

TCI Pakistan - 15 implementing Districts

502

Service providers
capacitated on
PPFP & PAFP

618,479

Clients Served
through 10,112 FHDs

406,827

Clients Served through
11,605 Satellite Camps

2,660

Health Facility Staff
Trained through
Whole Site Orientation

281

Active Master
Coaches

Reaching 63.7 Million People

Additional Family Planning Users
326,469

651,943
Family Planning Clients Served

Strengthening
1068 Health Facilities

Health
System
Strengthening

481

Health Facility Staff
Trained through "On-
The-Job Training"

2,283

Community Health
Workers Engaged for
FP mobilization

484

Data for Decision
Making Meetings
Organized

66

Facilities Renovated
to Scale-up FP
Services



The Challenge Initiative's Global Executive Director Visits Pakistan to Foster Stronger Partnerships

"The bold leadership in reproductive healthcare that Pakistan is demonstrating is commendable, and The Challenge Initiative (TCI) is honored to stand by its side." – **Mr. Kojo Lokko**



Mr. Kojo Lokko, Executive Director of The Challenge Initiative (TCI) Global, undertook a high-profile visit to Pakistan. During the visit, he held meetings with senior political leadership and government officials in Punjab and Sindh. His interactions with the Ministry of National Health Services Regulations & Coordination (MoNHSRC) Integrated Reproductive, Maternal, Newborn and Child Health (IRMNCH) Department of Primary & Secondary Healthcare Program, and Lady Health Workers (LHW) Program demonstrated meaningful partnership between TCI – Greenstar Social Marketing (GSM), and local stakeholders.

Highlights: **Dr. Malik Mukhtar Ahmad Bharath**, Minister of State for MoNHSRC endorsed TCI's work, which has directly shaped national family planning reforms and emphasized the need to scale up essential services. In Punjab, TCI held strategic meetings with senior officials, including **Dr. Khalil Ahmad** and **Dr. Hamza Tarar** from the Primary & Secondary Healthcare Department, **Mr. Salman Ijaz** (Secretary), **Ms. Saman Rai** (Director General), and **Dr. Nyla Altaf** (Additional Secretary Technical) from Population Welfare Department (PWD) with the objective to ensure consistent implementation of high impact interventions and their sustainability by embedding them into government health systems.

In Sindh, TCI had robust high-level dialogue with Honorable **Dr. Azra Fazal Pechuho** (Minister for Health

& Population), **Mr. Rehan Baloch** (Secretary Health), **Dr. Khalid Memon** (Deputy DG Reproductive, Maternal, Newborn and Child Health (RMNCH) & **Dr. Farhana Memon** (Program Director RMNCH) on issues of scale-up within the program, integration into health systems and ownership by stakeholders. In Islamabad, TCI team held thorough in depth discussions with **Dr. Malik Mukhtar Bharath**, **Dr. Shabana Saleem** (Director General Health & FDI), **Dr. Zaeem Zia** (District Health Officer), and **Dr. Rashida Batool** (Deputy Health Officer) regarding the upscaling of Family Health Services and their integration. The conversation also highlighted the significant role that mothers-in-law play in society, particularly in areas where the joint family system is more common. It was agreed that engaging the community and addressing often-overlooked indirect factors which directly impact service utilization would be a wise approach.

High officials from Pakistan commended TCI Pakistan for its proactive role in advancing family planning and health initiatives. The visit reinforced the shared vision in improving Mother & Child healthcare and expanding access to quality services throughout the country. The site visits to Lahore, Karachi & Islamabad provided an opportunity for officials to observe D4D meetings, media sensitization workshops, trainings, interactions with end-users and health service providers.

Greenstar- TCI participated in FP2030 Meeting being organized by Dr Azra Fazal Pechuho- Minister of Health & Population Department, Government of Sindh

FP2030 Working Group Sindh meeting chaired by **Dr Azra Pechuho**-Minister Health and Population participated by all Stakeholders (public & private). TCI-GSM performance was shared and acknowledged by Sindh Govt. FP2030 is a dedicated platform to review and reflect the province overall performance along with key stakeholders, GSM is one of the leading Government Partner in scaling up FP services in a country where organization is putting all kind of efforts to strengthen the Health system in key intervention districts. TCI-GSM is an extended arm to the Government of Pakistan where the leadership ensures all kind of support to strengthen the health system and bring social change in a society.



Population Welfare Department, Gujranwala and TCI-Greenstar engaged Journalists & Columnists to Strengthen Family Planning Advocacy across Pakistan

On 17th December 2024, Population Welfare Department (PWD) Gujranwala, in collaboration with TCI-GSM, hosted a seminar to promote family planning advocacy. The event was honored by the presence of **Mr. Faisal Sultan**, Additional Deputy Commissioner (General) Gujranwala, who attended as the Chief Guest.

The seminar was attended by notable figures, including **Mr. Adnan Ashraf**, District Population Welfare Officer (DPWO) Gujranwala, **Dr. Waqas**, Head of the Mass Communication Department at

GIFT University, and representatives from TCI-GSM.

In his keynote address, Mr. Faisal Sultan underscored the pivotal role of social, electronic & print media in raising awareness about family planning. He emphasized media's status as the fourth pillar of Pakistan and its potential to foster meaningful social change.

The seminar attracted a diverse audience, including media professionals, social media activists, and journalists, reflecting the broad interest in addressing family planning and population-related issues.



Uniting Voices for Change:

TCI-Greenstar Lahore Leads Groundbreaking Advocacy Workshop on Family Planning with Religious Leaders and Key Stakeholders

TCI-GSM organized an advocacy workshop on Family Planning, bringing together **70 influential** participants from **religious, educational,** and media sectors in Lahore on December 28, 2024. The event was graced by the presence of **Mr. Muhammad Afzal**, Deputy Director, IEC, Population Welfare Department (PWD), Punjab, who commended the initiative.

In a groundbreaking development, all Ulema pledged to observe the first Friday of 2025 as a public sensitization day for Family Planning. This initiative is expected to leverage the Ulema Council's platform to promote awareness and encourage responsible family planning practices across Country.

The workshop concluded with a closing address by Mr. Mazhar Iqbal, District Population Welfare Officer (DPWO), Lahore, who lauded TCI-GSM for its outstanding efforts. He emphasized the importance of sustaining such initiatives and urged all stakeholders to maintain their commitment to this critical cause.



TCI-Greenstar Launches Groundbreaking Training to Promote Couple-Based Family Planning in Rawalpindi

On December 11, 2024, in Rawalpindi, the TCI-GSM team, in collaboration with the Department of Health Rawalpindi, initiated a three-day Training of Trainers session on **Couple Counseling during the antenatal and postnatal periods**. The training covered essential topics, including the current family planning (FP) situation in Pakistan, counseling principles, and an overview of various FP methods. These sessions aimed to provide participants with a comprehensive understanding of the challenges and opportunities in family planning.

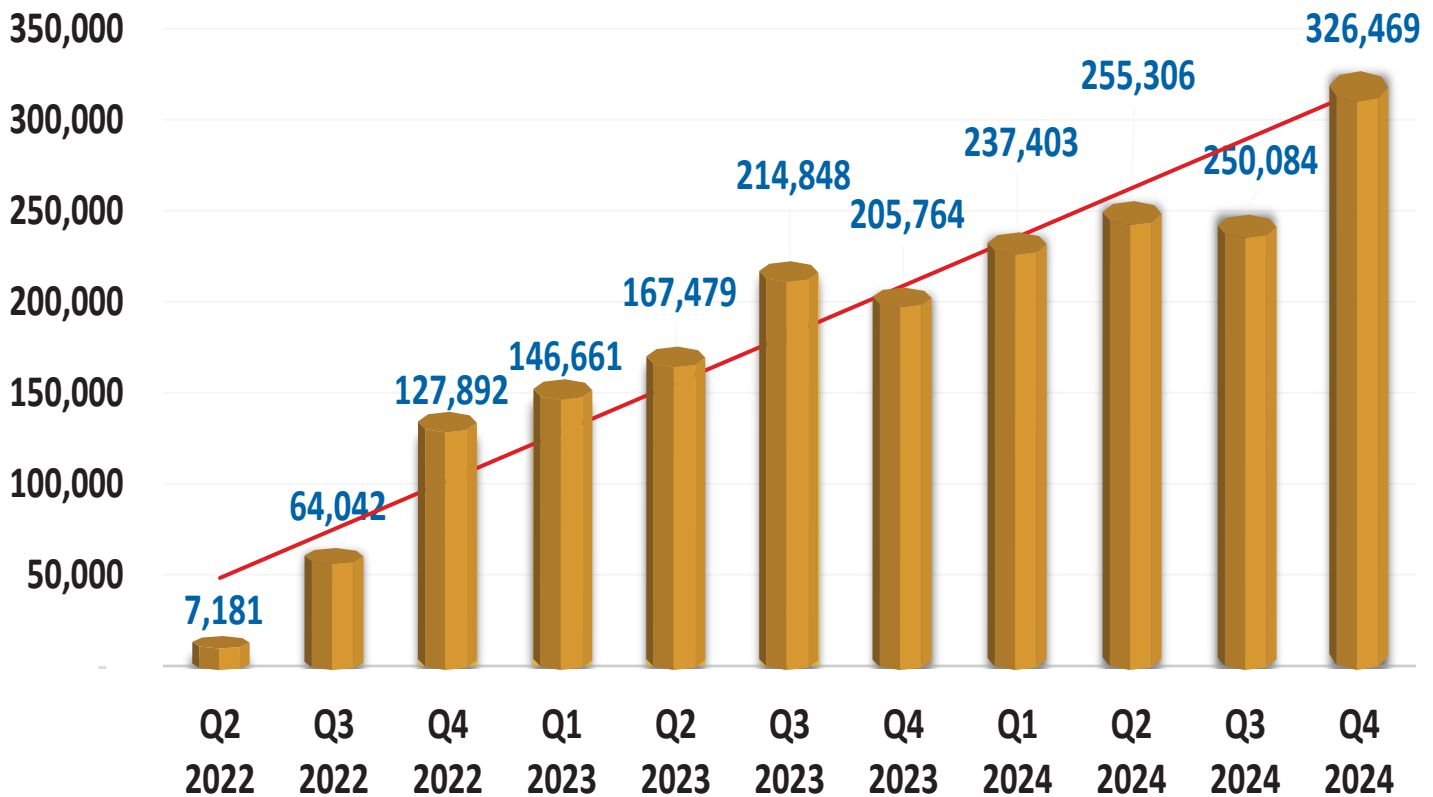
Diverse training programs are essential to enhancing family planning services in Pakistan. Traditionally, FP counseling has focused primarily on women. However, recognizing the crucial role men play in society and the traditional neglect of their involvement, this training emphasized the importance of shared responsibility between couples rather than placing the burden solely on one spouse.



Additional Users of Family Planning are continuously increasing due to the successful implementation of **High Impact Interventions**.

TCI-GSM, in close coordination with local government authorities, has been implementing High-Impact Interventions (HIIs) across 15 supported districts in Pakistan. Through sustained efforts and the provision of enhanced health services at designated facilities, both

HIIs and High-Impact Practices (HIPs) have demonstrated their effectiveness. These initiatives are steadily increasing client engagement and uptake of family planning (FP) services.



Celebrating the Unsung Heroes of Family Planning in Pakistan TCI-GSM organized a **Webinar** to acknowledge the untiring efforts of Field Staff

TCI-Pakistan team hosted a webinar to celebrate the efforts of Field staff and their published stories regarding male engagement and the effective counselling skills which led to vasectomy. TCI-Pakistan engaged speakers from Department of Health and Population Welfare Department from Sindh and Punjab and there were more than 100 online participants including partners and stakeholders from all intervention districts in Punjab and Sindh as well as leadership. Women Medical Officer (WMO), Lady Health Worker (LHW), Family Welfare Assistant (FWA) from Rawalpindi and Karachi Central shared the stories of women who had previously been unable to adopt any family planning method but, after receiving counselling from the staff, their husbands opted for sterilization, for the families' better future.

Panel Discussion
"CELEBRATING THE UNSUNG HEROES OF FAMILY PLANNING"

28 December | **10:30 AM** till 12 PM
 Via Zoom
 Meeting ID: 439 872 5763 Passcode: 456789
<https://zoom.us/j/4398725763>
 prod-...@fbkx.com?pwd=...@fbkx.com:99946111180

Keynote by
Ms Shirin Sukhan
 District Population Welfare Officer, Rawalpindi PWD Punjab

Panelist 1
Dr Samrah Sohail
 Deputy District Health Officer - RMNCH DHO Central Karachi, Sindh

Panelist 2
Ms Naheed Bano
 Lady Health Worker- RMNCH DHO Central Karachi, Sindh

Panelist 3
Ms Shaida Naz
 Family Welfare Worker Rawalpindi PWD Punjab

Moderator
Aaliya Habib
 Deputy Chief of The Party TCI- Greenstar

Recognizing Talent

Acknowledging the Best Performers of the Year **2024**



Best District Performance Award,
Farah Amin, City Manager RWP



Best District Performance Award,
Nauman Hafeez, City Manager RWP



Runner-up Best District Award,
Bushra Parveen, City Manager Khanewal



Best District Award,
Tahira Sahar, City Manager KHI East



Contribution Acknowledgement Award
Irum Imran - MLE Sindh



Special Recognition Award
Nudrat Jamal - DSO Punjab



Best DSO Punjab,
Waqar Ali, DSO Rawalpindi



Runner-up Best District Award,
Aziza Burfat, City Manager KHI Central



Appreciation Award
Farhan Ahmad, DSO Malir

TCI-GSM participation in Annual meeting organized by

 **TCI-Global in Cebu, Philippines**

From November 11 till 14th 2024, During the **annual meeting in the Philippines**, the **TCI Pakistan Hub** highlighted its data-driven approach to shaping strategies and future programming. Analysing the data across facilities demonstrated improvements in **High-Impact Interventions (HII)** and **High-Impact Practices (HIP)**, which informed strategic refinements for better implementation. Discussions also focused on refining interventions to better reach women, ensuring adaptability for long-term sustainability, and exploring primary health care integration. Looking beyond 2025, the hub reaffirmed its commitment to **TCI's model**, emphasizing leadership in sustainability, strengthening partnerships, and sustaining momentum for continued growth and impact.



National Collaboration Formalized: The Challenge Initiative–Greenstar Social Marketing(TCI-GSM)& Ministry of Health Sign Landmark Letter of Understanding(LoU)



On October 7, 2024, GSM and the District Health Officer Islamabad, under the leadership of Ministry of National Health Services, Regulations & Coordination, signed a Letter of Understanding (LoU), a key step for Pakistan's reproductive health landscape. The event, hosted at the DHO office Islamabad, was attended by parliamentarians, health management and service delivery teams, and development sector stakeholders to re-commit at the national level to family planning (FP) and maternal health.

Key Highlights:

The event was presided over by **Dr. Malik Mukhtar Ahmad Bharath**, the National Coordinator on Health to Prime Minister who assured the government efforts to ensure accessible FP services for the people in the country.

Members of the Parliamentary Assembly, including **Mr. Anjum Aqeel**, Chairman of the Standing Committee on Health & Education, lent critical political backing to this initiative.

The LoU was formally signed by the District Health Officer of Islamabad and the CEO of GSM to focus on the integration of public sector health facilities and

outreach services of DOH Islamabad with the toll-free POOCHO Helpline, managed by GSM.

"This is a significant step towards inclusive health equity. Together, we are closing gaps and transforming the services." Dr. Syed Aziz ur Rab, Chief Executive Officer, GSM.

The LoU formalizes GSM's role in training, technical assistance, digital innovations, and counseling service expansion in collaboration with the Department of Health.

"This is a significant step towards inclusive health equity. Together, we are closing gaps and transforming the services." Dr. Syed Aziz ur Rab, Chief Executive Officer, GSM.

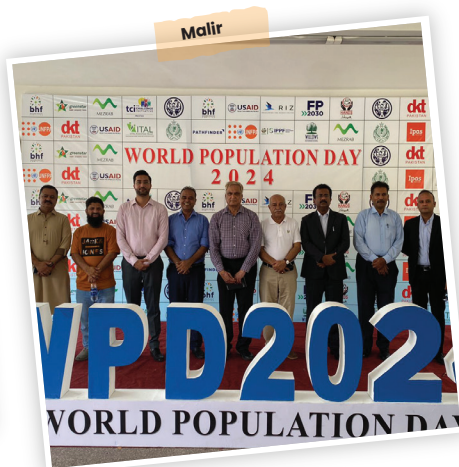




Celebrating International Days



The TCI-GSM team, in collaboration with local governments, celebrated key international observances such as World Population Day, International Women's Day, Breastfeeding Week, World Contraception Day, International Midwifery Day, and Pakistan's Independence Day across 15 GSM-supported districts in Pakistan. These districts have been implementing High Impact Interventions since 2022. With active support from health staff, awareness walks and seminars were organized to emphasize the significance of these international days in promoting the importance of family planning. Such events serve as vital platforms to engage communities and effectively disseminate family planning messages at the grassroots level.



Showcasing the **Achievements** through Conference Papers

Sharing the Learnings: TCI-GSM team showcases impactful contributions at the 25th Annual Population Research Conference by Population Association of Pakistan at Institute of Business Administration (IBA) held on 4th & 5th of December 2024

TCI-GSM team proudly presented **8 poster sessions and 1 oral presentation at the 25th Annual Research Conference**, hosted by **Population Association of Pakistan (PAP)** in Karachi at IBA. This prestigious conference convened experts from diverse fields—public health professionals, researchers, policymakers, government officials, private sector representatives, and development partners—to tackle the critical challenges of integrating evidence-based, locally driven, and theory-informed social and behavioural change communication into public health programs.

Greenstar consistently seeks opportunities to share valuable insights and program learnings with a broader audience. This conference provided a significant platform for the TCI-GSM team to share data-driven outcomes and lessons learned from program implementations focused on Family Planning. Through engaging poster and oral presentations, the team highlighted impactful case studies and evidence-based strategies, reinforcing Greenstar's commitment to advancing public health initiatives. Mr. Junaid-ur-Rehman Siddiqui, lead for Knowledge, Learning, and Development, won the second prize for the best poster presentation at the conference as well.



TCI-GSM Team leveraged **14th International Public Health Conference** by Health Services Academy (HSA) for highlighting family planning urgency



TCI-GSM team presented **13 poster sessions and 4 oral presentations at the 14th International Public Health Conference**, hosted by Pakistan's premier health institution, the Health Services Academy (HSA), on November 5th and 6th, 2024. This prestigious conference convened experts from diverse fields—public health professionals, researchers, policymakers, government officials, private sector representatives, and development partners—to tackle the critical challenges of integrating evidence-based, locally driven, and theory-informed social and behavioural change communication into public health programs. GSM consistently seeks opportunities to share valuable insights and program learnings with a

broader audience. This conference provided a significant platform for the TCI-GSM team to share data-driven outcomes and lessons learned from program implementations focused on Family Planning. Through engaging poster and oral presentations, the team highlighted impactful case studies and evidence-based strategies, reinforcing TCI-GSM commitment to advancing public health initiatives.

"Capacity Strengthening of Health System"



October 2024

TCI-GSM in collaboration with Health & Population Department Faisalabad organized a Training for Lady Health Visitors (LHV) on counseling & FP methods.



November-2024

TCI-GSM Organizes Training for LHV on Postpartum Family Planning (PPFP) and Post-Abortion Care Family Planning (PACFP) in Gujranwala.



December 2024

TCI-GSM Lahore organized a training of PWD front line workers on High Impact Interventions (HIIs) to scale up family planning services in respective district.



August 2024

Training of Trainers was organized for LHV/LHVs from District Health Office on concept of "Whole Site Orientation" in Islamabad



September 2024

Training of Social Mobilizers on FP methods, effective counseling skills and male involvement in district Rawalpindi.



September 2024

Sensitization Training of Religious Scholars on Family Planning Services for local communities in District Multan



October 2024

Training of Trainers for Health Leadership from Sindh & Punjab on Managerial Skills, FP Counseling Services & Communication



October 2024

Review meeting on Data, Supply chain Management & Past Performance of Health workers (PWD & DOH) in Karachi South



November 2024

Capacity Building Workshop of Lady Health Supervisors as Master Coach of LHWs on FP methods & Counseling skills in district Hyderabad



November 2024

Two days Training of Male Service Providers on Postpartum Family Planning in District Central, Karachi



December 2024

Two Days Training to effectively maintain Electronic Client Record (ECR) for PWD Staff in District East Karachi



December 2024

Capacity Building Workshop of Master Coaches on High-Impact Intervention (HIIs) & Male Mobilization/family involvement in district West Karachi.

Health Warriors on the Ground: TCI Showcases **24 Stories** of Pakistan's Resilient Frontliners by getting them published on TCI-University

TCI-Trained Master Coaches Lead the Charge in Expanding Family Planning Services Across Khanewal, Pakistan



Since June 2023, The Challenge Initiative (TCI) has supported local governments in Pakistan to expand family planning services, focusing on Khanewal district. TCI collaborates with the Department of Health and Population Welfare Department to implement high-impact practices like Postpartum Family Planning (PPFP) and Post-Abortion Family Planning (PAFP). These practices are integrated through activities like Family Health Days, on-the-job training, and site orientations to enhance healthcare providers' skills.

TCI's partnership with the Integrated Reproductive Maternal Newborn, Child Health & Nutrition Program (IRMNCH) led to quarterly training sessions at Khanewal District Headquarters Hospital. Approximately 50 participants were trained in counseling techniques, gender equality, and family planning methods, becoming Master Coaches who now implement these services across 82 health facilities.

The coaching model empowers Master Coaches to train frontline workers, including Lady Health Workers and Lady Health Visitors, ensuring sustainable improvements. Dr. Irum Rafique highlighted the program's adaptability and cost-effectiveness, while Sheela Anjum emphasized its role in addressing gaps in demand creation and service delivery. Dr. Nadia Khan praised TCI's accessible resources and focus on essential skills.

By institutionalizing these practices, TCI strengthens health systems and expands access to family planning services, reducing unintended pregnancies and improving maternal health in Khanewal.

<https://tciurbanhealth.org/tci-trained-master-coaches-lead-the-charge-in-expanding-family-planning-services-across-khanewal-pakistan/>

Motorbike-Riding Lady Health Worker Empowers Women in Karachi West with Door-to-Door Family Planning Counselling and Services

Since October 2022, The Challenge Initiative (TCI) has been aiding Karachi's local governments to scale up family planning services. In Orangi Town, a densely populated urban slum in Karachi's West District, TCI has trained Master Coaches to implement high-impact practices such as postpartum and post-abortion family planning, whole site orientations, and integrated community outreaches. Lady Health Workers (LHWs) play a critical role in these efforts.

One standout Master Coach is Badar-un-Nisa, who uses a motorbike to efficiently deliver door-to-door family planning services. Her innovative approach enables her to navigate narrow streets and cover extensive areas each day, delivering family planning commodities and raising awareness about birth spacing and maternal and child health benefits.

Despite societal criticism and resistance, Badar-un-Nisa persevered with the support of her siblings and gradually gained community acceptance by emphasizing her mission.

Badar-un-Nisa's work extends beyond service delivery. On Family Health Days, she provides transportation for women to health facilities, enabling access to long-term and permanent contraception methods. Her efforts have increased community outreach and contributed to higher client volumes at health facilities.



<https://tciurbanhealth.org/motorbike-riding-lady-health-worker-empowers-women-in-karachi-west-with-door-to-door-family-planning-counseling-and-services/>

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