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# PAIMAN

## News Roundup

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### Message from the COP



PAIMAN'S Public Private Partnership Initiative

In an era of growing population needs and limited available resources, there is a strong argument for uncoupling of regulation from service delivery. As is practiced by governments elsewhere in the world, the Government of Pakistan has also realized the importance of

increasingly devolving service delivery to the private sector through Public Private Partnerships. Public Private Partnerships between the public and private sectors and Private-Private Partnerships between private providers within a government regulatory framework have emerged as new avenues of reform, in part due to resource constraints in the public sector of governments across the world. Public Private Partnerships seek to complement rather than substitute for public health services. Partnerships in the health sector can be for various purposes and many of these have positively contributed to health outcomes and development of new technologies for different health service components.

A concept paper was developed and published after consultation with experts. The Public Private Partnership models in the concept paper which could be most effectively implemented within the current resource and time constraints of the PAIMAN Project required varying degrees of innovation and reforms to successfully address the issues of MNCH and FP awareness raising and community mobilization, access and service delivery. The following models are being implemented in PAIMAN districts.

1. Blood Bank THQ Hospital Mian Channu
2. Vouchers for Health
3. Establishment of Community Emergency Ambulance Services
4. Accelerated Educational Initiatives
  - a) MOU with Allama Iqbal Open University and MOH
  - b) MOU with Idara-e-Taleem-o-Aagahi and MNCH Program
5. PAIMAN Medical Helpline

*Dr. Nabeela Ali*

### Fourth Technical Advisory Group Meeting of PAIMAN

The 4<sup>th</sup> Technical Advisory Group (TAG) meeting of PAIMAN was held in Dubai from March 13 – 15, 2009 . The meeting was attended by the TAG members, PAIMAN partners and the representatives from the Ministry of Health and stakeholders. Dr. Rashid Jumma, Director General Health, Ministry of Health, Government of Pakistan had graciously consented to be the Chief Guest at this occasion. He highly appreciated PAIMAN and its inputs on MNCH and the strengthening of local health systems.

The meeting was inaugurated with the welcoming remarks by Mr. Frank White, the Deputy Chief of Party JSI/PAIMAN., Dr. Theo Lippeveld, Vice President JSI discussed PAIMAN's expansion and extension. Dr. Nabeela Ali, Chief of Party JSI/PAIMAN presented the updates on PAIMAN achievements in a unique way. Her presentation on the achievements of PAIMAN was highly appreciated by the TAG members, PAIMAN Partners and Stakeholders at the meeting.

Ms. Susan Thollaug, Chief of Health USAID who conveyed the message of the Mission Director USAID to the guests congratulated PAIMAN on its expansion and remarkable achievements. Dr. Lippeveld presented the 'Country Health Information System', Dr. Benjamin Lozare, in his enchanting style presented the provoking thought on ' Not one more life', by focusing on the importance of communication in public health sector. Ms. Maureen Martin acknowledged the leadership and commitment of PAIMAN's Chief of Party in bringing a change.

A comprehensive update on Strategic Objective-1 was presented by Mr. Fayyaz Ahmed Khan, Team Leader/Country Director JHU/CCP in which he also shared the glimpses of PAIMAN music video and TV commercials. Inputs and achievements on CAM activities conducted in PAIMAN districts were shared by Dr. Aman Ullah Khan, Deputy Director Health Save the Children US. While experiences on Public Private Partnership were presented by Dr. Naemuddin Mian, CEO CONTECH International.





Memorandum of Understanding (MOU) Signing Ceremonies between PAIMAN and its collaborating Partners. (Collaborating Partners: Ministry of Population

Mr. Willam Conn, Public Health Advisor USAID spoke on PAIMAN's Creative approaches in communications logistics. The Private sector interventions in the rural sector, the voucher scheme, supply & demand of contraceptives were explained by Dr. Navaid Ali CEO-Greenstar. A need for focusing on the preservation of pre-eclampsia and eclampsia was identified by Dr. Zulfiqar Ali Bhutta in his presentation.

awarded to Dr. Shuaib Khan(JSI), Dr. Aman Ullah Khan (SCUS); Dr. Shahzad (CONTECH); Mr. Shahzad Bajwa(JSI); Mr. Babar Hussain Khan (JSI); Mr. Fayyaz Ahmed Khan (JHU-CCP); and Dr. Arshad Mahmood (PC).



TAG Members



PAIMAN Members

Dr. Zeba Sathar, Country Director Population Council, Islamabad in her presentation mentioned quite a number of and diverse interventions being implemented by the Council under Evaluation and Research component and different Strategic Objectives. She focused mainly on two important ongoing Operations Research studies; Community Midwife (CMW) and Misoprostol and expressed that these would be pioneer studies to test the feasibility of interventions in Pakistan.

## Mapping of Health and Reproductive Health Services in PAIMAN Districts

Other highlights of TAG meeting included a brainstorming on 'Pakistan Best Practices Meeting to Improve Maternal Neonatal and Child Health (MNCH) ,Family Planning, Nutrition, and Water and Sanitation Indicators.

Under the component of 'Evaluation and Research', the Population Council is carrying out the mapping of health and reproductive health services in PAIMAN Districts by using the Geographical Information System (GIS). This involves locating all the health facilities (Public and Private) within a district through Geographic Positioning System (GPS) and registering of information about the staff and services provided by each health facility. Once the information has been collected it is then digitalized on the maps, so that the location, distances, staff and services of health facilities could be readily analyzed. Currently, the field data collection for Districts Vehari and Khairpur has been completed, whereas the data collection in District Sibi will commence by the second week of April, 2009. GIS mapping exercise, for 8 of the existing PAIMAN districts, has already been completed through FALAH, a USAID funded project.

The TAG team members also individually provided their inputs. They commended the tremendous efforts made by the PAIMAN team and gave suggestions for further improvements. Dr John W. Townsend, Ph. D., Director Reproductive Health, Population Council, New York in his thought provoking remarks advised PAIMAN to look into five Fs; future, focus, family planning, fidelity and financing. He further explained the future vision for scale up and Public Private Partnership; focus on Health System development, family planning choices and quality, fidelity and faithfulness regarding scale up and critical variables to see the impact and finally questions regarding financing.

This dynamic mapping acts as a planning tool and provides important information to the districts and provincial managers for decision making. It provides important information with regards to the location, distance, classification and status of health and reproductive health

The 3 days meeting ended with the vote of thanks and enthusiasm to take the project forward to its completion under the guide lines provided by the TAG team members, At the end of meeting “Best Performance Certificates” were



Welfare (MOPW) National Trust for Population Welfare (NATPOW), Allama Iqbal Open University (AIU), Global Link and Health Directorate FATA.

facilities; both for static health centers and community health workers. It also allows seeing the potential for involving the private sector in maternal, child health and family planning services. In addition to this there is also the possibility of linking the mapping to the end line results of PAIMAN to show the greater utilization of the facilities



A fieldworker collecting data from a health facility in District Vehari

upgraded under the PAIMAN project. This dynamic tool which will ultimately become the property of the district health team has the additional value for the provincial and federal government to plan and engage in and take stock of MNCH activities.

## Graduation Ceremony of the first batch of Community Midwives trained by PAIMAN

The graduation ceremony of the first batch of Community Mid Wives (CMWs) trained by PAIMAN was held at Professor Hayat Zafar Auditorium, Nishter Medical College, Multan on February 7, 2009. The event was jointly organized by Maternal Newborn & Child Health Program (MNCH), Provincial Health Department, Government of Punjab, and PAIMAN. The Provincial Health Secretary, Government of Punjab, Mr. Anwar A Khan, USAID Representative Ms. Susan Thollaug, Chief of Party PAIMAN Dr. Nabeela Ali, representatives of UNICEF, UNFPA, MNCH, & sub-guarantee NGOs, Principals, Tutors & Community Midwifery Students of Nursing Schools, Graduated Community Midwives & their parents attended the Ceremony.

The Chief Guest, Mr. Anwar A Khan while speaking at the occasion urged the community midwives to serve the people in the remote areas by utilizing their professional

skills. Furthermore he said that Government of Punjab is focusing on the Health sector as a priority area compared to other sectors. He requested the Development Partners to come forward to provide maximum health facilities in rural areas as it was not alone possible for the Government to do so. Secretary Health, requested the USAID to contribute in the healthcare, realizing that this is American Tax Payers' Money and assured, judicious use of this money.

Ms. Susan Thollaug Representative of USAID informed that USAID would upgrade 80 health facilities in 23 selected districts of Pakistan and train 2,000 Community Midwives through PAIMAN Project.

Dr. Nabeela Ali, Chief of Party, PAIMAN said that USAID was developing partnership through PAIMAN with the provincial governments and building capacity of the health care providers to improve quality of service in the rural areas. She said that USAID through PAIMAN project had already provided 19 ambulances and 100 more would be provided to the Public sector health facilities.

The Principals of Multan, DG Khan, Khanewal and Bahawalpur Colleges were awarded with shields for maintaining high quality of trainings of CMWs in their schools. Public Health Nursing School was also awarded



Dr. Nabeela Ali and Ms Susan Thollaug, Chief Office of Health USAID with the graduated CMWs

with a computer and printer in recognition of their 100 percent result of the last batch of CMWs in which all CMWs were declared successful in first division.

Participants paid tribute to PAIMAN for its initiatives and extended their wholehearted support for achieving its objectives.

# News & Updates

## New Deputy Chief of Party, PAIMAN

Mr. Frank White has joined PAIMAN as the new Deputy Chief of Party. Mr. White brings years of experience in project management. He has managed and provided administrative support and advice on US federal contracts and grants for more than 35 years. In 27 of the last 28 years served as Administrator, Chief of Party (COP), Deputy COP or Deputy Team Leader for USAID and non-governmental grants and contracts. He joined JSI in July 1993 as the Deputy COP for FPLM in Bangladesh; he served 4 years in Bangladesh, 7 in Nepal and prior to PAIMAN was with the JSI-managed Essential Services for Health in Ethiopia Project. In addition to his project management experience he has over 10 years of experience with health commodity logistics systems.



Mr. Frank White, DCOP PAIMAN

## A Planning Meeting on PAIMAN's Strategic Objective 1

A two-day planning meeting on the Strategic Objective - 1 increasing awareness and promoting positive maternal, newborn and child health behavior of PAIMAN was held from January 27 to 28, 2009 in Dubai. The objective of the meeting was to review the Communication, Advocacy and Mobilization (CAM) Strategy implemented over the last four years and plan for future, while highlighting existing strengths and opportunities from the lessons learnt, in view of recent expansion in the scope of work and geographical coverage of the overall Program. In



Participants of the Meeting

addition, the meeting was intended to devise an action plan for specific interventions that can be further strengthened and modified in light of the renewed Program priorities. Apart from this, new innovative strategies, audiences and messages, which could be effectively integrated during the extension period, based on inclusion of child health and family planning issues were also part of the discussion.

## PAIMAN Medical Helpline

PAIMAN has recently launched an innovative intervention of a toll-free 24-hours medical helpline. This multilingual helpline is accessible from all over Pakistan and currently being piloted in selected targeted districts of PAIMAN. All incoming calls on a toll-free 0800 number will be received by medical doctors who will provide first-level medical advice and referral of maternal, newborn and child health cases, in case of emergency or a need, to a nearest health facility. All incoming calls will be recorded to maintain quality and standards of service. The helpline is also planned to be broadened with a provision of an online medical library. This facility has been introduced by PAIMAN partner Johns Hopkins Center for Communication Programs and will be run through the Public Private Partnership of the Project.



PAIMAN Call Center

For feed back & suggestions please write to: Editor, PAIMAN News Roundup  
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## DELIVER PROJECT

The USAID | DELIVER PROJECT is in the process of establishing its office in Pakistan. At the request of Ministry of Population Welfare (MoPW), following are the initial key areas identified, in which the project will assist the MoPW:

- Central warehouse operations improvements in Karachi
- Capacity development in contraceptive procurement
- Capacity building in logistics training/performance improvement
- Logistics Management Information System (LMIS) strengthening

The technical assistance will also include support to developing an overall contraceptive security strategy.

The USAID | DELIVER PROJECT, a USAID-funded project, working with national and international partners, increases the availability of essential health supplies to users by providing technical assistance in various areas of supply chain management.

Shyam Lama, Senior Program Manager, from the USAID | DELIVER PROJECT headquarters in Washington, DC, will act as Country Director for Pakistan until additional staff are hired.



Shyam Lama, Senior Program Manager, from the USAID DELIVER Project