



## Society for Empowerment, Education and Development (SEED)

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## Society for Empowerment, Education and Development (SEED)

### About us

The Society for Empowerment, Education and Development (SEED) is a non-governmental, non-profit, non-political, voluntary and charitable organisation. Over the years, SEED has emerged as a large, independent, and credible research organisation in the health and population sector in Bangladesh. SEED's work focuses in four areas: **quality health care to the poor; capacity development; technical assistance; and research and development.** Health remains an integral component of SEED's activities, especially for women and the poor. SEED has been a pioneer in developing a sustainable Public-Private Partnership (PPP) model to engage Private Medical Practitioners (PMPs) into the National TB Control Programme (NTP).

Our health programmes are organised in line with national health priorities and changing health needs. SEED has established a large health and development programme to fight TB, Sexually Transmitted Infections (STI), HIV/AIDS, reproductive health (including family planning) and other common illnesses. SEED has forged successful partnerships with the government, NGOs, and corporate sector organisations in implementing different health programmes such as PPP in TB and STI control, and anti-tobacco activities. In addition, SEED is now actively collaborating with the Government to develop innovative programmes to improve effectiveness of community-based health facilities and services on maternal and child health, family planning, TB/HIV and non-communicable diseases (NCDs) – both in urban and rural contexts.



**HEALTH** HEALTH SERVICE DELIVERY PUBLIC-PRIVATE PARTNERSHIP FAMILY PLANNING COMMUNITY **EMPOWERMENT** HEALTH CARE DIABETES  
COMMUNITY CLINICS ADVOCACY POWER **POVERTY**  
HEALTH CLINIC **EDUCATION** STD AIDS TB CLINIC MDR-TB **RELIEF** TELE MEDICINE NON-COMMUNICABLE DISEASES  
COMMUNICATION eHEALTH TB-HIV RESEARCH **DEVELOPMENT** COMMUNITY HEALTH DIGNITY OPPORTUNITY MALARIA  
COMMUNITY-BASED GENDER HUMANITY FAMILY HEALTH **SMOKE FREE HOMES**

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Alongside health service provision, SEED has a strong research component, aimed at generating new knowledge to improve the health of poorer communities in both urban and rural areas. Much of its research is embedded in the national programmes and its value is assessed in terms of contribution to changes in policy and practice. Moreover, SEED has been working with the Directorate General of Health Services (DGHS), NTP, and partner NGOs, to implement training and capacity development programmes for maternal and child health, TB/HIV, STI and tobacco control.



## Vision

SEED would like to see a community where the poor are able to access high quality health and social development activities on an equitable basis.

## Mission

SEED has a strong pro-equity base and our mission is to foster health and social welfare for the poor and under-privileged communities. The organisation also endeavours for education, research and technical assistance in health and development.



## SEED at Work

### SEED's health service delivery

Health is a core focus of our research and development activities. By improving the health of the people, especially women and the poor, and promoting the capacity of communities to deal with health problems, the health programme contributes to achieving SEED's objectives. During the past decade, we have gone through successive successful programmes including PPP in TB and STI control, raising awareness in HIV/AIDS, making homes smoke free, and basic health care provision on reproductive health and family planning. These health interventions are delivered through SEED's own programmes, and in partnership with the DGHS, NTP, and partner NGOs including BRAC, Progoti Samaj Kalyan Protisthan (PSKP) and Population Services Training Centre (PSTC). Our maternal, neonatal, and child health programmes currently target four areas of urban slums in Dhaka and 6 rural districts. The PPP in TB control programme, which was piloted in Dhaka, has already been scaled up in two other major cities: Chittagong and Sylhet, with plans to expand to other urban areas in Bangladesh.

## SEED's experience in knowledge and capacity building

SEED has incorporated capacity development into its research and development programmes in an effort to inform and improve the knowledge and skills of health workforce. The Training and Resource Centre at Mohakhali remains as a hub of SEED's training and capacity building activities. We are currently providing intensive training to the government and private sector health care providers. Our activities include designing and providing professional training courses to doctors and programme managers run by local and international experts; and providing support to other organisations for running their own training, workshops, and conferences.

## Looking forward

SEED plans to work closely with national health programmes to apply and scale up the PPP model to engage private sector providers in TB-HIV, Child TB, MDR-TB, and family planning. SEED also plans to undertake research and development initiatives on maternal health, NCDs, and on improving health service delivery at the primary health care level in Bangladesh. Intensive advocacy, communication and social mobilisation (ACSM) activities will be conducted to increase awareness regarding TB, TB/HIV, STI, and to reduce harm from second-hand smoking.

## SEED's experience in communications

SEED's Communications and Product Development (CAP) department is responsible for the management of its identity, internal and external communications and media relations. The CAP regularly produces communications resources such as annual reports and films and maintains the website to disseminate information on SEED activities and works to ensure complete and accurate representation and understanding of the organisation for both internal and external audiences. "The Story of Hasina", "Bina's renaissance" and a short featured documentary "Nobojiban" are examples of highly appreciated advocacy and communications materials. Since 2004, CAP has been publishing a TB Fact Sheet, and TB and STI related posters and leaflets in collaboration with the DGHS, NTP and BRAC. This department is also actively involved with the NTP and NGO partners to mark important health events every year. It is also preparing to publish the district-based Lab Supervisors Guidelines, a TB treatment algorithm, and a "Guidebook" for Private Medical Practitioners, jointly with the NTP.

## SEED's financial management and accountability

SEED is registered with all relevant legal organisations which regulate NGOs in Bangladesh. SEED has various support programmes including the Monitoring and Evaluation Division, Finance & Accounting units, which provide continuous support that is essential to the success and smooth functioning of SEED's core programmes.

## SEED's experience in research and development

The Research and Development (R&D) wing of SEED was established in 2004 as part of the DFID/COMDIS-funded Public-Private Partnership (PPP) project but has developed into a full-fledged, independent wing to support SEED's research and development programmes. Over the years, SEED's R&D wing has become an anchor house for primary research on issues of communicable and non-communicable diseases, and strengthening health service delivery mechanisms in collaboration with the government, NGOs and international research institutions. SEED has published many original research papers in reputed international peer reviewed journals.

## A selection of SEED's completed projects:

- Developing a Public-Private Partnership (PPP) to involve Private Medical Practitioners (PMPs) for urban TB Control: A model for Bangladesh (Pilot Phase).
- Scaling up of Public-Private Partnership (PPP) model in urban settings: involving PMPs in TB Control in Bangladesh (Phase I)
- TB at the workplace: developing partnerships with the Bangladesh Garments Manufacturers and Exporters Association (BGMEA) and garments industries (Pilot Phase)
- Developing effective linkages between public and private sector providers for the prevention, care and support of Sexually Transmitted Infections (STIs) and HIV in Bangladesh
- Quality DOTS: assessment of the quality of TB treatment under the National TB Control Programme (NTP), Bangladesh
- Quality assessment in smear sputum microscopy at a district level under the NTP in Bangladesh
- Stigma and discrimination associated with TB in Asia including Bangladesh
- Quality assessment of Directly Observed Treatment (DOT) under the NTP, Bangladesh.
- Exploring the process and follow up of sputum examination for pulmonary TB cases (Management of TB suspects under programme conditions: in resource poor setting in Bangladesh).

## SEED's current projects:

- Scaling up of Public-Private Partnership (PPP) model in urban settings: involving PMPs in TB Control in Bangladesh (Phase II)
- TB at the workplace: scaling up of Public Private Partnerships (PPP) for TB control with the garments industries (Scale up phase)
- 'Smoke Free Homes' in selected urban and rural areas in Bangladesh
- Improving effectiveness of the primary health care (PHC) through operationalising Community Clinics (CCs) in rural Bangladesh: a cluster randomised controlled trial
- Improving effectiveness of diagnosis and treatment of diabetes, cardiovascular diseases (CVD) and related conditions through primary health care (PHC) settings in Bangladesh.

