



## Adapting with the Context: 'One BRAC' Story in COVID-19 Response in Bangladesh

**Timeline:** March 29th- May 31st, 2020

**Researchers:** Dr. Kaosar Afsana, Dr. Fouzia Khanam, Nazrana Khaled, Ishrat Jahan, Selima Sara Kabir, Brief Overview: BRAC's COVID-19 response has a three-pronged approach which will be followed by long term livelihood support work for the economically affected families:

- (i) Protection of Staff & Community
- (ii) Communication and mass awareness
- (iii) New Partnerships for Prevention, Detection, & Response. BRAC's overarching focus for the COVID-19 response in Bangladesh is to prevent community-level outbreak as much as possible in the coming days by

mobilizing over 90,000 field staff and community health volunteers to reach millions of households.

In public health emergencies, we often do not prioritize documentation of the rapid response processes undertaken by large organizations like BRAC that have played a critical role in the history of the country

**Methodology:** Design, Timeline, Participants and Tools: A Process Documentation Research (PDR) design was undertaken to document the response. Key Informant Interviews (KIIs) and In-depth Interviews (IDIs) were used with chosen participants. Themes included BRAC's overall response to the crisis as well as the particular functional area's responses.

**Name of Partners:** BRAC