

AdSEARCH
by icddr,b

Media Coverage

An archive of mass
media footprints of
AdSEARCH by icddr,b
from 2023 to 2025

Submitted to:
Global Affairs Canada (GAC)

Prepared by: AdSEARCH Communication Team



Effectively engaging the mass media to reach a wider range of stakeholders is vital for AdSEARCH's advocacy initiative. This archive covers all the media footprints made by AdSEARCH through news coverage and opinion pieces in line with the central icddr,b Media Relations Policy.

From May 2023 to December 2025, AdSEARCH secured more than 155+ media coverages across leading national English and Bengali news media through the central icddr,b Media Manager, without any media buying and endeavoured to provide open and equal access to all news media.

icddr,b researchers, alongside the communications unit have contributed to op-eds and expert commentaries in prominent newspapers to influence policy and programme.

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icddr,b is also grateful to the Governments of Bangladesh and Canada for providing core/unrestricted support.

Summary

(May 2023 - December 2025)

Total
Media
coverage

157

115 Coverage in
Bangla Dailies

42 Coverage in
English Dailies

Online
News
Publications

127

Offline Prints

26

Opinion piece &
Feature Articles

4

AdSEARCH by icddr,b in the News

(May 2023 - December 2025)

03 May 2023

AdSEARCH organised the National Conference 2023:

Sexual and Reproductive Health and Rights in Bangladesh (NCSRHR2023)

Total **19** Media spots

From 2 to 3 May 2023, the NCSRHR2023 showcased research throughout policy, programming and innovation. Organised by AdSEARCH by icddr,b, the conference brought together diverse stakeholders for evidence-informed action. The conference featured a wide range of scientific sessions, presentations and discussions across SRHR themes and innovations with the intent of advancing the SRHR discourse and shaping the future of SRHR in Bangladesh through collaboration and knowledge exchange in front of 400+ participants.

The Daily Star

3 May

Time to rethink HIV prevention approach



NEWAGE

4 May

Access to sexual, reproductive healthcare urged



FE The Financial Express

3 May

Health secretary calls for more research into reproductive health



THE BUSINESS STANDARD

3 May

Health secretary critical of doctors for lacking sincerity



dailyobserver

3 May

National Conference 2023: Sexual and Reproductive Health and Rights in Bangladesh held



প্রথমআলো

3 May

Home births increase the risk of fistula



দেশ রূপান্তর

3 May

National conference on sexual and reproductive health and rights





3 May

National conference on sexual and reproductive health and rights



3 May

At the national conference, the Health Secretary says doctors lack sincerity in service



3 May

At the national conference, the Health Secretary says doctors lack sincerity in service



3 May

At the conference, the Health Secretary observes a lack of sincerity among doctors in service



3 May

A supportive environment for sexual and reproductive health must be ensured in hospitals



3 May

Three doctors recognized for contributions to expanding sexual health



3 May

Three doctors recognized for contributions to expanding sexual health



3 May

Health Secretary sees lack of sincerity among doctors in providing services



3 May

Health Secretary observes lack of sincerity among doctors in service delivery



3 May

National Professor Shahla Khatun receives Excellence in SRHR Award



3 May

icddr,b to award best research concept notes and innovative proposals



3 May

icddr,b to award best research concept notes and innovative proposals



23 November 2024

Dialogue on the Prematurity Burden, Intervention Status, and Innovations in Bangladesh

Total **9** Media spots

While the country has seen an increase in neonatal care facilities over the last decade, quality remains a concern. In Bangladesh, three newborns die every hour due to prematurity and low birth weight. To address this issue on a national scale, a workshop titled "Dialogue on the Prematurity Burden, Intervention Status, and Innovations in Bangladesh" was jointly organised by Neonatology Department of Bangabandhu Sheikh Mujib Medical University (BSMMU) and AdSEARCH by icddr,b.

প্রথম আলো

23 November

Three preterm newborns die every hour in the country



DHAKA POST

23 November

56 preterm babies are born every hour; Bangladesh highest in the world



আজকের পত্রিকা

23 November

1,340 preterm babies are born every day in the country



THE BUSINESS STANDARD

23 November

Bangladesh has the highest preterm birth rate among 103 countries



কালের কণ্ঠ

23 November

Three preterm babies die every hour in the country



আমাদের সময়

23 November

Bangladesh tops in preterm births, ranks second in low birth weight



Jago NEWS 24

23 November

56 babies are born prematurely every hour in the country



THE BUSINESS STANDARD

23 November

Bangladesh records highest preterm birthrate among 103 countries



The Daily Star

23 November

56 premature babies born every hour: study



4 December 2024

Let's UNiTE to End Gender-Based Violence

Total **4** Media spots

Stepping into 2025, AdSEARCH by icddr,b vows to bridge evidence and activism, advocating to end gender-based violence inspired by the spirit of the 16 Days of Activism. As part of the global campaign in 2024, the Civil Society Organization (CSO) Forum, with support from Ipas Bangladesh and AdSEARCH organised a seminar "Let's UNiTE to End Gender-Based Violence 2024", at Lakeshore Dhaka.

প্রথম আলো

4 December

The banned "two-finger test" for proving rape is still continuing



সমকাল

4 December

The two-finger test used to determine rape has still not been fully abolished



আজকের পহিলা

4 December

Two-finger test still being used to prove rape



আজকের পহিলা

4 December

Two-finger test: 10 ways rape survivors are humiliated



1 February 2025

AdSEARCH Advanced Discussion on Two-Finger Test Ban at Mahila Parishad

Total **4** Media spots

Bangladesh Mahila Parishad hosted a discussion meeting on evaluating the implementation of the High Court's ban on the two-finger test on rape survivors. The Two-Finger Test (TFT) study team of icddr,b presented findings from the AdSEARCH study titled "Implementation of the Ban on Two-Finger Test in Medico-Legal Evidence Collection."

DHAKA POST

1 February

Even after being declared illegal, the "two-finger test" remains humiliating for women





1 February

Awareness remains low despite ban on the two-finger test for rape evidence



1 February

Doctors unaware of two-finger test ban, say speakers at women's council meeting



1 February

Most of those involved are unaware of the High Court verdict on the two-finger test



3 February 2025

AdSEARCH's Policy Session at the 3rd International Scientific Conference on Maternal and Fetal Medicine

Total **1** Media spot

AdSEARCH by icddr,b supported a policy session on the critical importance of an effective referral system in maternal healthcare at the 3rd International Scientific Conference on Maternal and Fetal Medicine (MFMSB 2025), held at BICC, Dhaka.



3 February

Ineffective referrals lead to 900 maternal deaths on the way each year



1 June 2025

AdSEARCH Series Dissemination: Four Adolescent SRHR Innovation Studies at icddr,b

Total **7** Media spots

The first round of Journey to Evidence brought together four innovative studies on adolescent SRHR at the icddr,b Sasakawa Auditorium in Dhaka. Aimed at addressing the diverse SRHR needs and challenges of adolescents in various contexts, the featured innovations included the HopeBox study, which improved menstrual hygiene and contraception knowledge among orphaned girls living in a government orphanage.

Mukhorito, a mobile app piloted in secondary schools, enhanced adolescent SRHR learning and peer communication. A third study focused on menstrual health among adolescent athletes at Bangladesh Krira Shikkha Protishtan (BKSP), while the fourth explored the feasibility of menstrual cup use among female garment workers – both highlighting overlooked areas in SRHR interventions.

The Daily Star

1 June

86% of BKSP athletes lack proper menstrual knowledge: study



BSS NEWS
Online portal of Bangladesh Sangha Sangha

1 June

Seminar on adolescent sexual, reproductive health held at ICDDR,B



TRUE AND IMPARTIAL
daily sun

2 June

Seminar on adolescent sexual, reproductive health held at ICDDR,B



যুগান্তর

2 June

icddr,b study Lack of reproductive health knowledge is increasing various physical and mental health problems



সংবাদ সংকেত

2 June

Expansion of awareness toolkits like “HOPEBOX” in all orphanages across the country



দৈনিক রূপান্তর

2 June

62% of Adolescent Female Athletes are Aware of Menstruation



THE
DAILY CAMPUS

2 June

New initiative to protect sexual and reproductive health of orphan adolescent girls: HopeBox launched



7 July 2025

icddr,b's Nutri-CAP findings offer a scalable urban health intervention for underserved slum communities

Total **13** Media spots

As part of its AdSEARCH dissemination series, icddr,b held a scientific seminar on 7 July 2025 at the Sasakawa Auditorium, where it shared results from the NutriCAP study. Conducted in the Bauniabadh slum of Dhaka, the study offers compelling evidence that a locally led and integrated nutrition and hygiene programme can significantly improve the health and well-being of pregnant women, adolescent girls, and young children living in Bangladesh's informal urban settlements.



7 July

icddr,b study proposes an acceptable healthcare framework for slum residents



7 July

About 50% of slum-dwelling children are stunted: icddr,b



7 July

In Bauniabad, the Nutri-Cap model has been successful: newborn risk in slums decreased by 16%, and the weight of pregnant women increased by 1.4 kg



7 July

The “Nutri-Cap” model has reduced miscarriages and child mortality, while keeping costs under control



7 July

Nutri-CAP model improves health of pregnant women, children in slums: icddr,b



7 July

Only 40% slum-dwelling women receive recommended antenatal checkups: Study



7 July

Slum nutrition crisis in Dhaka: Study reveals hope through community-led health intervention ‘Nutri-CAP’



7 July

icddr,b study: 80% of pregnant women in slums have calcium deficiency



7 July

Effective icddr,b model ensures healthcare for slum women and children



7 July

Community-led nutrition programs can improve child health: icddr,b study





9 September 2025

AdSEARCH Reveals Evidence on Mental Health of Pregnant and Postpartum Women

Total **15** Media spots

AdSEARCH hosted its 3rd round of Innovation Dissemination Series at the icddr,b Sasakahwa Auditorium, spotlighting critical findings on mental health. Researchers from the study titled, “Introducing Well-being Corner for women during antepartum and postpartum period to increase access to mental health services: An implementation research in health, 9 September 2025 AdSEARCH reveals evidence on Mental Health of Pregnant and Postpartum Women facility” revealed an alarming mental health situation among pregnant and new mothers in the country.



THE
BUSINESS
STANDARD

10 September

77% of expecting, new mothers face depression or anxiety in Bangladesh: icddr,b study



বনিক বাত্রা

10 September

icddr,b research finds that 77% of women experience mental health problems during pregnancy and the postpartum period



বাংলা ট্রিবিউন
সঠিক সময়ে সঠিক খবর

10 September

Anxiety and depression are increasing among pregnant women and new mothers in the country



সমকাল

10 September

66% of women suffer from depression and anxiety during pregnancy and after childbirth



কালের কণ্ঠ

10 September

77% of women suffer from depression



কালের কণ্ঠ

10 September

Research on pregnant women and new mothers: 77% of women suffer from depression



বনিক বাত্রা

10 September

icddr,b research finds that 77% of women experience mental health problems during pregnancy and the postpartum period



আজকের কাগজ

10 September

Anxiety and depression are increasing among pregnant women and new mothers in the country



প্রাক্তিক বাংলাদেশ

10 September

77% of women suffer from depression during pregnancy and the postpartum period





29 September 2025

AdSEARCH Presents Findings of its First Cohort Study on SRHR of Female Garment Workers

Total **64** Media spots

AdSEARCH hosted a dissemination seminar for “Sexual and Reproductive Health and Rights (SRHR) among Female Garment Workers (FWG) Living in Urban Slums of Bangladesh: Insights from a Longitudinal Cohort Study” to present the findings of a 24-month cohort study on women working in Bangladesh’s Ready-Made Garment (RMG) sector. This is the first of its kind longitudinal study of FGWs living in urban slums of Bangladesh and one of the four cohort studies currently being conducted in Bangladesh, each addressing critical dimensions of SRH across diverse population groups.



29 September

Presentation of iccdr,b study on the sexual and reproductive health of garment workers



29 September

Two-thirds of women garment workers married before 18, says iccdr,b study



29 September

Two-thirds married before 18: iccdr,b study



29 September

Two-thirds married before 18: iccdr,b study



29 September

Two-thirds married before 18: iccdr,b study



**THE
BUSINESS
STANDARD**

29 September

Early pregnancy, workplace vulnerability prevalent in RMG sector: icddr,b study



**THE
BUSINESS
STANDARD**

29 September

Early pregnancy, workplace vulnerability prevalent in RMG sector: icddr,b study



FE The Financial Express

29 September

ICDDR,B STUDY: Two-thirds of women RMG workers married before 18 years



FE The Financial Express

29 September

Two-thirds of women RMG workers married before 18 years



FE The Financial Express

29 September

Early marriage, teenage pregnancy rampant among female RMG workers, study reveals



ANN
ASIA NEWS
NETWORK

29 September

Two-thirds of Bangladesh's female garment workers married before 18: study



NEWAGE

29 September

Child marriage, pregnancy high among RMG workers



NEWAGE

29 September

Child marriage, pregnancy high among RMG workers



daily sun
TRUE AND IMPARTIAL

29 September

66% of garment workers married before 18, one in four has had an abortion



Dhaka Tribune
Breaking News | Breaking Barriers

29 September

Two-thirds of women garment workers married before 18



Dhaka Tribune
Breaking News | Breaking Barriers

29 September

Two-thirds of women garment workers married before 18



bdnews24.com

29 September

Study reveals two-thirds of garment workers marry before 18 in Bangladesh



bdnews24.com

29 September

Study reveals two-thirds of garment workers marry before 18 in Bangladesh



the finance today
Your financial intelligence

29 September

66pc of garment workers married before 18, one in four has had an abortion



DAILY TIMES
OF BANGLADESH

29 September

Nearly 65% of RMG workers pregnant before 18: icddr,b



প্রথম আলো

29 September

65% of garment workers become pregnant before the age of 18: icddr,b study



প্রথম আলো

29 September

65% of garment workers become pregnant before the age of 18: icddr,b study



বনিকবাত্রা

29 September

icddr,b study: 66% of garment workers are victims of child marriage; one-fourth have undergone abortion



বনিকবাত্রা

29 September

66% of garment workers are victims of child marriage; one-fourth have undergone abortion



Jago NEWS 24

29 September

icddr,b study: 66 percent of garment workers are victims of child marriage; 25 out of every 100 have had an abortion



আজকের পত্রিকা

29 September

66% of female garment workers were married before reaching legal age



আজকের পত্রিকা

29 September

66% of female garment workers were married before reaching legal age



গোত্রিকি বাংলাদেশ

29 September

Sixty-six percent of garment workers were married before the legal age of marriage



আমাদের সমস্যা

29 September

65% of garment workers become pregnant before the age of 18



আমার দেশ

স্বাধীনতার কথা বলে

29 September

65 percent of garment workers become pregnant before the age of 18



অনন্যা

29 September

66% of garment workers were married before the legal age, while one in four experienced abortion at an early age



বাংলাদেশ প্রতিদিন

29 September

55 percent of female garment workers have experienced psychological abuse



বাংলাদেশ প্রতিদিন

29 September

55 percent of female garment workers have experienced psychological abuse



BANGLA NEWS 24.com

29 September

Study finds 69% of female garment workers married before turning 18



ভোনের কাগজ Live

29 September

66% of RMG Women in the country are victims of child marriage



দেশ রূপান্তর

29 September

65% of female garment workers become pregnant before the age of 18





29 September

65% of female garment workers become pregnant before the age of 18



29 September

Workplace psychological violence has risen to 55%: icddr,b



29 September

icddr,b study: 66% of garment workers marry underage, and one in four experiences abortion



29 September

66% of garment workers marry underage, and one in four experiences abortion



29 September

icddr,b study: 66% of garment workers marry underage, and one in four experiences abortion



29 September

65% of garment workers become pregnant before reaching adulthood: icddr,b



29 September

**Two out of every three garment workers are victims of child marriage
65 percent pregnant before the age of 18**



29 September

66% of garment workers were married before legal age



29 September

25% of female garment workers have undergone abortion: icddr,b study



29 September

65% of female garment workers become pregnant during adolescence: icddr,b study



সারাবাংলা
sarabangla.net

29 September

65% of garment workers become pregnant before reaching adulthood, and 69% marry underage



সমন্বয়
www.sannoy.com

29 September

Early marriage: icddr,b study on health risks for women in the garment industry



সূনামগঞ্জের খবর
www.sunamganjnews.com

29 September

66% of garment workers were married before legal age



আজাদী
www.azadi.com

29 September

66% of garment workers were married before legal age



Deshkal News

29 September

55% of female workers in the garment industry experience psychological abuse. The results of this study were presented at a seminar on Monday



জনবানী
www.jonbani.com

29 September

icddr,b study: 66% of garment workers marry underage, and one in four experiences abortion



জন্মতার আদালত

29 September

66% of garment workers marry underage, and one in four experiences abortion



bangi news

29 September

69% of female garment workers marry before the age of 18: study



কালশিলা
www.kalashila.com

30 September

25% of female garment workers have experienced abortion



সমকাল

30 September

25% of female garment workers have undergone abortion: icddr,b study



কালের কণ্ঠ

30 September

65% of female garment workers become pregnant before 18



কালের কণ্ঠ

30 September

65% of female garment workers become pregnant before 18



মানবজমিন

30 September

icddr,b study: 66% of garment workers are victims of child marriage



মানবজমিন

30 September

icddr,b study: 66% of garment workers are victims of child marriage



মানবকণ্ঠ

30 September

66% of garment workers were married before legal age



palabada.net

30 September

Two out of every three female garment workers are victims of child marriage



বাংলাদেশ

30 September

Most female garment workers are married while still minors



ওয়ার বিজ

30 September

The majority of women in the garment industry are victims of child marriage



17 December 2025

AdSEARCH Newlywed Couples Cohort Dissemination: Evidence on Early Marriage, Violence, and Marital Satisfaction

Total **17** Media spots

Among the four cohort studies under AdSEARCH, the newlywed couple cohort study in Bangladesh has revealed evidence on early marriage, Intimate Partner Violence (IPV), and high rates of mistimed pregnancies in selected rural areas and urban informal settlements of Bangladesh. Supported by Global Affairs Canada (GAC), the study titled “Understanding the context and needs related to sexual and reproductive health and rights (SRHR) among newlywed couples in selected rural and urban areas of Bangladesh,” was the first longitudinal study in the country to follow newlywed couples from both rural areas and urban informal settlements through their early years of marriage.

DHAKA  POST

17 December

73% of women become unintentionally pregnant within the first year of marriage



17 December

65% of adolescent girls in urban slums marry before the age of 18: icddr,b study



17 December

65% of adolescent girls in urban slums marry before the age of 18: icddr,b study



17 December

Early marriage and marital violence remain a cause for concern: study



17 December

Four out of every five women experience violence from their husbands: study



17 December

96% of women experience violence within two years of marriage



17 December

Three-fourths of women become pregnant within the first year of marriage



17 December

96% of women experience violence within two years of marriage



17 December

96% of women experience violence within two years of marriage



17 December

73% of women become unintentionally pregnant within the first year of marriage



17 December

icddr,b study 47% of women experience unintended pregnancy after marriage



17 December

47% of women experience unintended pregnancy after marriage



17 December

icddr,b Study Reveals Early Marriage, Violence, and Marital Satisfaction Among Newlywed Couples in Bangladesh



17 December

Child marriage higher in urban slums than rural areas: icddr,b



17 December

47% newlyweds face mistimed pregnancies says icddr,b study conducted on 666 couples



17 December

73% of newlywed women in Bangladesh conceive unintendedly within first year



17 December

icddr,b study on informal settlements: 43% rural, 65% urban women married before 18



Feature and Opinion Articles from AdSEARCH



10 May 2024 | Feature Article in Prothom Alo



They care for mental health



18 May 2024 | Op-Ed in Dhaka Mail



Gynecological conditions account for 8% of women's lives spent in illness and disability



4 June 2025 | Op-Ed in Prothom Alo



Integrated mental health and legal support for victims of violence



2 July 2024 | Op-Ed in Dhaka Tribune



Breastfeeding is a collective responsibility



Dhaka Tribune
Breaking News | Breaking Barriers

Breastfeeding is a collective responsibility

Even after so many years of having strong protective evidence of breastfeeding, our society in Bangladesh is not ready to provide women with a safe environment

Anika Tasnim Hossain
Sumalya Nusrat

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Advancing Sexual and Reproductive Health and Rights (AdSEARCH) by icddr,
68, Shaheed Tajuddin Ahmed Sarani, Mohakhali, Dhaka 1212
Email: adsearch_official@icddr.org | **Website:** adsearch.icddr.org

[icddr-adsearch](https://www.linkedin.com/company/icddr-adsearch)

[/icddr.adsearch](https://www.facebook.com/icddr.adsearch)

