



SUCCESS STORY

Smiling Sun Partners Recognized for Achievements in Family Planning

Four of Six Family Planning National Awards Go to Smiling Sun Partner Organizations



Photo by: Kazi Shamsul Amin

A Smiling Sun Counselor explains different family planning options and their benefits to a customer.

We felt proud, when we heard about the news...I feel that [the] hard work of our staff has been properly evaluated and awarded. This will be an inspiration for them in the coming days.

- Dr. Renuka Alam, Project Director, Nishkriti

Total fertility rates have decreased dramatically over the last 36 years in Bangladesh from 6.3 births per woman in 1971 to 2.7 in 2006. In a related fashion contraceptive prevalence rates have continued to climb from 8 percent in 1975 to 56 percent in 2007.

As an avid partner of the Government of Bangladesh's efforts, the USAID-funded Smiling Sun network of 320 clinics plays a significant role in ensuring short and long term family planning methods are available to all clients. This year Smiling Sun Franchise Program is on track to post a record setting year in couple years projection (forecasting 1.41 million CYPs).

Recognized for its role in providing consumer driven family planning options to Bangladeshis, Smiling Sun affiliated NGOs captured four of the six divisional awards for best NGOs working in family planning. These awards were bestowed by the Government of Bangladesh in honor of World Population Day this year. Nishkriti in Chittagong, Paribar Kallyan Samity (PKS) for their work in Khulna, Swanirvar Bangladesh (Smiling Sun Clinic) in Lalmohan, Bola, Barisal, and SHIMANTIK for their work in Shylhet, all received awards.

Smiling Sun clinics receive technical and financial support from the USAID-funded Smiling Sun Franchise Program, "without the support of SS clinics staff we could not have achieved this," noted the project director Dr. Alam of Nishkriti. "It is the effective and efficient role of the PKS Smiling Sun Clinics that helped the organization to achieve the award," commented the PKS Project Director, Mrs. Farida. For SHIMANTIK, Smiling Sun accounts for roughly 75 percent of their family planning activities.

Smiling Sun clinics provide a balanced method mix of family planning services to its customers that include all modern methods (from short to long term). This allows clinics to maintain a high service output while ensuring customers are able to choose the most appropriate method for their needs. "[We] increase the quality of life of our people. As a result we feel proud to be partners of national development," commented Dr. Alam.