

PAIMAN Highlights March 22-26, 2010

PAIMAN Launches New Music Video 'Zindagi' (Life)

Tajdeed-e-Paiman (a promise renewed) launched PAIMAN's new music video *Zindagi* (Life) March 25. *Zindagi* was produced by PAIMAN partner Johns Hopkins University-Center for Communications Programs (JHU-CCP).

It highlights the practical steps parents need to take to ensure the health and well being of newborns and children. *Tajdeed-e-Paiman* also featured a tribute to mothers by renowned classical performer Nighat Chaudhary, who performed the way a mother copes with various stages of pregnancy. An exhibition of PAIMAN calendars; dissemination of a media kit; Community, Advocacy and Mobilization strategy; and other PAIMAN publications were featured. Deputy Chief of Mission US Embassy Mr. Gerald Feierstein, officials from USAID, Government



Dr. Nabeela Ali, Chief of Party, JSI-PAIMAN, Fayyaz Ahmad Khan, JHU and audience

of Pakistan, stakeholders, and PAIMAN partners attended. Dr. Nabeela Ali, Chief of Party JSI-PAIMAN briefed guests on PAIMAN contributions. Mr. Fayyaz Ahmed Khan, Country Representative JHU-CCP, spoke on how PAIMAN media products are used to improve knowledge and positive practices for maternal and newborn health. Director General-Health, Dr. Rasheed Juma gave his views on US-Pakistan collaboration at various levels, highlighting the social level through PAIMAN. Ministry of Population Welfare Secretary, Mr. Shaukat Hayat Durrani discussed PAIMAN contributions. Mr. Feierstein praised PAIMAN efforts. After the night's launch *Zindagi* began airing on major Pakistan television channels.

PAIMAN Activities

PAIMAN partners and sub-grantees reported on planned activities, including, monitoring of lady health worker support groups, male health committees, local community mobilization events and health camps.