remarkable results, catalyzing drowning prevention efforts and raising their visibility amongst local administrations and with other non-governmental organisations active in the project area.

### Results in figures

Indicators	Date coverage	Results
Number of eligible children identified	1 April 2022- 28 <sup>th</sup> February 2023	1884
Number of creches	1 April 2022- 28 <sup>th</sup> February 2023	60
Number of creche caregivers	1 April 2022- 28 <sup>th</sup> February 2023	60
Number of creche assistants	1 April 2022- 28 <sup>th</sup> February 2023	60
Number of children enrolled	1 April 2022- 28 <sup>th</sup> February 2023	1777
Number of children attending 22 days/month	1 April 2022- 28 <sup>th</sup> February 2023	568
Number of courtyard meetings held with parents	1 April 2022- 28 <sup>th</sup> February 2023	436
Number of VIPC meetings held	1 April 2022- 28 <sup>th</sup> February 2023	192
Number of UIPC meetings held	1 April 2022- 28 <sup>th</sup> February 2023	9
Number of Caretaker cluster meetings held with supervisors and mentoring officers	1 April 2022- 28 <sup>th</sup> February 2023	30
Number of Upazila (sub-District) level meetings held	1 April 2022- 28 <sup>th</sup> February 2023	22
Number of District meetings held	1 April 2022- 28 <sup>th</sup> February 2023	4
Number of Divisional meetings held	1 April 2022- 28 <sup>th</sup> February 2023	6
Number of communities more aware of the importance of drowning prevention	1 April 2022- 28 <sup>th</sup> February 2023	60

### Beneficiaries

Target group	Male	Female	Total
<b>DIRECT</b>			
Children aged 1-4 years	833	944	1777
Creche caregivers	0	60	60
Creche assistants	0	60	60

<b>INDIRECT</b>			
VIPC members	338	451	789
UIPC members	31	11	42
Community members, Parents/Guardians	1455	1456	2911
<b>Total</b>	<b>2657</b>	<b>2982</b>	<b>5639</b>

## Analysis

### Summary of Achievements

After two years of closure of all the in-person activities in Bangladesh, the Government reopened Anchal activities as of April 2022. The key planned activities of the project to prevent child drowning in the three intervention areas (Kalapara, Taltoli, and Betagi) of Barishal division were implemented from April 2022 to February 2023. These included: basic training for Anchal caregivers, logistical distribution, monthly cluster meetings, parents' meetings, Village Injury Prevention Committee (VIPC) and Union Injury Prevention Committee (UIPC) meetings with the community leaders and first response training. At the initial stage, the focus was on restarting activities and building gradually to ensure the quality of the work, as child attendance increased in the centres. The community engagement initiatives and caregiver training helped to successfully deliver the activities. Some challenges were faced and required adaptation, such as ensuring that large numbers of caregivers could be trained at the same time, reforming some VIPC committees and meeting with newly elected UIPC representatives (since the local government election was held during this period). There were also challenges to make sure children attended as it was the winter season, so floor mats etc. were required. Other activities were modified considering the needs. Anchal Maa Cluster meetings changed from being half-day long to day-long, Anchal Supervisors received ToT on basic training along with the Anchal Mentoring Officer (AMO), and Anchals were categorized as A, B, and C based on their performance so that all Anchals felt encouraged to improve and reach a uniform quality. The project also addressed disability inclusion and gender equality under plans to move towards greater social inclusion. There was continued and ongoing safeguarding policy development, orientation, follow up and practice. Importantly, to improve the MEL system, learning was delivered to use the digital data collection Kobo Toolbox. Having a transparent and quality data collection management system is a vital component of the project. Finally, a lot of creative work was done in the area of communication, including some emotional case studies to be shared widely.

### Challenges and adaptations

- In April Anchal centres were reopened after the Covid pandemic. After such a long closure, some caregivers did not feel fully confident to run the Anchal centres. To improve the situation the number of visits to the Anchal centres was increased based on the caregivers' performance, providing basic & refresher training, one-to-one feedback sessions and motivating them to increase their skills.

- Anchal cluster meetings were increased from half-day long to daylong to improve the quality of work. Half a day was for reporting and the other half-day was for training sessions, which had previously been excluded due to time constraints.
- After the reopening of the Anchals some of the Village Injury Prevention Committee (VIPC) members migrated to other locations, which caused a drop in participant attendance. So, VIPC members were reformed considering the requirements of each individual committee.
- During the reporting period local government elections were held and, in most of the areas, the Union Parishad Chairman changed. Introductory meetings were organized with them to brief them on the project's activities and the importance of their role on the Union Injury Prevention Committee (UIPC). Regular communication was maintained and by inviting them to visit the Anchal centres they were further motivated to support the project.
- In the winter season, the Anchal children's attendance was comparatively low, as the lack of mats on a cold floor meant children could fall ill. This became an important issue. So, The Union Parishad helped supply blankets, after which the attendance of children increased. Discussions of the issue in parents' meetings and VIPC meetings also helped to increase the number of children attending.
- In some cases, the audience of the Anchal annual events was remarkably higher than the invitees, which was difficult to manage. The challenge was mitigated by ensuring a bigger venue for those occasions where this was the case.

The project has gained from this experience and has mitigated accordingly. No other changes are required for the coming year.

## Safeguarding

CIPRB's Safeguarding Policy was developed in July 2019 following a series of workshops during from mid-2018 to mid-2019 in the Head Office and field areas. For a better understanding of the implementation of the policy and procedures, a Bangla version of CIPRB's Safeguarding Policy was published, then revised after one year and shared with all staff. This helped bring to life the importance of safeguarding and the protection of children, adults and the vulnerable. CIPRB meets the requirements of safeguarding for all adults and children, beneficiaries, staff and volunteers involved with CIPRB, directly or indirectly.

The code of conduct (Dos, Don'ts, and Zero-tolerance issues) which fits within the safeguarding framework for employees, is in place and sets out a clear expectation of behaviors and values both inside and outside the workplace. In the event of non-compliance or breach of the standards, considering the severity of the incidence, actions are taken ranging from warning to dismissal. The safeguarding code of conduct for visitors, including consultants, donors, partners and friends, also exists for which non-compliance or breach of the standards results in non-collaboration or non-partnership.

During the period from April 2022 to February 2023, as part of the implementation of the policy, all paid employees and paid volunteers, such as Anchal Maas and Anchal Assistants, were provided with training on the code of conduct as part of their induction and received refresher training as per procedure. The parents of the Anchal children, Union Injury Prevention Committee (UIPC), and Village Injury Prevention Committee (VIPC) were sensitized on the safeguarding awareness in the parents' meetings and cluster meetings. All employees received refresher training on safeguarding issues within 6 months of their joining or whenever needed or when any part of the existing policy was revised. Visitors also signed the safeguarding code of conduct prior to their involvement with CIPRB and visiting the project areas.

Communication materials referring to the safeguarding code of conduct, whistleblowing, safeguarding reporting flowchart etc. have been disseminated in the Headquarters (HQs) and all project areas of the organisation.

From an organisational perspective, the management of safeguarding cases had a positive effect on the behaviour of all staff, both at headquarters and field level, with staff trusting the policy and its implementation procedure. They are highly motivated to abide by the safeguarding code of conduct and there is a heightened awareness of safeguarding across the organization, with staff being well-orientated regarding the policy and very respectful of this important issue.

### **Gender Equality**

The project activities engaged both males and females on drowning prevention awareness and practice. Complying with gender equality is one of the objectives of this project in terms of both targets and extent of involvement. During the project period, the male-female children enrolment targeted ratio was around 50:50 in Anchal. Regarding the staffing of the project, there is a positive gender balance in favour of women, with all Anchal Maa, Anchal Assistants and Mentoring Officers (AMO) being female. Out of three Supervisors, two are female and one is male. This gives women scarce employment and career opportunities in rural areas and increases their role within their communities. In parents meeting the presence of mothers is much higher than the fathers. Even in social autopsy meetings, the representation is overwhelmingly female. In Village Injury Prevention Committees (VIPC) at least two female members are engaged. According to the Union Parishad composition, women members should make up one-third of the Union Injury Prevention Committees (UIPC). But in UIPC and VIPC meetings, male attendance is much higher. Overall, Anchal Maas and Anchal Assistants, working as caregivers, are empowered by the opportunity to be involved in their community, the Anchal management and by utilizing their own homes/premises as Anchal spaces.

### **Disability and inclusion**

Disability inclusion means understanding the relationship between how people function and participate in society and ensuring everybody has the same opportunities to participate in every aspect of life, to the best of their abilities and desires.

In the 'Creches for Bangladesh' project, many initiatives have been taken and further actions are planned towards ensuring disability inclusion. The Creches Standard Operating Procedure (SOP) outlines Anchal venue measures that may be taken so that children with disabilities can access and participate in the Anchal activities. Enrolling children 12-48 months of age (1 to 4 years) is a criterion for the participants. But in the case of children with disabilities (physical or mental), the upper limit of the age is comparatively relaxed, facilitating access. Also, children with disabilities are taken into account in the documentation of every sphere of the project such as registering, monitoring, reporting, participant selection, venue selection, etc.

The project also considers disability by including periodic child growth monitoring. Anchal centres have the potential to detect early signs of disability. Washington Group tools for disability inclusion are also being considered for their application to the Anchal intervention.



## Bangladesh Press coverage and activities

### Media Coverage

The contribution of IoM in preventing child drowning in Bangladesh was covered by the popular newspapers and online news portals of the intervention areas. Following are some links-

- **The Barishal Press** <https://tinyurl.com/4z6vmr8a>
- **The Dokkhiner Crime** <https://tinyurl.com/ywxbu4mm>



Paper cuttings of news coverage on 'Funding of IoM', in Bangladesh

An exclusive report on Anchal was published in one of the most popular English newspaper 'The Daily Star' on January 2, 2022. The report covered the community demand for the reopening of community-based childcare centres to protect children from drowning. These had been closed for 2 years due to Covid. At least 8 drowning deaths occurred of children who would have been attending Anchals had these been open. These were recorded through the social autopsy data gathering process, carried out during the Covid period. <https://tinyurl.com/yca5a439>

### Popular articles

- A popular article on the 'child drowning prevention measures and raising awareness' published on 'Nagorik Prothom Alo'. <https://nagorik.prothomalo.com/reader/ku3b3j3wri>
- The Daily Ittefaq published a popular article briefed on the national drowning scenario and preventive activities for child drowning'. <https://epaper.ittefaq.com.bd/imageview/18052/93595122>
- The Daily Shamakal published an article on child drowning prevention. <https://tinyurl.com/33ddydz>
- An article on 'Child protection: To be safe from drowning is one of the vital rights of the children' published by the Daily Vorer Pata. <https://tinyurl.com/2kdwphnc>

## Social Media

- Post on IoM funding on Bhasa page- <https://tinyurl.com/4kr8965y>
- Training of the Anchal Maa of IOM funded Anchal - <https://tinyurl.com/vn83wfbk>
- UIPC meeting on DP day- <https://tinyurl.com/h42cp5ub>
- Child rights week celebration at Barguna - <https://tinyurl.com/2t5w6hx8>
- Newsletter Q-2 where IOM funding was mentioned- <https://tinyurl.com/2p9eruee>

## SBCC Materials

CIPRB has designed Anchal signboards for 60 Anchals, Anchal Maa training banners, Drowning prevention day 2022 celebration banners at Union and Upazilla level, all with the logo of IoM. The logo was also used in the annual event of the Anchals, where different levels of community participation was ensured.



## Quarterly Newsletters

The CIPRB 3rd quarterly newsletter (2022) contains features regarding drowning prevention activities and updates were published by the International Drowning Prevention and Research Division (IDPRD) of CIPRB in this reporting year and sent to relevant stakeholders through different channels. In the second quarterly newsletter, a special feature was published on IoM funding.





## Case studies

### Case Study 1: Anchal maa's contribution to child development

Sohan and his elder brother are enrolled in the Maa Farzana's Anchal situated at Hosnabad Union of Betagi Upazila. Sohan had speech delay and difficulties in speaking. As a result, he did not want to speak which made his problem worse day by day. His mother thought that Sohan would never be able to talk. But, after 4 months of Anchal Maa Farzana's intense effort, Sohan started speaking gradually. Sohan now speaks faster, with clear wording and Sohan's mother is overjoyed to see his improvement.



Sohan with his mother and sibling



Muaz with his mother and sibling

Hearing and speech impaired Muaz from Anchal Maa Taniya's Anchal had severe social anxiety as he is not like the other children. Taniya convinced his mother sending him to Anchal with his sister. Taniya took special care of him and made him involved in different ECD activities. She made other children understand Muaz's imparity. As a result, other children treated Muaz in a very warm manner. Gradually Muaz is improving his socialization as well as reading and writing skills.

Speech-impaired Sabina, Mahsin, and sumi had similar stories. They watched, learned, and practiced rhymes and games with Anchal Maa and others. They were unable to recite but understood the gestures and repeated them very well. The intermingling process with other children brought drastic behavioral change and improvement in their learning capacity of them. Their parents expressed Immense gratitude to Bhasa project for the ECD activities especially the involvement of children with disability along with preventing child drowning.



Sabina with her mother

### Case Study 2: Strong Commitment of the Community-Level Stakeholder

Mr. Abul Hossain Kazi, a member of UPIC-Latachapali Union under Kalapara sub-district, is one of the dedicated champions of drowning prevention who visits regularly each Anchals situated in his territory. He discussed with the Anchal Maas and parents the problems they were facing whilst running Anchals. A new Anchal was established in his area, Manoharpur village, where children were getting exhausted by the humid weather. Mr. Hossain provided a fan to that Anchal immediately after he noticed the suffering. The VIPC Committee of Buramojumdar Union of Betagi Upazila also provided a fan to Anchal maa Ruma Akhter's Anchal as the children were getting sick due to the excessive temperature. Md. Samsul Haque Gazi repaired a muddy road and built a bridge made of local materials, on the way to an Anchal. These actions reduced the risk of injuries to the children, especially those attending Anchals. Of his own initiative, Commissioner Riyad Mollah, a member of the VIPC, provided 25 tiffin boxes to the children of Asha Kali's Anchal.



VIPC committee providing fan to Ruma's Anchal

Not only are the VIPC and UIPC members are coming forward to improve Anchal quality, but also the parents. They are providing toys, books and learning materials for Anchal activities. Community stakeholders are fulfilling their commitment to build an injury-free world for future generations. They encourage their community to work together sincerely to reduce child drowning to zero.

### Case story 3: Committed Anchal Maa Parveen saved Rabiul's life with CPR.

Rabiul, younger son of Mannan Sardar and Rubina Begum, is a resident of Mohipur Union, Kalapara Upazilla of Patuakhali District. He is the child of Anchal Maa Parveen, attending the Anchal. At the end of October 2022, Rabiul was visiting his grandparents' house to spend the winter vacation. In the afternoon of October 29, 2022, he went missing and one of his cousins saw him floating in the pond. Rabiul's uncle pulled him out of the water. Instantly he was taken to the nearest health facility. Anchal Maa Parveen immediately rushed to the place after hearing the news. Finding Rabiul unconscious and after quickly making preliminary observations, she started providing CPR. Rabiul was referred to the Patuakhali hospital as his condition was getting worst. With little hope left, Parveen continued CPR all the way to the hospital. At last, when Parveen started CPR for the third time, she saw a ray of hope. Everyone's earnest prayers and Parveen's unyielding efforts brought Rabiul back from the throws of death. The doctor at the hospital observed him for a day and released him the next day, when he was perfectly fine. Rabiul's family now consider Parveen as another mother to Rabiul, as she gave him a new life. Parveen told Rabiul's family to take this incident as a lesson for life; keep all children (especially under 5 years old) under the full-time supervision of an adult so that such incidents may never happen again.



Rabiul with his mother and Anchal Maa Parveen (In the right)



## Images of the Creche intervention



Children enjoying Anchal activities (IoM funded Anchals)



Anchal Annual event



Celebrating Child Rights week 2022, at the district level



Anchal Maas in a training session



Kajirabad Union Chairman Mr. Salauddin Sumon visits Sathi's Anchal



Community Engagement and Ownership – the Union Chairman was actively involved with the Anchal annual event and provided gifts to the Anchal Maa(s) and children under his Union.



Celebrating World Drowning Prevention Day 2022, at Upazila (sub-District) level.



## Isle of Man Press coverage and activities

During the project year, a series of high-level visits were carried out to the Isle of Man in support of the Creches project and in recognition of the Isle of Man Government's continued support of the RNLI's international drowning prevention activities in Bangladesh. Additionally, coverage was given to the project on the RNLI's internal communications channels as well as on social media, coinciding with key dates such as World Drowning Prevention Day, July 25<sup>th</sup> 2022 and International Women's Day, 8<sup>th</sup> March 2023.

During a visit to the Isle of Man in May 2022 (the birthplace of the RNLI's founder, Sir William Hillary) the RNLI's CEO, Mark Dowie, met Diane Kelsey from the Cabinet Office, who has responsibility for International Development, immigration, and planning policy. Discussions were held about our specific work in Bangladesh and the Isle of Man Government's commitment to this, both past and present. It was highlighted that the RNLI will celebrate its 200<sup>th</sup> anniversary in 2024 and that the Isle of Man will be central to this celebration, considering its historic ties with the RNLI.

In July 2022, staff from the RNLI's International department visited the Isle of Man to celebrate World Drowning Prevention Day, and the Isle of Man Carnival, held in Douglas. A stand was set up along the Douglas Promenade manned by RNLI volunteers, and 400 leaflets were distributed to members of the public with information about this specific project funded by the Government of the Isle of Man. The stand was visited by 7 Members of the House of Keys and by Andrew Bentley, the Mayor of Douglas. 3km of promenade were lit up blue, in recognition of this celebration.



### "Anchals"

#### Protecting infants from drowning in rural Bangladesh



Anchals (preches) provide a solution to reduce the risk of drowning for infants in Bangladesh. CIPRB/Anchals

**IN BANGLADESH, TOO MANY YOUNG LIVES ARE LOST TO WATER**  
Bangladesh has one of the highest drowning rates in the world. Every day an estimated 40 children drown in the country. The RNLI is committed to reducing this death toll, and this is why Bangladesh has been a focus country for the RNLI's international work since 2016.

Water is everywhere in Bangladesh, with most of the land less than 10 metres above sea level. In rural Bangladesh people of all ages are widely exposed to water risks as they go about their daily activities, including collecting water, bathing, fishing, household chores, and travel on small boats. This, combined with the risk of frequent flooding, increases the threat of drowning, particularly for children, who face this high exposure to open water close to their homes. Drowning is a leading killer of children in the country and the biggest killer of 1-4 year olds.

The extensive bodies of water mean children are always only steps away from danger - most drownings occur within just 20 metres of the home. These are wasted lives and preventable deaths. And the loss of children is utterly devastating and lifechanging for their families.



Rowshanara looked after her granddaughter, Shohagi (2) in Barisal, so that her daughter could work in a factory. While Rowshanara was called away to work with her livestock, Shohagi drowned in the pond outside her home. She says:

"In the rainy season, water surrounds us here on four sides. What can I say about this sadness? Shohagi used to talk in such a sweet way, everyone in this neighbourhood loved her. If someone came to this house to visit and the tea was boiling, she would try to find the plates and the cups. I understood why it happened, I'm just one person. When I was all alone, I used to say to myself, how will I look after the child? If there had just been someone at home that day, she could have stayed with them and been looked after. I have to work to live, but if I hadn't gone to work that day she would have survived. I can't accept it."

The RNLI is the charity that saves lives at sea.  
RNLI is a registered charity in the UK and Ireland. It is also a registered charity in Bangladesh. For more information, visit [www.rnli.org.uk](http://www.rnli.org.uk) or [www.rnli.org.bd](http://www.rnli.org.bd).



Families lose children, like Shohagi, from drowning, the leading cause of death for children in Bangladesh. CIPRB/Anchals

Working together with our delivery partner Centre for Injury Prevention and Research, Bangladesh (CIPRB) we are focusing on drowning prevention for children aged 1 to 10 years, as they represent over 60% of total drowning deaths in the Barisal division, which suffers the country's worst drowning rates. An estimated 7 children drown in the Barisal Division each day.

**HOW ANCHALS PROTECT THE MOST VULNERABLE CHILDREN FROM DROWNING**  
Parents face an impossible choice - carry out their work to ensure the family's survival or stay home to supervise their young children. Children who are often playing near water, it's a real challenge for parents needing to work around or away from their homes, to keep little ones safe from the water that surrounds them. But the Anchals offer a solution and provide a safe place for pre-school children. Hardworking parents can have peace of mind, knowing that their children are well cared for.



The Anchal system provides an option to keep young children supervised and safe. CIPRB/Anchals

Anchals provide free community-based day-care for children aged 1 to 5 years old, who are cared for within a protected environment. Each Anchal supervises up to 25 children from 9am to 1pm, six days a week. This is the most vulnerable time for child drowning in Bangladesh, because during that time parents are busy working and doing household chores.

During their time in an Anchal, children are involved in early childhood development (ECD) activities aimed at stimulating their physical, intellectual, linguistic, social and emotional development. This cost-effective and scalable intervention is proven to reduce the risk of a child drowning by up to 82%, and to improve ECD scores by up to 23%.

Each Anchal is run by a trained Anchal Maa (caregiver), and Anchal Assistant (caregiver's assistant). They receive a modest remuneration and benefit from a prominent role within their communities, gaining the respect of parents/guardians and village leaders due to the responsibility they hold and the service they provide. They also benefit from training in ECD learning, First Aid, cardiopulmonary resuscitation (CPR), nutrition and safeguarding, preparing them for future employment opportunities.

We can protect children thanks to the generous support of our donors, including the Government of the Isle of Man. In early 2022, the RNLI was awarded a grant from the Isle of Man Government to fund 90 Anchals during 2022 and 2023, helping keep up to 1,200 children aged 1-4 safe in community-run Anchals. We are extremely grateful to all of our donors for their support in the fight to reduce drowning.

#### REDUCING DROWNING IN BARISAL 2016-2020

Children saved by the Interventions in these areas project delivered: 25% or 1 to 5 year olds, 70% or 6 to 10 year olds. **53.7%** Amount total drowning rate decreased for children aged 1 to 10 in interventions areas (compared to equivalent areas of 57.5%)

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Registered with FUNDRAISING REGULATOR

Copy of the leaflet distributed to members of the public and made available to Lifeboat stations for further distribution.



The Creches project was given specific coverage in RNLI internal communication channels. This included an article in the Summer publication of the RNLI's Lifeboat Magazine. Lifeboat is a quarterly magazine, emailed to all members and all regular donors, reaching approximately 214,000 readers.

NEWS

# News

Your guide to everything RNLI

## RNLI 200

1924-2024

### The celebration of a lifetime

The pace of planning for our 200th anniversary is now ramping up, with 24 programmes spanning all nations.

We're excited to share that a special 200-episode podcast, *200 Voices*, is in production. We're capturing voices that reflect our past, shine a light on our current stories and help us look to the future and what lifesaving could look like in the next 200 years. And we'll be releasing an episode a day for the 200 days leading up to our official anniversary on Monday 4 March 2024.

In March 2024, we'll host an extra special commemorative event in London, livestreamed so everyone can share this really special moment. Stay tuned for more information on this.

And we've got some really exciting plans coming together with our heritage programme, working with museums including Marlow and National Maritime Museum: immersive exhibitions that bring to life some of our incredible stories, showcasing unseen heritage items, exploring how lifesaving has changed over the last 200 years and imagining what the future holds.

In May 2024, we'll host a spectacular open day at RNLI College in Poole, Dorset. This will offer supporters a chance to meet our lifesavers – from fundraisers, through to our lifeguards and lifeboat crew. We'll also be hosting a flotilla of our lifesaving craft at Poole Quay.

## SNACK TO SAVE LIVES

Plymouth based Burts snacks has joined us in our mission to save every one by sharing RNLI safety messaging and raising lifesaving funds.

We've collaborated with the south-west independent brand to create special edition RNLI packs of hand-cooked prawn cocktail crisps bearing our Float to Live message.

The packaging was created in collaboration with the RNLI and chosen by the charity's staff and volunteers. It features a stunning image of an iconic orange lifeboat. The crisps will be available to buy on Burts' website and in selected stores in England. By purchasing an RNLI prawn cocktail pack, you can help save lives at sea.

As a British family-owned independent brand, the company is incredibly proud of its heritage and success on the south-west coast of England, a natural alignment with our nearly 200-year legacy of saving lives at sea around the UK and Irish coasts.



These special edition packs feature an iconic RNLI lifeboat



Keeping more children safe from drowning in Bangladesh

## Boost for international work

We're thrilled to share that the Isle of Man Government has allocated international development funding towards RNLI international work. These funds will help prevent drowning in some of the hardest hit countries, in support of our vision to save every one.

In 2019, we received a grant from the Isle of Man Government's International Development fund. The generous support from the Isle of Man meant that over 10,000 children aged 6-10 in rural Bangladesh successfully completed a survival swimming course.

And now the RNLI has been awarded a second small grant from the Isle of Man Government to help keep even more children safe from drowning in Bangladesh in 2022 and 2023. In the Barisal Division, where 8 children drown every day, this funding will help keep safe up to 1,200 children aged 1-4 in community-run creches.

The Isle of Man Government has a long tradition of providing assistance to those in need and has been funding international development projects for more than 30 years. We're proud to be partnering with them in this vital effort to save more families from the tragedy of drowning.

## STRENGTH IN PARTNERSHIPS

The RNLI's partnership with the Black Swimming Association (BSA) is going from strength to strength, with a shared commitment to water safety and drowning prevention education. By working with partners like the BSA, we know we can reach more people with our safety messages and help fulfil our vision to save every one.

The next step in our lifesaving journey is undertaking further Float to Live research with the BSA, alongside colleagues at the University of Portsmouth. Float to Live remains a key water safety message and we know it has saved lives. We'll learn more about the myths that surround ethnicity and floating, gather vital data and gain crucial insights into cultural and social issues that make up the lived experience of our target communities.

The BSA is taking the lead on the recruitment, education, support and management of research participants. They will be recruiting participants from African, Caribbean, and Asian communities in London, Birmingham and Leeds.



Members of the Black Swimming Association and friends visit the RNLI Sea Survival Pool

Photos: Sybil Meers, RNLI; Lucyna Smith, Nathan Williams



World Drowning Prevention Day (WDPD), 25<sup>th</sup> July 2022, brought an opportunity to focus attention on the Isle of Man funded project. This includes a news release (below) and coverage via social media.

The following coverage was released during the build up to World Drowning Prevention Day.

<https://twitter.com/rnli/status/1547498151044677632?s=24&t=0c35bv9wciFy3bP6Q4I0pw>

[RNLI's spiritual home finalises plans to mark World Drowning Prevention Day - the Sound | Isle of Man \(soundradio.im\)](https://www.soundradio.im/news/999/rnli-to-mark-world-drowning-prevention-day-554505)

[IOM to mark World Drowning Prevention Day - 3FM Isle of Man \(three.fm\)](https://www.iomtoday.co.im/news/999/rnli-to-mark-world-drowning-prevention-day-554505)

[\(3\) Facebook](#)

<https://www.iomtoday.co.im/news/999/rnli-to-mark-world-drowning-prevention-day-554505>

11/07/2022 11:24

RNLI's spiritual home finalises plans to mark World Drowning Prevention Day | RNLI



The RNLI is the charity that saves lives at sea.

## RNLI's spiritual home finalises plans to mark World Drowning Prevention Day

Lifeboats News Release

Monday 4 July 2022

**An array of activity will take place this month across the Isle of Man – the birthplace of the RNLI.**



The highlight will be famous landmarks, including the 5km length of Douglas promenade turning blue on 25 July to mark efforts across the world to end the preventable loss of life through drowning.

World Drowning Prevention Day was created through a UN resolution on drowning prevention in 2021, acknowledging the issue for the first time in its 75-year history. On the Isle of Man, landmarks including the Tower of Refuge, City Hall and Douglas Prom.

The Douglas Tower of Refuge will turn blue later this month.

11/07/2022 11:24

RNLI's spiritual home finalises plans to mark World Drowning Prevention Day | RNLI

'People across the world are still drowning and our belief is that no one should. This day will give us an opportunity not only to celebrate the work of our dedicated volunteers but also help us to aid awareness and encourage people to know what to do should they get into trouble. We will use this increased awareness to educate people about the Respect The Water campaign so everyone knows exactly what to do if they find themselves or others in trouble in the water.'

'We have a proud tradition of lifesaving on the island and an incredible amount of support as a charity not only run by volunteers but also supported by charitable donations. I hope people enjoy the events on offer which we hope will showcase our proud history and heritage.'

ENDS

Notes to Editors

- This WDPD, the RNLI is supporting the National Water Safety Forum's campaign: Respect The Water. This campaign aims to raise awareness of what to do if you see someone struggling in the water.

- The World Health Organisation has more information about the day, including resources: <https://www.who.int/campaigns/world-drowning-prevention-day/2022>

RNLI media contacts

For more information, please contact Danielle Rush, RNLI Media Relations Manager in Wales and the North West on 07884 668829. Alternatively, please call the RNLI Press Office on 01202 336 769 or email [pressoffice@rnl.org.uk](mailto:pressoffice@rnl.org.uk).



11/07/2022 11:24

RNLI's spiritual home finalises plans to mark World Drowning Prevention Day | RNLI

Tomorrow's Tynwald Day will mark the beginning of activity where the RNLI will have a presence offering information about its lifesaving work and promoting safety advice.

On the 25th, the RNLI will be in the main shopping area in Douglas offering vital sea safety advice to locals and visitors.

Events will take place throughout the weekend, many of which will mark the significance of the Tower of Refuge which was built by RNLI founder Sir William Hillary 190 years ago. On Saturday 23 July, the Douglas RNLI crew will take part in the local carnival and will be highlighting a piece of artwork which celebrates the history of the Tower of Refuge.

On the Sunday, the Mayor of Douglas City will be having Tea on the Tower which has been organised by Douglas RNLI.

Peter Washington, RNLI Lifeboat Operations Manager for Douglas says:

'The RNLI was founded in Douglas and it's absolutely vital for us to mark and celebrate the role of our volunteers in saving lives at sea as we gear up for our 200<sup>th</sup> anniversary. By going blue for World Drowning Prevention Day, we're not only celebrating lives saved, but also marking the profound effect of drowning and pledging to continue striving to end the preventable loss of life through drowning.'

The RNLI is also working hard to help save lives overseas thanks to an Isle of Man Government grant specifically allocated to fund international development projects. The grant from the Isle of Man Government's International Development Fund is helping the charity to save lives from drowning in some of the hardest hit countries.

In 2019 the RNLI received a small grant which meant that over 10,000 children aged six to 10 in rural Bangladesh successfully completed a survival swimming course. And now the RNLI has been awarded a second small grant from the Isle of Man Government to help keep even more children safe from drowning in Bangladesh in 2022 and 2023. In the Banshal Division, where eight children drown every day, Isle of Man funding will help keep up to 1,200 children aged 1-4 safe in community-run crèches.

The Isle of Man Government has a long tradition of providing assistance to those in need and has been funding international development projects for more than three decades. The RNLI will use the small grant in aid of our vision to save every one.

Mr Washington adds:

11/07/2022 11:24

RNLI's spiritual home finalises plans to mark World Drowning Prevention Day | RNLI

The length of Douglas promenade will turn blue on 25 July



Key facts about the RNLI

The RNLI charity saves lives at sea. Its volunteers provide a 24-hour search and rescue service around the United Kingdom and Republic of Ireland coasts. The RNLI operates 238 lifeboat stations in the UK and Ireland and more than 240 lifeguard units on beaches around the UK and Channel Islands. The RNLI is independent of Coastguard and government and depends on voluntary donations and legacies to maintain its rescue.

The village crèche which keeps children safe and occupied

Learn more about the RNLI

For more information please visit the [RNLI website](https://www.rnli.org.uk) or [Facebook](https://www.facebook.com/rnli), [Twitter](https://twitter.com/rnli) and [YouTube](https://www.youtube.com/rnli). News releases, videos and photos are available on the [News Centre](https://www.rnli.org.uk/news).

Contacting the RNLI - public enquiries

Members of the public may contact the RNLI on 0300 300 9990 (UK) or 1800 991802 (Ireland) or by [email](mailto:pressoffice@rnl.org.uk).

Categories

HERITAGE

INTERNATIONAL

More recently, International Women's Day (8<sup>th</sup> March 2023) was an opportunity to focus on the incredible lifesaving work that women worldwide carry out daily, including the women who run the creches funded by the Isle of Man government. An article was published in the RNLI web magazine based on content gathered during an October 2022 visit of the RNLI international team to Bangladesh, with a specific reference to the Isle of Man's support. This publication reaches 300,000+ supporters in the form of a bi-weekly newsletter.

<https://rnli.org/magazine/magazine-featured-list/2023/march/meet-the-women-saving-young-lives-in-bangladesh>



## Looking forward

Preparations are underway for another visit to the Isle of Man in May 2023, to engage with the Cabinet office as well as to visit the RNLI's Lifeboat stations, the House of Manannan and the Manx Museum to brief staff and volunteers about the project's progress and to distribute banners and information related to the project. This will help raise the profile of the Government of the Isle of Man's role in reducing child drowning deaths in Bangladesh. The RNLI's international work will take a very prominent position in activities to take place on World Drowning Prevention Day 2023 and in the build up to the RNLI's 200<sup>th</sup> anniversary.