

# TCI NEWS





#### Year 2022- TCI launched in Pakistan by President Dr. Arif Alvi 🛺

On March 16, 2022, The Challenge Initiative (TCI) was formally launched in Pakistan by the honourable President of Pakistan, Dr. Arif Alvi, in a high-level event held at the Aiwan-E-Sadr, Islamabad. The event included participation from a number of government stakeholders, including representatives from UN agencies, as well as partners from the family planning sector. Some of the dignitaries included included Executive Director TCI Mr. Kojo Lokko, Deputy Director TCI, Dr. Maheen Malik, Manager Family Planning Bayer Pakistan, Mr. Amir Majeed, Vice Chancellor Health Services Academy, Professor Dr. Shahzad Ali Khan, Member Provincial Assembly and Board of Directors Greenstar, Mrs. Mahtab Akbar Rashdi, Additional Secretary Technical PWD Punjab, Dr. Nyla Atlaf, Special Assistant to Prime Minister Dr. Faisal Sultan, Parliamentary Secretary Health, Ms Nausheen Hamid, Senior Advisor to BMGF, Dr. Yasmeen Qazi, Country Directors Nutrition International, John Snow and Pathfinder International Shabina Raza, Dr. Nabila Ali Tabinda International and Dr. respectively and others.









#### What is TCI

The Challenge Initiative (TCI) is a non-traditional global platform that supports local governments in rapidly scaling up proven Family Planning (FP) interventions in urban slums. TCI prioritizes sustainability and local ownership and uses a health systems approach when planning for and managing scale. TCI strengthens urban health systems with seed funding, coaching, and technical assistance. In return, local governments commit political will, financial and human resources while using coaching to integrate Family Planning interventions into routine practice and systems to achieve widespread and sustained impact to scale up FP.

Since 2016, TCI has been led globally by the William H. Gates Institute for Population and Reproductive Health based at the John Hopkins Bloomberg School of Public Health, USA. In 2021, Greenstar Social Marketing Pakistan joined TCI and became the 6th Hub (Implementing Partner Organization) along with other Hubs like East Africa, West Africa, India, Nigeria, and the Philippines. TCI-GSM Pakistan is currently providing technical support to Federal and Provincial Governments in Sindh, Punjab & Islamabad in 15 self-select districts.

#### The Challenge Initiative in Pakistan has two objectives



Increasing additional family planning users









# Sindh & Punjab Program Design Workshops in consultation with the Local Governments

Program design workshops are the formal consultative process where Government officials and TCI technical staff sit together to prioritize the High Impact Interventions (HIIs) for improving family planning situation after reviewing the on-ground situation, including gap analysis and existing available resources, in a self-select district. Team TCI helps local governments choose evidence-based (HIIs) that contribute the most to impact, i.e., 20% of the interventions provide 80% of the results to maximize the available resources.

In March 2022, Program Design (PD) workshops were held in four districts of Punjab (Rawalpindi, Faisalabad, Lahore, and Gujranwala) facilitated by the Chief of Parties of East Africa and Nigeria Hubs Mr. Paul Nyachea and Mr. Victor Igharo, along with the TCI's Executive Director Mr. Kojjo Lokko, Deputy Director Dr. Maheen Malik and TCI Pakistan Team. The event was graced by Minister Population Welfare Department, Punjab Lt Col (R) Muhammad Hashim Dogar.

In May 2022, TCI Pakistan conducted PD workshops in Sindh with seven districts in Karachi (Korangi, Malir, District East, West, Central, South) and Hyderabad. The Program Design was chaired by Technical Advisor CIP, **Dr. Talib Lashari**, and co-chaired by Director General Popualtion Welfare Department Sindh **Mr. Shahid Abdul Salam**, and **Dr. Yasmeen Qazi**, Senior Country Advisor FP & MNCH – BMGF. Director General Health **Dr. Muhammad Juman Bahoto** concluded the 3-day workshop at the closing ceremony. Teams from the Departments of Health and Population Welfare actively participated in the program design workshops.

#### Department of Health, Government of Sindh launches The Challenge Initiative in Sindh



On September 15, 2022, CIP Sindh, under the leadership of the Department of Health, launched The Challenge Initiative in the province. The program is being implemented in seven self-selected districts of Karachi and Hyderabad. Dr. Talib Lashari, Technical Advisor CIP and Focal Person FP 2030 from Sindh, and Dr. Syed Azizur Rab, CEO Greenstar, chaired the launch event . Dr. Yasmeen Qazi, Senior Advisor to BMGF, and Mr. Amir Majeed, Manager Family Planning Bayer Pakistan, honored the event as chief guests. The event was attended by District Health Management teams of Karachi and Sindh, along with partners from the development sector





## Greenstar Social Marketing signs Memorandum of Understanding with Population Welfare Department, Sindh

In September 2023, TCI-GSM-Pakistan achieved a noteworthy milestone by signing a memorandum of understanding with the Population Welfare Department, Government of Sindh.



## Greenstar Social Marketing signs Letter of Collaboration with Population Welfare Department, Punjab



The formal signing of LOC is a recognition and agreement from the Government of Punjab to receive technical support from the TCI-GSM for health system strengthening so FP services can be scaled up. LOC was signed between Population Welfare Department, Punjab and TCI-GSM Pakistan on May 25th 2023.



### TCI Pakistan's High Impact Interventions

TCI Pakistan is implementing approximately 15 High Impact Interventions in all target districts as a corresponding solution to the Government's identified gaps and themes

Priority Themes selected by the Governments

High Impact Practice/
High Impact Interventions

Universal access to RH and FP

- Service Delivery
- Integrated In-Reaches
- Integrated Out-Reaches
- Family Planning Integration
- Postpartum Family Planning
- Post Abortion Family Planning
- On-the-lob Training
- Whole Site Orientation
- Facility Makeover

Contraceptive
Commodity Security

Advocacy and Communications

**Demand Generation** 

- · Community Health Workers
- Social Mobilization
- Mass Media

**Advocacy** 

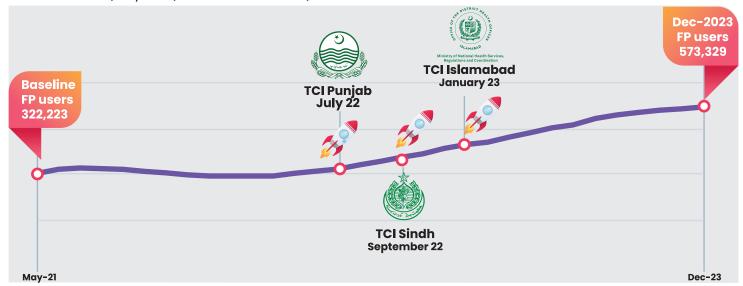
- Advocacy at Sub-National Level
- Advocacy with FP Champions
- Advocacy and Media

TCI's Implementation
Evidenced-based High Impact Interventions
creating results

TCI has invigorated the Family Planning service delivery and uptake through government health facilities. TCI-GSM's technical assistance to the Federal and local governments and focused High Impact Interventions improved their focus on Family Planning. TCI's High Impact Interventions, particularly, facility-based fixed days for family planning (Family Health Days) and integrated outreach family planning camps are proving instrumental in bridging the gap between public health facilities and the community and have resulted in substantial increase of family planning clientele.

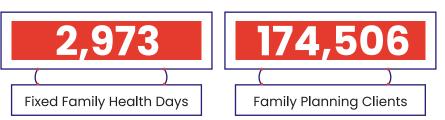


As per cLMIS monthly data, TCI's implementation has resulted in a 78% increase in Family Planning Clientage since Baseline (May 2021) till December 2023).



<sup>\*</sup>Contraceptive Logistic Management System (cLMIS) - Before and since TCI's implementation

**Family Health Days** are dedicated days at Health Facilities for Family Planning services. TCI Pakistan supported the Departments of Health and Population Welfare in the target districts to successfully conduct **2,973** Fixed



Family Health Days at the health facilities, serving **174,506** Family Planning clients. The FP clientele in FHDs increased **165%** between **January 2023** and **December 2023**.

**Integrated Outreach Camps** and **Mobile Services Units** are organized to facilitate the access of family planning services for women and men, living away from health facilities. Integrated Outreach Camps are conducted either at a place provided by the community (LHWs' Health House, Community influential's house etc) or through a purpose build mobile van. To enable the accessibility of women/couples from hard-to-reach areas to Family Planning, TCI supported **2,985 outreach camps** conducted by the Departments of Health and Population Welfare in the target districts.

#### TCI's Success in Punjab & Sindh

In Punjab, TCI assisted government to scale up Mobile Service Units (MSU), pushing them further into hard-to-reach areas to promote health and FP services. Integrating MSUs with Satellite Camps also increased confidence in Family Planning services and improved clientele. In Sindh, TCI initiated Mobile Service Units as they were not a regular practice. Health, especially Family Planning, remained an Unmet need due to inaccessibility in Hard-to-Reach areas. TCI bridged the gap by bringing Health and Family Planning on-wheels to the people who need the services.

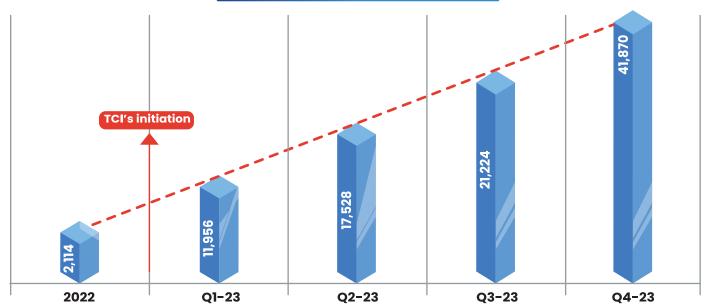




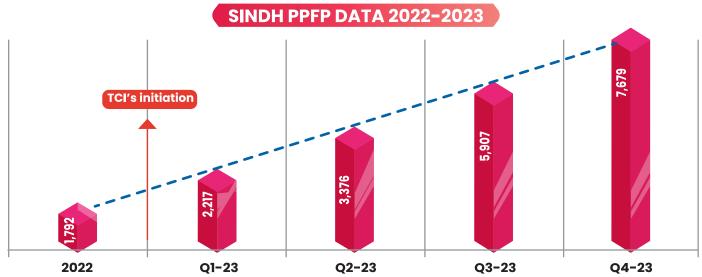
For **Postpartum Family Planning/Post-abortion Care Family Planning**, **582 coaching sessions** were held, capacitating **3,644 coachees**. The coaches included service providers, counselors, and community health workers. Postpartum Family Planning significantly improved in both Sindh and Punjab as evident from DHIS figures. With support from TCI program, Department of Health made significant progress in expanding PPFP services. Through technical assistance, TCI assisted health department to prioritize PPFP by integrating it at the primary care level.







\*The PPFP data source is Electronic Medical Record (EMR) – the facility-based HMIS being implemented in Punjab- of the TCI target districts".



\*This data presents a significant improvement in PPFP clientele from Districts Islamabad, Rawalpindi, Lahore, Gujranwala, Multan, Khanewal, and Faisalabad in Punjab and Divisions Karachi and Hyderabad in Sindh. This rise is attributed to the Government's focus on PPFP and the expansion of EMR.

## Facility Makeovers of Health Facilities- Re-establishing the community's link with Government health facilities.

TCI Pakistan, through Facility Makeover intervention, provides technical assistance to the local Government in improving the service infrastructures of the facilities in an efficient and short span of time. TCI Pakistan models renovation and upgradation of selected/nominated facilities by Department of Health & Population Welfare with necessary equipment and information, education and communication (IEC) material and non-infrastructural enhancements to improve the appearance and outlook of the facility. The facilities undergo a pre-assessment to determine eligibility and then made over with essential developments. TCI Pakistan renovated 20 facilities (1 in ICT, 5 in Punjab and 14 in Sindh), which not just improved staff's morale but clientele has also increased substantially. The client inflow has significantly increased post-renovation. TCI's facility makeovers have motivated the government departments to mobilize and utilize their resources for health facilities upgradation. Punjab Government has initiated renovation of more than 80 facilities across the province, while in Sindh, 27 health facilities were renovated by the government.





MCH Aabpara, Islamabad







**Baloch goth District Central** Sindh







The Game Changers:

Community / Lady Health Workers (CHWs, LHWs) are becoming a Game Changers after receiving regular capacity building trainings. In **District Hyderabad**, a Community Health Worker, Fozia has become a family champion following planning building capacity Pakistan. TCI fired Motivated and the up by broadened vision through TCI's capacity enhancement session, she has set an example by engaging the underserved communities (both men



areas. She has also set a record of bringing over 500 clients in her tagged dispensary Family Planning Services, by her convincing and trustworthy counselling. TCI Pakistan engaged 19862 community health workers of both departments, Health and Population Welfare, in Punjab and Sindh. These include Lady Health Workers (LHWs), Family Welfare Assistants (FWAs) and Social Mobilizers; of the TCI supported facilities.



On-the-Job training sessions provide an opportunity for technical skills enhancement and strengthening for Healthcare staff at their workplace. This training is generally provided by the Health Facility In-charges, who are capacitated as Master Trainers by TCI. Such trainings are cost effective and provides opportunities of hands-on practice of newly learned skills under supervision. Pakistan-Greenstar conducted 184 on-the-job training sessions, capacitating 220 staff members on site. In district east Karachi, a male nurse, Mr. Mukhtiar, got encouraged and requested his facility in-charge for training on implant insertion. Despite social and cultural issues around women getting family planning services from a man, Mukhtiar has been successfully doing implant insertion at his health facility without any problem or hesitation from clients.

"Knowledge in Action
TCI's Literature and Researches

## **Redefine Impact**

The Challenge Initiative team presented three papers on the impact of Facility Makeover, Postpartum Family Planning, and Effectiveness of Data Management. at the 24th Annual Population Association of Pakistan (PAP) Conference in Lahore at Foreman Christian College. The audience appreciated the research, and it sparked a sense of curiosity among partners.



Greenstar's team under CEO, **Dr. Syed Azizur Rab**, present at the **24th** Annual PAP Conference

## Nata For Necision Making

#### Strengthens System for Family Planning

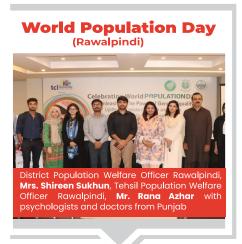
In a significant effort towards enhancing knowledge management practices, The Challenge Initiative (TCI) has successfully institutionalized Data for Decision (D4D) meetings across all targeted Local Governments (LGs). These meetings serve as a platform to emphasize the significance of data integrity, timeliness, validation, and review in the decision-making process, particularly concerning family planning initiatives. To date, a total of **96** D4D meetings were conducted, significantly contributing to the streamlining of data reporting, recording, and analysis processes from healthcare facilities to LG authorities.

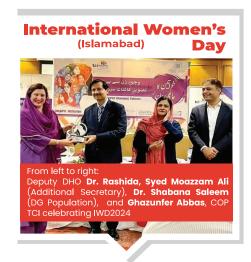


## TCI Celebrates National and International Days



TCI-GSM Celebrates all National and International hook days with Government dignitaries from National Ministry of Health to Departments of Health and Population Welfare and District Health Management authorities all implementing districts.. These include International Women's Day, Mother's Day where TCI executed a national campaign named "Shukria Maan", World Contraceptive Day, and World Population Day; TCI Sindh facilitated and participated at Population Welfare Department-led festival. The event was chaired by former Minister of Health and Population Welfare Dr. Azra Fazal Pechuho and co-chaired by Secretary PWD Sindh, Mr. Rehan Iqbal Baloch. They paid a visit to TCI Sindh's stall and the team sensitized them on the program's progress.







# TCI's Most Significant Changes

Together, Siblings Involve Men to Raise Awareness and Increase Family Planning Clients in Gujranwala, Pakistan

In Pakistan, discussions about family planning are often restricted to immediate families, making it a sensitive topic. However, in areas like Gujranwala, where The Challenge Initiative (TCI) is active, a remarkable advocate named **Shahnaz Baji**, known as "Sister Shahnazi," has emerged. As a 30-year-old Lady Health Supervisor (LHS) and head of the LHS's union in Gujranwala, Shahnaz has been contributory in expanding family planning services. When TCI began its support in Gujranwala, Shahnaz received a training to become a master coach from TCI's team and an exclusive communications skills workshop by Greenstar's CEO **Dr. Syed Azizur Rab**, emphasizing the importance of engaging men in family planning discussions and use of effective communications skills. Facing criticism in her community for interacting with men, **Shahnaz** enlisted the help of her brother, **Akhter**, who underwent training to counsel male partners alongside his sister.

Their joint efforts have significantly increased family planning awareness and discussions within the community in a conservative setting. With **Akhter's involvement**, there has been a notable increase in family planning clients, with couples now directly engaging the siblings for guidance. **Akhter** employs a practical approach, discussing the socio-economic impact of family size on households where Shehnaz focuses on the health of the mother and children, resonating particularly well in impoverished areas.

Facility Makeover: Transforming Both Infrastructure and Systems for Improved Health Services in District West, Karachi Sindh

The "Basic Health Unit in Baloch Goth" situated in the heart of an urban slum in District West, Karachi, was a dilapidated and underutilized facility. Lacking maintenance, only one was operational; other four rooms were being used as a store, to the extent that dirty laundry was hanging in service rooms. Lacking infrastructure and human resources, the facility struggled to provide primary care services. Family planning services were nonexistent. TCI Pakistan-Greenstar, in collaboration with District Health Team, renovated and brought the BHU back to life. The District Health Office deputed the new staff to resume the stalled operations, and High Impact Interventions such as Family Health Days and Integrated Outreach camps were implemented.

The facility underwent a complete makeover, including renovations, expansion of waiting areas, and installation of essential amenities. The inauguration, attended by government officials and community leaders, marked a significant improvement in healthcare infrastructure and service provision.

**Parliamentarian Dr. Shahida Rehmani** and **District Health Officer Dr. Salman Shaikh** praised the collaboration between the DOH and TCI. Since the intervention, client numbers have surged, with the facility now serving as a go-to-center for Family Planning and maternal and child health services. Ever since the TCI interventions have started, the clientage for FP has increased from an average of **10-15 clients** to **150-200 clients** per month.









## Testimonials

Saman Rai

Director Genera Population Welfare

Greenstar's vital role aids the Population Welfare Department of Punjab and the Punjab Population Innovation Fund (PPIF). With over 30 years of service in Family Planning, it's a market leader. I anticipate their continued success in Social Behavioral Change Communication, Family Planning, and health domains, alongside TCI's innovative interventions significantly impacting Punjab. With TCI's technical support, Greenstar will make a significant change in the Family Planning Landscape of Punjab

Dr. Khalil Ahmad

TCI, through its capacity-building training, is contributing tremendously to polishing the technical skills of human resources related to the health sector. I would like to acknowledge TCI for its technical assistance in combining the health administration of two districts. Lahore and Gujranwala, in May 2023. I hope that the Master Coaches receiving training on various HIIs will contribute to improving their facilities and providing family planning services in their respective areas.

Rehan Iqbal Baloch

TCI's collaboration with Sindh's Health and Population Welfare Departments has notably boosted Family Planning uptake. Acknowledging TCI-Greenstar's impact on underserved communities, expansion to more districts in Sindh seems beneficial. Their technical support emphasizes integration of Family Planning, cost-effective interventions like Family Health Days, and enhancing communication and counseling skills for Lady Health Workers, fostering institutionalization for sustained outcomes.

Dr. Talib Lashari

Pakistan. the implementation of TCI has fostered a relationship. progressive enhancina public-private partnerships. collaboration has led to improved solutions addressing Family Planning Gaps. TCI Pakistan's technical assistance in capacity building, data management, and increasing CPR goals is commendable. Significant results include enhanced ownership of the Public Sector, increased Family Planning uptake, and improved health infrastructure.

Dr Syeda Rashida Batool itional District Health Officer,

TCI has helped us alot to reach our community in a very efficient way , Which has resulted in more productivity in our family planning programme, our reaarding our field is increased.

And now I believe we can engage more clients with us. I would especially like to acknowledge the efforts of TCI, who have always listened to us in meetings and let us share our concerns and have always made sure that we share our learnings with each other & learn new things!

Shireen Sukhun District Population Welfare Officer Rawalpindi

Population Welfare Department Punjab has been working on scaling up family planning services for increased contraceptive prevalence rate for decades. However, the challenges we face are mighty. TCI's role in this regard is worth-mentioning as it is playing its pivotal role in assisting the system to bridge the existing gaps and achieve its targets in well-planned and target oriented wav.

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