

Mega event and health melas in Sukkur and Dadu

To increase awareness and promote positive maternal and neonatal health (MNH) behaviors through demonstrable initiatives, a series of mega events, including Health Melas, Health Camps and Seminars on maternal and neonatal health were organized by PAVHNA from March 25- 29, 2008 in Dadu and Sukkur. The events were attended by more than 2500 people including representatives of the District Governments,



Health Departments, Population Welfare Departments, National Programs, PAIMAN consortium partners and a large number of community men, women and children. The main objective behind the Health Melas was to create awareness about MNH issues among the local community and to sensitize them through advocacy based interventions which have been

developed, keeping in mind the local practices.

Highlights of the events included a theater activity, a talk show, a musical concert, stalls set up by the partners and local NGOs of the area, and provision of free medical services.

The theater activity revolved around the health of mothers and newborns. The audiences were made to realize how the negligence of the husband or the family can affect the life and health of a pregnant woman and the expected baby. The activity was aimed to draw some lessons for the audiences regarding maternal and neonatal health. The audience highly appreciated the theater performance and shared their views through a talk show which immediately followed the theater activity. During the talk show husbands, wives, Lady Health Visitors, influential members & Health Committee members from community were invited and were asked some general questions regarding unsafe health practices. It was emphasized that a family's positive role during and



Women at the Health Mela getting free medical services organized by PAIMAN

after pregnancy was equally important to the provision of quality health services.

A musical concert was also organized as part of the mega events, in which the local singers entertained the guests with songs in their local languages.

All of these activities were jointly supported by the National Program and the members of the Facility Based Health Committee of RHC, including the staff. Certificates and shields were awarded to the Lady Health Workers and Lady Health Supervisors for their outstanding performance in the field.

For feedback & suggestions please write to: Editor, PAIMAN News Roundup
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Message from the COP



Dear Colleagues,
The benefits of breastfeeding for child survival, growth and development have been demonstrated by several studies. The success of breastfeeding initiative both at

the community level and through in-service/pre-service training programs lies in partnerships, approaches and reaching the target audience.

It has been estimated that 1.3 – 1.45 million child deaths can be prevented each year by improved breastfeeding practices. The Nutrition Wing, Government of Pakistan, MoH and UNICEF are celebrating Global Breastfeeding Week in the first week of August.

Let us join hands with MoH and UNICEF to disseminate the breastfeeding messages and as part of our program activities prioritize breast feeding.

“Learning from large scale community-based programs to improve breastfeeding practices” published on June 9, 2008 by WHO, UNICEF, USAID and AED, highlights that: Breastfeeding knowledge alone does not lead to behavioral changes particularly for exclusive breastfeeding. An enabling environment needs to be created that includes a reduction in workload, support from family members and counseling support from peers to clarify misconceptions about breastfeeding particularly “milk is not enough”.

JSI and PAIMAN Consortium partners will organize special meetings in the first week of August to celebrate the “Global Breastfeeding Week”.

Dr. Nabeela Ali

Strengthening the capacity of community based skilled birth attendants in NWFP

In order to strengthen the capacity of community based health care providers, including the Community Health Workers (CHWs) in implementing continuum of care JSI is implementing the training of Community Midwives who have been selected from all PAIMAN districts in collaboration with the Department of Health and Pakistan Nursing Council. The training package includes necessary conducting of normal deliveries at home, and management of emergency obstetrical and neonatal complications at the hospital.

Implementation of this initiative in a culturally sensitive area like the NWFP was indeed challenging, but with robust efforts of the PAIMAN team the communities were motivated to send their daughters to participate in the CMW trainings. To appreciate the parents in their courageous step of sending their daughters to be trained to serve in the community for the cause of saving the lives of mothers and newborn as skilled birth attendants, a Parents Day was celebrated at the Post graduate School of Nursing- Hyatabad, by JSI/PAIMAN on May 6, 2008.

The ceremony was graced with the presence of Secretary Health-NWFP as the chief guest, Mission Director USAID, Director health USAID, Ms. Mary Skarie, Chief of Party PAIMAN- Dr. Nabeela Ali, Director Program & Grants Dr. Shuaib Khan, JSI/FATA/Peshawar office team, Secretary Health-NWFP, Director Health FATA, Peshawar consulate staff, PAIMAN/NWFP & FATA staff, teachers, students and last but not least the worthy parents of the trained students.

At this occasion the importance of Parents day was highlighted by the speakers. To recognize the efforts of nominees, certificates of appreciation for acknowledgement and outstanding performances were awarded to teachers and three students each from Nishtarabad Public Health School and Hyatabad Public Health School. The ceremony was attended by 270 participants which included 54 students from NWFP and 18 from FATA. An important information



Community Midwives from NWFP and Fata with Dr. Nabeela Ali Chief of Party PAIMAN, Ms. Mary Skarie (Director USAID) and Ms. Anne Aarnes (Mission Director USAID)

shared by PAIMAN at this occasion was that, the dropout rate of students being trained by PAIMAN has been lowest from NWFP & FATA as compared to other provinces, which shows the motivation and commitment from the community. The ceremony was well attended and well appreciated by everyone.

Also in this issue

The importance of multivitamins and micronutrients for Pakistani women	02
Knowledge management workshop	02
Save the children US facilitates 10-day EMOC training at PIMS	03
Mega event and health melas in Sukkur and Dadu	04

The importance of multivitamins and micronutrients for Pakistani women

Greenstar conducts a pre-launching mini symposium of multi vitamins and micronutrients in Sukkur and DG Khan

As part of its activities in PAIMAN, Greenstar has introduced a micro nutritional supplement (VIDA) for women of reproductive age in PAIMAN districts. VIDA has been prepared on the UNICEF recommended formula which aims to address micronutrient deficiency amongst women in developing countries.

With the objective to highlight the role of multivitamin and micronutrients in Pakistani women, a pre – launch event in the form of a symposium was organized in Sukkur and DG Khan entitled “The Importance of Multivitamins and Micronutrients for Pakistani Women” on April 17 and 18, 2008 respectively.

The symposia were well attended by the prominent



members of the district government, PAIMAN consortium partners and especially the health care providers which included gynecologists and general practitioners from the public and private sectors of both the districts as well as Lady Health Workers.

On the occasion, participants were briefed about the activities of PAIMAN and Greenstar and were also introduced to Goodlife (Good life is a network of private “family healthcare providers which was launched by Greenstar in 2005).

Dr. Majeed Memon a well known consultant of Greenstar discussed the role of multivitamins and

micronutrients in the body and the effect of their deficiency in women, (those who are pregnant and lactating) and in children. He further said that in order to achieve good health and to prevent stress, fatigue, infections and disease, women need to make sure that they are getting all the nutrients they require. For most of the women in our society, a diet alone cannot improve their health status, and this is where the role of oral supplements of multivitamin or a combination of the most important vitamins and minerals is very beneficial. Dr. Pervaiz Haidar Altaf (EDO, DG Khan) appreciated Greenstar's activities and extended his department's cooperation for Greenstar.

The seminars were well received by all the participants and were given wide print and electronic media coverage in both local and national media. For more information on multivitamins please feel free to contact Dr. Haris Ahmed at harisahmed@greenstar.org.pk.

Knowledge management workshop

A Knowledge Management (KM) Workshop organized by the Population Council was held on March 31st 2008, in Islamabad. The event was attended by the Knowledge Management Support Persons (KMSPs) and one other staff member from each of the consortium partners of PAIMAN. The main objectives of the workshop were to:

- Ensure a realization of the importance of Knowledge Management
- Motivate relevant officials to increase contribution towards Knowledge Management
- Increase capacity of KMSPs for conducting knowledge management activities



Participants of the workshop

The first half of the day was facilitated by Ms. Amena Aly Kamaal, an external resource person hired by Population Council. The sessions of the first half day included a discussion on KM and its importance in our work, tools of KM, tools of KM in use in PAIMAN, guidelines on developing knowledge products i.e. publications, editorial and visual. Finally challenges faced by KMSPs in executing KM were also discussed upon. In the second half of the day a presentation on USAID Branding and Marking Guidelines was delivered by Dr. Shuaib Khan, Director Grants and Contracts, JSI.

Save the Children US facilitates 10-day EMONC training at PIMS

By Nicole Whittier, Communications Specialist, Save the Children US

As a partner in PAIMAN, Save the Children facilitated a ten-day training on new techniques for improving maternal and newborn health from April 2nd -11th, 2008 at the Maternal Child Health Training Center PIMS, Islamabad. Dr. Saira Bilal, National Training Manager PAIMAN, and Samina Benazir, Training Officer PAIMAN, oversaw the organization and the facilitation of this successful activity. The training provided an opportunity for capacity building to improve the ability of government health staff to provide quality services for mothers and newborns. For first time in PAIMAN project, both the gynecology/obstetric and pediatrician components were conducted simultaneously in the true of spirit of



Ms. Mary Skarie, Director of Health for USAID awarding a training certificate at the occasion

comprehensive EMONC. As a result of this training, 11 health specialists from Jhelum, Upper Dir, Dadu, Sakkur and Khanewal districts will be better able to save the lives of both mothers and children even when complications arise.

Training participants were excited about the new knowledge and techniques they had learned in the training. Dr. Tahira from District Headquarter Hospital in Dadu praised the training, “the new surgical techniques and updated information mean I am continuing to improve my services for mothers. For example, I learned how to use a new suture for caesarean sections in the practical sessions.”

Dr. Ejaz Ahmed, a pediatrician from Thesil Hospital Sohawa in Jhelum district, explained that harmful practices like using surma in the babies' eyes and putting mud on the umbilical cord causes life-threatening infections. He believes that “the training's messages on preventative care in the home, like the importance of keeping newborns clean, will help me convince parents to take better care of their newborns so they don't get infections.”

The closing ceremony was attended by Dr. Abdul Majeed Rajput, Executive Director PIMS, Mary Skarie, Director Health Office USAID, Dr. Nabeela Ali, Chief of Party PAIMAN, and Dr. Amanullah Khan, Director of Health for Save the Children. Dr. Rajput stressed that maternal and newborn health are instrumental to Pakistan's achievement of the Millennium Development Goals. Dr. Nabeela Ali spoke on the role of PAIMAN and fostering a community-based approach to ensure a continuum of care for mothers and newborns.

The training was also a chance to hear first-hand about the positive impact the PAIMAN project is having where it is being implemented. Dr. Shaban Solangi, a gynecologist in Thesil Hospital Rohsi explained “Before the PAIMAN intervention started, pregnant women in Sukkur faced more cases of infections and anemia and the labor room was not completed.” Now, that same labor room is well equipped and Dr. Solangi has use of the operating theater for both elective and emergency surgeries for women thus reducing the workload of the district hospital. As PAIMAN helps ensure the emergency care for mothers and newborns is more available, more lives are saved.