



Greenstar Social marketing (GSM)-The Challenge Initiative (TCI) engages honourable Dr. Malik Ahmed Bharath- Coordinator to the Prime Minister on National Health Services, Regulations, and Coordination to strengthen public health interventions. 23 April, 2024

Dr. Syed Azizur Rab, CEO of GSM, along with **Mr. Fawad Shamim**, General Manager (GM) of Programs, **Mr. Ghazunfer Abbas**, Chief of Party (COP) at TCI, and **Ms. Aliya Fahad**, Consultant for Advocacy at TCI, provided a comprehensive briefing to **Dr. Malik Mukhtar Ahmed Bharath** – Coordinator to the Prime Minister on National Health Services, Regulations and Coordination about GSM's work including The Challenge Initiative.

Mr Bharath commended GSM's dedication to advancing public health initiatives and expressed appreciation for the partnership between the Government and the TCI-GSM platform, particularly in achieving significant improvements in healthcare delivery, with a focus on Family Planning (FP).



Inauguration of RHS – A Health Centre, MCH Aabpara upgradation of Family Planning & MCH Services, Islamabad

May 23, 2024, marks a significant milestone in TCI-GSM's journey to enhance Family Planning (FP) services by strengthening the public health system. The Honourable **Dr. Malik Mukhtar Ahmad Bharath**, Coordinator to the Prime Minister on National Health Services, Regulations, and Coordination, inaugurated the recently upgraded RHS-A Centre by TCI-GSM at MCH Aabpara, Islamabad (ICT).

The event was attended by distinguished guests, including the Joint Secretary of Health, the Federal Director General (DG) of Population, the District Health Officer (DHO) ICT, the Deputy DHO ICT, and representatives from WHO, Jhpiego, RIZ Consulting, FPAP, USAID, and HSS. A large number of healthcare professionals and media personnel were also present.

Dr. Syed Azizur Rab, CEO of GSM, briefed the National Coordinator on TCI-GSM's achievements in Islamabad, as well as in Punjab and Sindh. Honourable **Dr. Shabana Saleem**, Federal DG of Population, and **Dr. Zaeem Zia**, DHO ICT, highlighted the importance of quality reproductive services in meeting the FP2030 goals and commended TCI-GSM's collaboration in these efforts.

TCI Team met honourable Dr Azra Fazal Pechuho - Minister for Health & Population, Mr. Hafiz Hadi Bhullo – Secretary Population Welfare Department (PWD) Sindh, Mr. Rehan Baloach – Secretary Health Sindh, Dr. Talib Lashari – Technical Advisor & Focal Person for FP 2030 Sindh. 19 April, 2024

TCI-GSM officials, including **Dr. Syed Azizur Rab** (CEO), **Mr. Ghazunfer Abbas** (COP, TCI), **Ms. Aaliya Habib** (DCOP, TCI), and **Mr. Zafar Dehraj** (Provincial Lead, Sindh), met with the Honourable **Dr. Azra Fazal Pechuho**, Minister of Health and Population for Sindh, **Mr. Hafiz Abdul Hadi Bhullo**, Secretary of Population Welfare Department Sindh, **Mr. Rehan Iqbal Baloch**, Secretary of Health Sindh, and **Dr. Talib Lashari**, Technical Advisor PWD and Focal Person for FP2030 Sindh.

The discussions focused on updates regarding TCI program initiatives and the implementation of High-Impact Interventions in Sindh. Honourable Minister **Dr. Azra** expressed appreciation for TCI's support and collaboration, while other dignitaries recommended organizing community-focused campaigns in partnership with the TCI team. It was agreed that efforts should be prioritized in underserved areas of Sindh to increase the uptake of Family Planning (FP) services.



TCI-GSM Partners with Ministry of Health for High-Level Global Health Security Summit in Islamabad. 10-11 January, 2024

A high-level Global Health Security Summit was held in Islamabad on 11-12 Jan 2024 under the leadership of **Dr. Nadeem Jan**, Federal Minister for National Health Services, Regulations & Coordination. The Prime Minister of Pakistan (caretaker), **Mr. Anwaar ul Haq Kakar**, served as the chief guest. The event was attended by health ministers from various member countries, ambassadors, donors, and key stakeholders.

TCI-GSM partnered with the Ministry of Health for this prestigious event. The Honourable **Dr. Rehana Ahmad**, Chairperson of GSM, delivered a session in which she highlighted the critical link between health security and family planning.



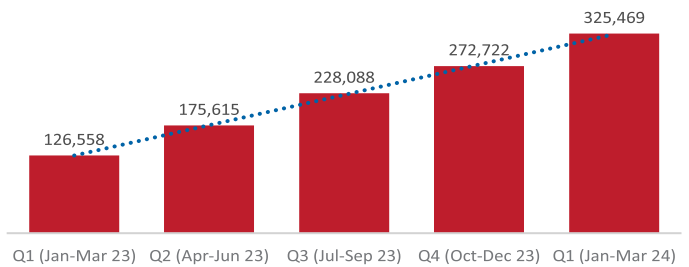
TCI-GSM under the leadership of Population Welfare Department Punjab organized Social & Behavioural Change Communication (SBCC) Summit in Lahore. 23-24 Feb, 2024

The Population Welfare Department (PWD) of Punjab, in collaboration with TCI-GSM, organized a Social and Behavior Change Communication (SBCC) Summit focused on innovative communication strategies for Family Planning. The event featured both national and international speakers, including the Honourable **Dr. Jamal Nasir**, Punjab's Minister of Primary and Secondary Healthcare, **Dr. Syed Azizur Rab**, CEO of GSM, **Mr. Olukunle Omotoso**, Portfolio Lead for SBCC, Advocacy, and Resource Mobilization at the Johns Hopkins Center for Communication Programs in Nigeria, and **Dr. Lucica Ditiu** from WHO. Speakers emphasized the importance of innovation and the use of technology in driving social and behavioral change. The summit was attended by PWD leadership from all 19 districts of Punjab, as well as representatives from the media, academia, civil society, and youth organizations.

TCI-Supported Districts noticed a 19.3% Increase in Family Planning Additional Users

The government continues to lead the implementation of high-impact interventions, receiving technical assistance from TCI-GSM. This collaboration is demonstrating signs of health system strengthening across all districts supported by the TCI Pakistan Hub. As a result of the public sector's sustained focus, the number of additional Family Planning users in the last quarter (April – June 2024) increased to **325,469**, reflecting a **19.3%** rise compared to the previous quarter (**272,722**) additional users from (Jan – March 2024).

Family Planning Additional Users Jan 23 – Mar 24



Director General Population (Federal) – Honourable Dr Shabana Saleem visited TCI-GSM's Multan Office. 15 April, 2024

Honourable Dr. Shabana Saleem, Director General of Population Planning Wing (MoNHSRC), along with Dr. Iffat Umer Bucha, Deputy District Population Welfare Officer (Technical), visited the TCI-GSM office in Multan. During this visit, Mr. Ghazunfer Abbas, COP-TCI, delivered a comprehensive presentation on the implementation of Health Improvement Initiatives (HIIs) and the various tools being utilized under local government leadership to identify gaps and adopt a data-driven approach for decision-making.

Dr. Aslam Bajwa, Provincial Lead for TCI, emphasized that the TCI teams are committed to providing ongoing technical support to institutionalize HIIs. This includes capacity-building initiatives such as cascade training sessions and the development of Master Coaches in the field. Following the presentation, Honourable Dr. Shabana, accompanied by Dr. Iffat Umer and the TCI team, visited the Family Health Mela at Makhdoom Rasheed, the Satellite Camp at Shorkot, and the Mobile Unit Camp at Soraj Miani. This visit aimed to gather feedback from health facility staff and the local community.

Integration of Family Planning Services & Expanding Program on Immunization – An edutainment event in Karachi South. 20 Jan, 2024

TCI-GSM collaborated with the District Health Management Team in Karachi-South to conduct a high-level event focused on integrating Family Planning (FP) with the Expanded Program on Immunization (EPI) and Reproductive, Maternal, Newborn, and Child Health (RMNCH). The Honourable **Barrister Murtaza Wahab Siddiqui**, Mayor of Karachi, chaired the program, which was attended by various dignitaries from the local government. The event emphasized the critical integration of Family Planning and Immunization to enhance the health of mothers and children.





TCI-GSM enhanced the Leadership & Managerial Skills of Districts Leadership from Population Welfare Departments, in Sindh & Punjab

TCI-GSM organized a Leadership Moot aimed at enhancing the leadership and managerial skills of population welfare department leaders from all TCI intervention districts in Sindh and Punjab. The training was honored by the presence of **Dr. Shabana Saleem**, Director General of Population (Federal); **Dr. Nariman Baloch**, Director General of Population Sindh; and Ms. Shireen Sukhun, District Population Welfare Officer, representing **Ms. Saman Rai**, Director General of Population Punjab. **Dr. Syed Azizur Rab**, CEO of GSM, conducted comprehensive and engaging sessions focused on key leadership skills. Topics included emotional intelligence, social behavior change communication, traits of successful leaders and managers, and strategies to strengthen leadership capabilities.



TCI-GSM in collaboration with District Health Authority Regularly Engage Family Planning Champions in Gujranwala District. 20 April, 2024

TCI-GSM, in collaboration with the District Health Authority (DHA) Gujranwala, organized a seminar to mobilize key individuals from various sectors as Family Planning Champions. The Chief Guest for the event was **Mr. Imran Butt**, Member of the Provincial Assembly of Punjab and Chair of the District Monitoring Committee on Health. Key officials from the district health department, including the Deputy District Health Officer (DDHO) of Tehsil Gujranwala, the Section Officer for IRMNCH, along with Lady Health Supervisors, Lady Health Workers, and influential community members, participated in the seminar.

During his visit, Mr. Imran Butt also toured the health facility to observe Family Health Day, organized by DHA with the support of TCI-GSM. He commended the efforts made to expand family planning services in Gujranwala.

District Coordination and Integration Committee (DCIC) revitalized in District Central. 05 March, 2024

The Population Welfare Department of District Central Karachi has set a precedent in Sindh by organizing the first-ever District Coordination and Integration Meeting (DCIC) with the support of TCI-GSM. **Mr. Mukhtiar Memon**, District Population Welfare Officer, played a pivotal role in establishing this crucial coordination platform.

The meeting was chaired by **Mr. Asim Abbasi**, Additional Deputy Commissioner (ADC) of District Central. It provided an opportunity for stakeholders from various district government departments to share their work, achievements, and enhance collaboration.

The ADC commended the efforts of all partners, particularly TCI-GSM, in uniting the community. The primary focus of the meeting was on integrating public-private sector engagement to strengthen solutions and interventions for family planning uptake.



Snapshot of Capacity Building by TCI Pakistan



TCI-GSM organized Advocacy session on Family planning for Religious scholars & Media Persons in District Multan.



Cascade Training of Lady Health Workers on Family planning & Postpartum Family planning counselling, District Keamari, Karachi.



TCI-GSM organized Advocacy session on Family planning for Social media influencers & media persons in District Faisalabad.



Training of Lady Health Workers on Family Planning Counselling Skills in District West



Training of Family Welfare Assistants on Family Planning, Communication & Counselling Skills in Lahore.



Training was organized for Lady Health Supervisors & Lady Health Workers on Family Planning, Communication and counselling skills in Gujranwala



Training of Master Coaches was organized on Family Planning-High Impact Interventions in District Khanewal



Training of Health Care Workers on Electronic Client Record & cLMIS in Karachi



Session on Family Planning Counselling in District Malir, Karachi



Training of MSU's Doctors and Family Welfare Workers on Family Planning Counselling in District Faisalabad.



Clinic on Wheels by honourable Chief Minister Punjab – Ms Maryam Nawaz. 09 May, 2024

TCI-GSM collaborated closely with the IRMNCH – Primary and Secondary Healthcare Department of Punjab for the launch of the "Clinic on Wheels" initiative, led by the Honourable Chief Minister of Punjab, **Ms. Maryam Nawaz**. TCI provided on-demand technical assistance in developing a customized jingle for the Clinics on Wheels, which will be played from Monday to Friday as the vehicles travel through urban slums. Additionally, TCI assisted with the intricacies of documentary production and scripting.

The documentary aims to highlight the initiative's features and benefits for residents of urban slums. The program also supported the department in finalizing designs for a static media campaign to promote the event.

International Women's Day Celebrations, Embracing Womanhood – Inspiring Inclusivity.

TCI-Greenstar celebrated International Women's Day 2024 across TCI implementing Districts (15) of Punjab, Sindh and Islamabad Capital Territory.



International Women's Day celebrations in Islamabad .



International Women's Day celebrations in District Lahore.



International Women's Day celebrations in District West, Karachi



International Women's Day celebrations in District Khanewal.

TCI Pakistan Hub Published 16 Blogs at TCI University website.

TCI Pakistan hub published **16 blogs** during Jan-June 2024, highlighting the significant improvement and paradigm shifts that TCI – GSM has been able to create. The blogs ranged from powerful stories of TCI trained Master Coaches & Family Planning champions comprising District Health Officers, Facility Incharges, and Community Health Workers to strengthening health systems, including revitalization of the Training Management System in Punjab, Funding commitments in Sindh, and improved data Management in districts.



TCI News

TCI STORIES OF CHANGE



In Karachi's District Central, Dr. Uzair Pirzada and the District Health Management Team implemented a family planning initiative promoting informed choices for women. A key intervention was Whole-Site Orientation (WSO), which trained health workers like Naheed Bano to involve men in family planning discussions. Naheed applied this with Safiya, a mother of four with health issues, and her husband Javed. Initially hesitant, Javed agreed to a vasectomy after being counseled by Naheed and Dr. Pirzada, who dispelled

myths and addressed his concerns. Javed found the procedure quick and painless and emphasized the importance of family planning for managing health and finances. This success highlights the need for male engagement and comprehensive education in family planning efforts



In Pakistan, a widespread misconception exists that Islam prohibits family planning, though prestigious Islamic scholars and institutions, like Al-Azhar University, support it. Various initiatives involve Muslim religious leaders in promoting family planning by providing accurate information about contraception and addressing religious concerns. The Population Welfare Department (PWD), with support from the Challenge Initiative

(TCI), collaborates with scholars to clarify Islamic teachings on family planning. Scholars like Maulana Shafiq ur Rehman and Qari Abdul Qudoos actively educate communities, emphasizing responsible parenthood and well-being. They stress that family planning helps ensure healthier pregnancies, better upbringing, and overall family welfare, aligning with Islamic values of careful planning and informed decision-making.

In Pakistan, family planning decisions are often dominated by men, and vasectomy, a common male sterilization method, is significantly underused due to widespread myths and misconceptions about sexual health and pleasure. A 2019-2020 report by the Population Welfare Department highlights a stark disparity in the use of permanent contraceptive methods, with women undergoing 98% of procedures and men only 2%. Since June 2022, TCI has been working in Rawalpindi to improve family planning services. As part of this effort, the District Technical Committee (DTC), which includes representatives from health and population welfare departments and private-sector stakeholders, has been enhancing data-driven planning and coordination. In January 2024, the committee decided to establish separate counters for men in 14 health facilities in Rawalpindi. These counters will be staffed by PWD. Dr. Ejaz Ahmad, CEO of the Department of Health, endorsed this initiative to improve male counseling and dispel myths about vasectomy, aiming to increase contraceptive prevalence rates.





TCI Annual Review – Institutionalization for Graduation. 29 January – 1st February, 2024

From January 29–February 1, 2024, TCI-GSM conducted an annual program review meeting, "Institutionalization for Graduation" in Islamabad, where all the TCI implementing districts from Sindh, Punjab & Islamabad shared their progress and plans for Graduation. Based on the current progress, the teams conducted a round-table discussion on sustainability and re-evaluated the effectiveness of implementing Hlls. This meeting also aimed at TCI team's capacity enhancement. A detailed session by Dr Syed Aziz ur Rab-CEO GSM, equipped the staff with practical presentation skills and emotional intelligence focusing on the importance of self-realization and emotional intelligence in life.

TCI DAY Celebrated on 16 March, 2024

TCI-GSM celebrated its two-year completion and started 3rd year with a renewed zest for progression towards graduation in intervention districts.

TCI and Greenstar's senior leadership team recognized the high achievers on the basis of objective performance criteria, to motivate the team and infuse a sense of healthy and positive competition.

- 1- Best District Gujranwala, Punjab – Dr. Ammara Nasir, City Manager
- 2-Best District Karachi Central, Sindh, Ms. Aziza Burfat, City Manager
- 3- Best Data Support Officer, Syed Noor Alam, Senior DSO Keamari, Sindh
- 4- Best Data Support Officer, Nabila Shoaib, Senior DSO Faisalabad, Punjab
- 5- Serendipitous Find, Mawaddat Zehra Naqvi, Assistant Manager Punjab Contribution Acknowledgment
- 6- Khubaib Kayani, Senior Manager Gender, Adolescent & Youth



Khubaib Kayani

Contribution Acknowledgement



Mawaddat Zahra

Serendipitous (Fantastic) Find



Dr Ammara Nasir

Best District in Punjab (Gujranwala)



Aziza Burfat

Best District in Sindh (Karachi Central)



Nabila Shoaib

Best DSO in Punjab (Faisalabad)



Syed Noor ul Alam

Best DSO in Sindh (Keamari)



Authors:
Tanzil-ur-Rehman

Graphics:
Choudhary Safdar Ali

Reviewers:
Aaliya Habib
Ghazunfer Abbas