

“BTRF Conducted Training for CPTI on Developing Promotional Strategies”

Bangladesh is still struggling to face the combating need in Health Sector. As a plan to overcome the situation, Bangladesh Government has initiated to provide skilled health services at the community level through Community Clinics. As there is a huge shortage of skilled Community Paramedics in Bangladesh, to ensure health services to rural people, several Community Paramedic Training Institute (CPTI) has been established to make efficient and skilled Community Paramedics. ASTHA project aims to facilitate the developing and integration of Community



Paramedic services in rural Bangladesh. The project focuses on increasing healthcare outreach in rural, and hard-to-reach areas with special attention to Maternal and Child Health (MCH), Family Planning (FP), and Basic Primary Healthcare Services. Bangladesh Training and Research Foundation (BTRF), a sister concern of BCCP, was assigned by ASTHA Project, Swisscontact Bangladesh to conduct a capacity development training on “Developing Promotional Strategy for Community Paramedic Training Institute (CPTI)”. The assignment was to train the

selected Community Paramedic Training Institutes (CPTIs) representatives to develop a comprehensive marketing and promotional strategy to promote Community Paramedic (CP) training. The key objective of the training was to equip the CPTIs with the necessary knowledge and skills to develop and implement an effective promotional campaign to increase the uptake of CP training.

As a part of this assignment, BTRF conducted a training need assessment with the participants, developed the training course contents and training materials, and conducted the 4-day training course on “Developing Promotional Strategy for Community Paramedic Training Institute” at Hotel Bengal Blueberry from May 21 to May 24, 2023.

Through this training, the participants received technical assistance to develop the draft promotional strategy following a standard framework based on the specific needs of the CPTIs. The training was facilitated by the senior trainers of BTRF. It is expected that every participant of this training session would be able to incorporate their learning from this training into their respective working environment to achieve the program objective of the CPTIs.

