Newsletter A B E E G A





PERFORMING DESPITE THE BARRIERS AND CONSTRAINTS IN 2021

CHANNEL WISE
DISTRIBUTION OF FP
SERVICES DELIVERED
IN 2021



367,392



27,737



2,782



اکسیاء نیمل بہای_{تھ} کلینک 1**7,89**0 TOTAL CLIENTS SERVED IN 2021

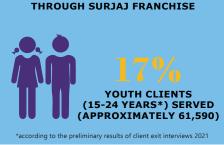




82,796
TOTAL CLIENTS SERVED







PERFORMANCE OF FIELD HEALTH EDUCATORS DURING 2021



vouchers distributed 99,715



92,578



REFERRAL SLIPS DISTRIBUTED 30,055



28,693



TOTAL MWRAS REACHED THROUGH DOOR TO DOOR VISITS

1,367,254



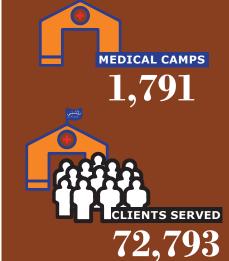
121,271

MOHALLAH MEETINGS AND MEDICAL CAMPS ORGANIZED DURING 2021





CLIENTS SERVED THROUGH ROSHNI OUTREACH CAMPS IN 2021



CYP ACHIEVED IN 2021









Approximately
1 million CYPs
generated in 2021

MESSAGE From the Country Director



I am very pleased to share the annual newsletter of 2021 (special supplement). In the 12-months period from Jan-Dec 2021 the efforts of team MSS enabled us to almost 400,000 clients while serve generating approximately 1 million CYPs throughout the Despite year. the challenges such as Covid-19 pandemic, team MSS has persisted to deliver high quality services to the underserved. I want to thank my team for their hard work and dedication.

Wish you a happy and prosperous 2022.

Asma Balal

Country Director, Pakistan Marie Stopes Society

DAREECHA — 02









PRIMARY HEALTH CARE: A PATHWAY TO UNIVERSAL HEALTH COVERAGE AT DOORSTEP SEHAT SAHULAT PROGRAM - OPD PILOT PROJECT IN ISLAMABAD FOR FREE ESSENTIAL PACKAGE OF HEALTH SERVICES INCLUDING FAMILY PLANNING AND SEXUAL, REPRODUCTIVE HEALTH & RIGHTS SERVICES AT PHC LEVEL THROUGH GENERAL PRACTITIONERS



Dr. Faisal Sultan - Special Assistant to Prime Minister on Health, MoNHSRC

Sehat Sahulat Program was aimed to eliminate the issues of a common person concerning the healthcare expenditures by providing them insurance product. A statement released by the ministry said that while moving with the mission of a prosperous and healthy nation along with achieving the goal of Universal Health Coverage, the health ministry in collaboration with World Health Organization and Marie Stopes Society Pakistan has launched "Sehat Sahulat Program - OPD Pilot Project in Islamabad." The primary healthcare level outpatient services would be provided through general practitioners using the essential package of health services (EPHS), including modern family planning methods and sexual, reproductive health services for the first time.

WHO Pakistan is supporting the Ministry of National Health Services Regulation and Coordination to pilot an outpatient based Sehat Sahulat Program (SSP) in partnership with Marie Stopes Society (MSS) that includes family planning services to allow the enrolled beneficiary families access modern contraception. According to the World Health Organization (WHO) Representative and Head of Mission in Pakistan, Dr. Palitha Mahipala, the launch of Sehat Sahulat Program- OPD Pilot Project in Islamabad is the right step towards moving with the mission of prosperous and healthy nation along along with achieving the goal of Universal Health Coverage. "WHO is proud to be a part of this process from inception and be assured of our unwavering support for the implementation this initiative, as well as taking forward recommendations that will be generated based on the evidence from this pilot." said Dr Mahipala.



Dr. Palitha Mahipala - WHO Representative/Head of Mission in Pakistan



From Left to Right - Shahrukh Butt (Head of SF , MCH , Pharmacy & OR Operations - MSS), Dr. Syed Khurram Azmat (Principal Study Investigator, Director Technical Services & Donor Projects - MSS), Dr. Sonia Riaz (Deputy Director, Sehat Sahulat Program), Dr. Palitha Mahipala (WHO Representative/Head of Mission in Pakistan), Muhammad Arshad (Director, Sehat Sahulat Program), Dr. Zafar Mirza (Ex -SAPM-MoNHSRC), Dr. Faisal Sultan (Special Assistant to Prime Minister on Health, MoNHSRC), Barrister Nabeel Awan (Additional Secretary, MoNHSRC), Ellen Thom (Technical Officer – SRHR, World Health Organization Country Office) and Dr. Qudsia Uzma (National Professional Officer, Maternal, Newborn, Child and Adolescent Health, Focal point for healthy ageing, World Health Organization Country Office).









INAUGURATION OF CLINICAL SERVICES

Clinical services under the pilot OPD project were initiated on 8th December 2021. The main ceremony was held at Begum Jan Hospital where Special Minister to Prime Minister on Health, MoNHSRC, Dr Faisal Sultan and WHO Representative and Head of Mission in Pakistan, Dr Palitha Mahipala inaugurated the services. Mr Muhammad Arshad, Director Sehat Sahulat Program, inaugurated the clinical services at Islamabad Healthcare Centre, Dr Humera Clinic and Healthcare Medical Centre





































With the introduction of the SSP, now people have quality healthcare services available that is protected by the SSP financial coverage. We will be working closely with our partners i.e., the WHO team and Marie Stopes Society and monitoring the project activities and results.

Mr. Muhammad Arshad - Director Sehat Sahulat Program

The pilot OPD project would ensure the implementation of the universal healthcare coverage plan which is an integral component of the National Health Vision 2016-2025. We are looking to expand social health protection to all socio-economic cadres of Pakistan, institutionalize the social health protection system, enhance capacity of hospital insurance companies, and enhance the benefit package including primary healthcare services including SRHR and FP services.







Marie Stopes Society is delighted to be the implementing partner for the provision of primary health care using essential package for health services under the Sehat Sahulat Programme pilot launched in Islamabad. The evidence generated from the project will inform the strategy for scale up across Pakistan. We look forward to working with the Sehat Sahulat Programme, WHO Pakistan, and the Ministry of National Health Services Regulations and Coordination on this flagship project.

DAREECHA — 04









MOU SIGNING CEREMONY

Sehat Sahulat Program, Ministry of National Health Services, Regulations and Coordination, Government of Pakistan and Marie Stopes Society Pakistan signed a Memorandum of Understanding (MoU) on 30th July 2021 for jointly implementing the OPD Pilot Flagship Project in Islamabad. The MoU was signed by the Mr. Muhammad Arshad (Director Sehat Sahulat Program) and Dr. Syed Khurram Azmat (Director Technical Services & Donor Projects Marie Stopes Society).













TRAINING OF TRAINERS

2 day training session was organized in Islamabad to train the General practitioners on Essential Package of Health Services (EPHS) including SRHR and FP services. The training focused on familiarizing the general practitioners with Health Insurance Pilot Project and the services provided within ranging from reproductive health, antenatal care, delivery care, postpartum depression, post natal care, new born care, child health care, non-communicable diseases, basic tests and medications, infectious diseases, adolescent health and quality checklists.













05



DAREECHA — 06









صحت سہولت پروگرام عالمی ادارہ برائے صحت (WHO) اور ماری اسٹویس سوسائٹی کے ساتھ

صحت سب کے لیے

صحت سہولت پروگرام - حکومتِ پاکتان، ماری اسٹولیس اور عالمی ادارہ برائے صحت (WHO) کے اشتراک سے آپ کے علاقے میں پرائمری سطح کے کلینک اسپتالوں میں مفت سہولیات بالخصوص اولی ڈی (OPD) فراہم کرنے جار ہاہے۔



صحت سهولت بروگرام میں شامل علاج وسهولیات:

- 🕳 تولیدی صحت 💦 دوران ِ حمل مال کی دیکھ بھال 📥 غیر کشخیص شدہ بیاریوں کی دیکھ بھال اور علاج
 - بچوں کی دیکھ بھال
 نو عمر افراد کی صحت کی دیکھ بھال
 بعد از پیدائش ڈپریشن کا علاج
 - نوزائیدہ بچوں کی دیکھ بھال انگشن والی بیاریوں کا علاج **ڈلیوری کےدوران دیکھ بھال** (ریفرل اور BEMONC خواتین کے لیے)

* یہ پروگرام فی الوقت اسلام آباد کے مخصوص یونین کونسل میں صحت کی سہولیات فراہم کرے گا۔

MS. ANNABEL GERRY, DEVELOPMENT DIRECTOR OF THE BRITISH HIGH COMMISSION IN PAKISTAN VISITED THE DAFPAK FUNDED SURAJ SOCIAL FRANCHISE CLINIC AND ROSHNI MOBILE OUTREACH CAMP IN LAHORE, PUNJAB.



Lahore, Pakistan - 08 March 2021:

Ms. Annabel Gerry, visited the Primary Health Care Facility in Jhulkay Village, and a Roshni Mobile Outreach Camp in Lahore.



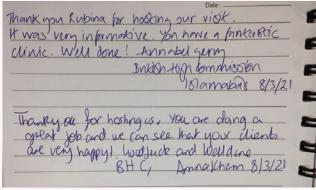
The purpose of the visit was to meet the service provider and FP users/voucher beneficiaries in-person and to talk to field team to observe their daily operations and activities occurring at the SF facility and to gauge service provider, voucher beneficiaries/clients and staff experiences to improve family planning and reproductive health services in Pakistan, under DAFPAK programme. On the occasion, the voucher beneficiaries/clients and staff expressed their views and experiences for provision of family planning and reproductive health services at SSF and thorough outreach camps as well.

Annabel also talked to MSS' Director DAFPAK Project and Head of Social Franchise and Outreach Operations respectively and discussed how the partnership between MSS and FCDO can further ensure delivery of affordable and quality healthcare services to the masses of Pakistan.



According to Ms. Annabel Gerry UK is supporting Pakistan in increasing access to quality family services through the Delivering Accelerated Family Planning in Pakistan (DAFPAK) programme. I believe that every woman should have the right to choose when and how many children to have. Today is International Women's Day – I am pleased to see that through our partnership of Marie Stopes will be reaching 500,000 more family planning users and saving lives of more than 700 more women in Punjab, KP and Sindh including those most vulnerable.





Ms. Annabel Gerry and Ms. Amna Khan, Provincial Representative at Department for International Development (DFID) Pakistan wrote a thank you note for the SF Facility staff in Lahore, for their hospitality and defining the whole operations and service delivery structure of the facility.

DAREECHA — 08

MEDIA COVERAGE





Annabel Gerry

@AnnabelGerry

Privilege to visit supported maternal health services near #Lahore including: Rubina's community clinic, Nabila's mobile clinic in a van, & temporary clinic in a community leader's home. Brilliant!



#RightToChoose #UKPakDosti 💥 🖸









♣ UKinPakistan ♣ ■ #StayHomeSaveLives and 3 others

19:16 · 09 Mar. 21 from Islamabad, Pakistan · Twitter for iPhone





كابنه برطانوي باني كميشن كي اينا ئيل كاميڈ يكل كيم

Daily Times

British diplomat visits maternity clinic



nnabel Gerry, development director of th British High Commission in Pakista Sistled the DAFPAK-funded a materni clinic and Roshni Mobile Outreach Camp i Labore on Monday.

service purposed in the same to freeze access to the proposed of the same to the same to be beneficiaries in person and not talk to field earn observe their daily operations and activity occurring at the \$f' ficility and to gage service experiences to improve family planning a ceptoductive health services in Pakistan, und DAFPAK programme. On the occasion, the control of the same to the

programme. I believe that every woman shoul have the right to choose when and how man children to have. Today is International Women's Day - I as pleased to see that through our partnership of Marie Stopes will be reaching 500,000 mo









DAREECHA — 09

THANKING AUSTRALIAN GOVERNMENT DEPARTMENT OF FOREIGN AFFAIRS AND TRADE FOR RESPONDING TO THE NEEDS OF UNDERPRIVILEGED GIRLS AND WOMEN IN SINDH



To reduce the implications of Covid-19 on the health and rights of women and girls, Marie Stops proudly announced a new initiative "Responding with Essential SRHR Provision and New Delivery Mechanisms (RESPOND)" in five districts (Hyderabad, Tando Allahyar, Matiari, Larkana and Sukkur) of Sindh province.

The proposed approach aligns with the Australian Government's development policy *Partnerships for Recovery: Australia's COVID-19 Development Response* by supporting delivery

of essential sexual and reproductive health services to populations impacted by the pandemic.

Intervention design includes continuation of service delivery through traditional channels, scale-up of new delivery approaches, strengthening organizational capacity and data systems, and ensure close working relations with Government departments. The project will also provide an integrated package of services by including SGBV referrals and introducing call centre services.

YOUTH ENGAGEMENT SESSION HELD AT HYDERABAD IN DIFFERENT PRIMARY SCHOOLS





















COVID-19 has put pressure on hospitals around the , increasing the risks for women during pregnancy & childbirth. To mark #WorldPopulationDay, is proud to announce a new initiative with Marie Stopes Society & @ippf to help more Pakistani women access maternal health services

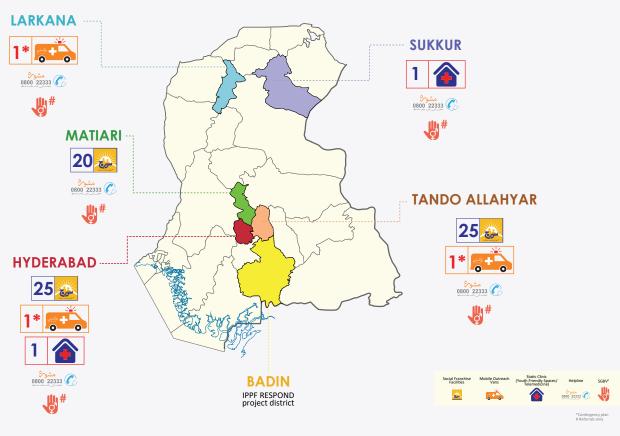




8:00 AM · Jul 11, 2021 · Twitter Web App

Australian High Commissioner to Pakistan, Dr Geoffrey Shaw tweeted about the launch of RESPOND in Pakistan to mark the World Population Day 2021.

GEOGRAPHICAL AREA COVERED UNDER RESPOND







Enabling Women to Raise their Voice SUCCESS STORY OF A BENEFICIARY OF RESPOND

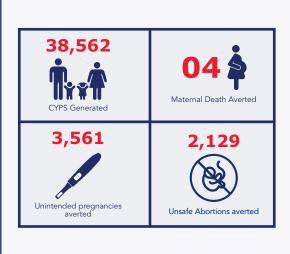
MSS Field Health Educator (FHE) Tando Allahyar, Province Sindh

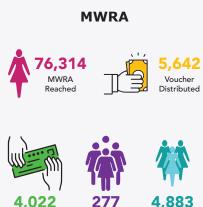
Working for MSS/DFAT, I started earning a reasonable income to meet my family expenditures.

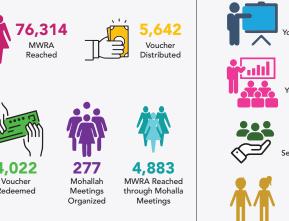
Shagufta Arain belong to an underprivileged family from District Tando Allahyar. She married an illiterate man who works at a tea stall on daily wages and have four children. Already suffering from poverty, her difficulties increased when her husband got into an accident and became handicapped. It caused a significant chunk of family income to vanish, and Shagufta became the sole responsible for her children's upbringing and meeting her husband's medical expenditures. Initially, Shagufta worked as a polio vaccine agent, where she was paid PKR 1500/ month. Due to the uncertain business situation as aftermath of the first three waves of pandemic, Shagufta lost her job and her family was pushed into a crisis. One day Shagufta met a field worker from Marie Stopes Society Pakistan (MSS) who told me about a new project initiated in my area by MSS Pakistan in collaboration with the Department of Foreign

Affairs and Trade (DFAT) Australia. I was interviewed, and considering my experience, I was hired as an FHE in my district. A typical day serving responsibilities includes my job generating products demand through for community mobilization activities, door to door visits to identify MWRAs and educate them about family planning and contraceptives, and conducting Mohalla meetings to build consensus about the importance of FP methods and fill poverty tools. Working for MSS/DFAT, I started earning a reasonable income my to meet family expenditures. MSS, in collaboration with Australian Government Department of Foreign Affairs and Trade has proven to be a game-changer in the lives of the people residing in Tando Allahyar, Hyderabad and Sukkur. I have started earning a respectable income, and now I am planning for my eldest daughter's wedding.

IMPACT CREATED BY RESPOND (AUG-DEC 2021)







Youth uth Awareness Sessions 190 Youth Attended 202 Services Provided to Youth

Youth Clients



We want to offer our gratitude and thanks to Global Affairs Canada for their persistent support in achieving the desired outcomes under Closing Persistent Gaps in Reproductive Health Service Delivery

The overall goal of the project was to enhance sexual and reproductive health services for women and adolescent girls aged 15-19, in 6 districts of the Sindh province.

HYDERABAD | THATTA | MATIARI | TANDO ALLAH YAR | SUJAWAL | MIRPUR KHAS

FP services through MSS three-pronged approach; the Suraj Social Franchise Channel (a network of service providers), Field Health Educators (FHEs) -working parallel with SF network - and Vouchers (a prepaid Intra Uterine Device voucher free for eligible women).



68,256FP users were reached (115% against the targets) and

84,059

FP Services delivered (110% against the targets)



106

Maternal Deaths Averted (109% achievement against targets)





314,321CYPs generated



55,973Unsafe Abortions averted



57,572 vouchers distributed

47,632

vouchers redeemed



44,000 women and girls reached through

412,841 door to door

2760 Mohalla Meetings



84% client satisfaction from privacy offered to them.

87% client satisfaction form the counseling provided to them and

87% client satisfaction from the quality of services and service delivery facilities



NORWEGIAN AGENCY FOR DEVELOPMENT COOPERATION

Norwegian Agency for Development Cooperation- NORAD, funded the provision of family planning (FP) services through Marie Stopes Society's (MSS) three-pronged approach; the Suraj Social Franchise Channel, Field Health Educators and Vouchers. The above approach was focused on informing and empowering women to make conscious reproductive choices in areas of unmet need specifically in the two (2) districts in Punjab province namely Layyah and Bahawalnagar from July to December 2021.

Marie Stopes Society would take this opportunity to thanks NORAD for ensuring to respond to the unmet need for family planning to the vulnerable population which mostly live under the poverty line.



One of the beneficiaries of the program, Mrs. Jamila, is the resident of District Bahawalnagar, Tehsil Chishtian. The residents of the remote village have limited access to healthcare facilities. Jamila's husband is a farmer and works in the field, generating very low income. Due to lack of knowledge about family planning methods and benefits of birth spacing, one after another, Jamila gave birth to 9 children, that too within 15 years of marriage. Another reason for the large family is the desire of her in-laws and husband for a large family due to their conservative approach.

After consecutive visits of MSS' health worker to Jamila's house and untiring counselling to convince them for at least visit a MSS facility, Jamila and her husband opted for IUCD (LARC) on 23rd October 2021. The couple received the services at Maryam Maternity Home where the SF provider, Dr Ramzana Kousar performed the procedure. Now Jameela is feeling much better and enjoying her life with her husband and children, while at the same time, investing time on generating income through working as a domestic staff in the Urban areas. She is thankful to NORAD for becoming the source of initiatives taken by MSS to improve the life conditions of the women and girls in the intervention districts.



CYPs generated



25,012
(114% against the targets)
Unintended pregnancies averted



9,799 (113% against the targets) Unsafe abortions averted



(113% against the targets)
Maternal deaths
averted



(300% against the targets)
Adolescents (aged 15-19)
received FP or safe
abortion services



(92% against the targets)
Women & girls
with modern family
planning methods



(114% against the targets)
Women & girls received
long acting reversible
contracepting



(116% against the targets; Community engagement sessions



(117% against the targets)
People reached
through community
engagement sessions



صحتیاب بروگرام کی سهولیات









ملاج برائے امر اض نسواں ملاج برائے امر اض نسواں



امپلانٹ سروس



خاندانی منصوبه بندی فالواپ



نار مل ڈلیوری ادویات کے ساتھ (۵ د گھنٹر قدری



) منصوبہ بندی اور قبل از پیدائش ہے متعلق مشاورت اور مکنگ



پچوں کی او پی ڈی (OPD)



جزل آؤٹ پیثنٹ سروس (CDD)







Newlywed Counseling for Family Wellbeing Through Nikah Registrar







Beginning of a New Journey: Launch of Pilot Project (Tahafuz) on Newly Wed Counseling for Family Wellbeing



Professor Dr. Qibla Ayaz Chairman, Council of Islamic Ideology

Marie Stopes Society (MSS) has taken an initiative to engage Nikah Registrars for Newly Wed Counselling on Family Wellbeing. On behalf of Council of Islamic Ideology, we appreciate the efforts of MSS, and fully support the initiative to engage with religious leaders for this noble cause.







MSS has successfully launched Nikah (Marriage Registrar/Nikah Khawan) registrar engagement pilot initiative, through which MSS aims to increase awareness of newly wed couples on family planning, birth spacing, SRH, and ultimately grow in the referral of clients across MSS service delivery channels, located in two towns of Lahore, namely Aziz Bhatti and Nishtar town. MSS, with technical support from the Population Welfare Department (PWD) Punjab, and the Punjab Community Development Department, has engaged 25 Nikah Registrars to conduct Newly Wed counselling sessions with approximately 600 newly married males in urban/peri-urban areas of Lahore, Punjab, helping newlywed couples improve their ability to communicate, set realistic expectations for marriage, and develop conflict-resolution skills. MSS has developed a Nikah Registrar Training Manual and Counselling booklet, and also formed a technical oversight committee under the leadership of the Additional Secretary Technical, PWD Punjab. The committee's first meeting was held in July, and committee comprised of representatives from PWD Punjab, Local Government and Community Development, UNFPA, IRMNCH, USAID and Chemonics. The committee provided feedback on the training manual and counselling booklet. In August 2021, MSS has conducted training of Nikah Registrars, MSS will advocate with PWD to engage the Federal Government to include Newly Wed counselling in Nikah Registrars training curricula nationwide if the pilot proves successful.









YOUNG PEOPLE DEMAND HEALTHY CHOICES, REPRODUCTIVE & FAMILY PLANNING INFORMATION



Get access to Marie Stopes Society's Progressive Web Application (WPA)



For Android users 🖷



Scan QR

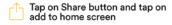


Tap on Ellipses and tap on add to



































AWARENESS ACTIVITIES FOR YOUTH AT SCHOOLS IN COLLABORATION WITH NASEEM HAMEED

As a part of its advocacy and behaviour change communication initiatives, MSS organized Youth Engagement sessions at different schools and colleges of Karachi, Pakistan. During these events, children from age 10-15 were given counseling on issues they face while growing up and how to cope up with them. During these events, children were briefed about the Youth App and how to use it and what could be its usefulness for the children. The best aspect about these youth engagement sessions was that the presentations were delivered to the children in the presence of their teachers. Another delightful aspect of these sessions was that they were endorsed by the winner of South Asia's Fastest Women medal during the SAF Games in 2010, Ms Naseem Hameed. She attended these sessions in person and presented herself as a role model of success and determination.













DAREECHA — 19

WORLD POPULATION DAY 2021

11th July, 2021 marks World Population Day – an opportunity for the global community to raise awareness of population issues. This year's theme highlights the need to prioritise the reproductive health and rights of all people amidst the pandemic crisis.

"Access to contraceptive and family planning services is a fundamental human right, and health systems like ours, and many more, must be able to adapt to respond to crises to ensure the continuity of care".

The Covid-19 pandemic has greatly impacted Sexual reproductive health and reproductive behaviour globally. The unmet need for family planning information services and supplies was enormous before the pandemic. Millions of girls and women were unable to access appropriate care before the pandemic struck. Those numbers have only increased dramatically with the pandemic crisis.

Disparities have been worsened, with the most populations facing further vulnerable marginalisation as a result of the pandemic. Increased risk of child marriages for girls and violence against women and girls with disabilities are just a few examples. In addition, the pandemic has revealed an increase gender-based violence and harmful practices, as well as an increase in maternal deaths, undermining progress which had been made on all of these fronts.

This is why it is so important that the delivery of FP & SRH services improves, but also that we as an organization, learn from the challenges of this crisis to ensure innovative ways for continuity in the provision of the best healthcare services in the future.

Mass Media Campaign by MSS to Commemorate World Population Day 2021





On the occasion of World Population Day, Ms. Asma Balal, Country Director MSS, participated in a special program of TV One and News One "Hamari Abadi, Assas ya Khasara". The segment highlighted MSS' contribution towards national population control and how MSS is working collaboratively with the government and development partners to provide quality family planning and reproductive health services in the most underserved, underprivileged and remote areas of the country.

If you wish to watch the complete recording of the program, please scan the QR code below.





MSS' Country Director, Ms. Asma Balal's nessage was published in the special supplement of World Population Day 2021, through PWD Sindh's platform.



MSS published an advertisement and piece of writing on issues stemming from ever increasing population in the Daily News

Walk for a Cause

On the eve of World Popualtion Day a walk was arranged at Sea view Karachi under the leadership of Mr Rehan Iqbal Baloch, Secretary PWDS. The eve was well attended by all stakeholder to demonstrate unity and solidarity. Thank you UNFPA, CIP, PSI, Green Star, Path finder, HANDS, IPAS, MSS, M&CH, RD Karachi, DPWOS Karachi, and Civil Society to support the cause.





DAREECHA _______ 20



Marie Stopes Society is a social enterprise that provides comprehensive reproductive health services, serving the most unprivileged and underserved population of three provinces in Pakistan.





World Population Day 2021 theme by UNFPA

Rights and choices are the answer: Whether baby boom or bust, the solution to shifting fertility rates lies in prioritizing the reproductive health and rights of all people

Marie Stopes Society is a leading contributor to Pakistan's National Family Planning goals, providing life-saving family planning services nationwide.

OVER THE PERIOD OF 10 YEARS (2010-2020)

7.0 million

family planning clients nationwide



7,850
Mothers' lives saved



Almost

1 million*

CYP achieved despite the challenges of COVID-19

* Total CYP generated in year 2020 is 981,612























MSS RECIVED NOTE OF APPRECIATION AND SUPPORT FROM PROVINCIAL SECRETARIES OF HEALTH & MINISTERY PWD

26 September 2021 World Contraception Day











A message from

MAJ GENERAL AHSAN ALTAF SATTI Secretary Health Government of Azad Jammu & Kashmir

Department of Health and Population Welfare, Government of Azad Jammu & Kashmir (AJK)

World Contraception Day, observed on 26th September every year, is an annual global event to improve awareness about contraception. It aims to raise awareness about birth spacing and limiting methods available to a Family Planning client.

countries including Pakistan. With many losses, trials and calamities associated with the disease, this pandemic would additionally leave catastrophic impact on the reproductive health and family planning needs of couples in Pakistan and around the world. Even the prevalence of vaccination has been increased, we should not overthrow the Covid-19 SOPs and keep following the protective measures. The situation of Covid-19 is still so uncertain, as during last year, Pakistan have faced four consecutive waves which resulted women being further cut off from seeking

Marie Stopes Society therefore stands together with the Department of Health and Population Welfare, Government of Azad Jammu & Kashmir (AJK) and to ensure that women of reproductive age have access to FP services across all over AJK. On this World Contraceptive Day our unified message to the people of Azad Jammu & Kashmir and Pakistan is to raise awareness for respecting the reproductive health needs and vulnerabilities of women and girls during the pandemic while maintaining the momentum towards achieving the SDGs by 2030. Together, we can focus on improving population health by addressing inefficiencies and disparities in women health care, reducing provider stress, and enhancing access through virtual and digital care.



Col. (Retd.) Sardar Hashim Dogar Minister Population Welfare Department, Government of Punjab



Rehan Igbal Baloch Secretary Population Welfare Department, Government of Sindh













A joint message from

Population Welfare Department Government of Punjab

Population Welfare Department Government of Sindh

Marie Stopes Society Pakistan

It is no surprise that the Covid-19 pandemic has genuinely challenged and strained health care systems both in developed and developing countries. With many losses, challenges and tragedies associated with the disease, this pandemic would additionally leave catastrophic impact on the reproductive health and family planning needs of couples around the world and in Pakistan. Even the prevalence of vaccination has been increased, we should not overthrow the Covid-19 SOPs and keep following the protective measures. The situation of Covid-19 is still so uncertain, as during last year, Pakistan have faced four consecutive waves which resulted women being further cut off from seeking FP&RH services.

World Contraception Day, observed on 26th September every year, is an annual global event to improve awareness about contraception. It aims to raise awareness about birth spacing and limiting methods available to a Family Planning client. Marie Stopes Society therefore stands together with the Population Welfare Department, Government of Punjab to ensure that women of reproductive age have access to FP services across all over Punjab.

"On this World Contraceptive Day our unified message to the people of Punjab and Sindh is to raise awareness for respecting the reproductive health needs and vulnerabilities of women and girls during the pandemic while maintaining the momentum towards achieving the SDGs by 2030. Together, we can focus on improving population health by addressing inefficiencies and disparities in women health care, besides facility-based care"

We also stand together for Sindh Government's flagship initiative on FP2030 being implemented through CIP, in collaboration with all public and private stakeholders.

Maternal and Child Health Program (MNCH) Government of Khyber Pakhtunkhwa











The Integrated Reproductive Maternal Newborn & Child Health (IRMNCH) & Nutrition Program Government of Punjab; and Maternal and Child Health Program (MNCH), Government of Khyber Pakhtunkhwa stands together with Marie Stopes Society on the World Contraception Day and our unified message to the people of Punjab and KP is to raise awareness for respecting the reproductive health needs and vulnerabilities of women and girls during the pandemic while maintaining the momentum towards achieving the SDGs by 2030. We will together ensure that women of reproductive age have access to FP services across Punjab and KP Provinces by improving population health through addressing inefficiencies and disparities in women health care, reducing provider stress, and enhancing access through virtual and digital care.

IN EVERY PERSON, THERE IS A SUNLIGHT. LET THEM SHINE.

Socrates



MSS' SF team in Larkana attended an important and high profile Technical Working Group meeting. This meeting was presided by DHO Larkana Dr Syed Azeem Shah, while guest of the honor was ADHO Larkana Dr. Ali Sarwar Shah. Key stakeholders of programs in the District were part of the meeting, namely Dr Shoukat Ali Abro RMNCH Coordinator, Mr Afaque Hyder DDPWO,

Dr. Khalil Ahmed Katpar Sr DM HIS, Dr Rehana Soomro HIS, Imran Ali - DO MSS, Mr. Maqbool Ahmed President Ghazi SWO, Mr. MB Khaskheli-DC Pathfinder, Ms Freeda Sheikh , Prih Development Society, Mr Sajjad Kandhir DM SRSO and Mr Altaf Soomro DM Bridge Consultants.



District Officer Larkana, Mr. Imran Ali, District Officer Hyderabad and Mityari, Mr. Zuhaib Hassan and District Officer Tando Allahyar, Ms. Saher Khatoon visited Suraj Facilities in Larkana, Hyderabad, Tando Allahyar and Mityari and explained the importance of complying with the Government's prescribed SOPs related to

Covid-19. DO Larkana also provided IEC material and communication collaterals to the SF providers developed by MSS to ensure that the facilities are delivering quality services and at the same time ensuring compliance of Covid-19 SOPs.







DAREECHA _______ 23

HERE IS A LIGHT THAT NEVER GOES OUT. Michael Connelly

Socrates



Family Health Mela: Population Welfare Department was organized Family Health Mela on 24th March 2021 in Hyderabad. MSS was invited by the PWD to stage a free Medical and Family Planning Camp. Outreach team of MSS in Hyderabad setup OPD for FP and General Clients.







Outreach Camp



Outreach camp providing free medical services at Tehsil Bakrani, District Larkana



Outreach Camp was organized for people at Pakho Village District Larkana



Outreach camp was organized at Village Mir Jat, District Hyderabad in coordination and liaison with Sindh Government's Social Welfare Department

DAREECHA _______ 24

Roshni Outreach team organized free medical camps and community engagement events in suburbs of Larkana







Roshni outreach camp was organized at Nasarpur, Tando Allahyar. MSS' Quality Assurance personal was also present to conduct quality assurance audit.



Induction Training for FHE was organized in Larkana on 25th March 2021

FHEs in
Hyderabad
and Tando
Allahyar
visited clients
and validated
vouchers







DAREECHA ______ 25



Jahan ap wahan Meri Pharmacy





DRAP Approved Medicines



Certified Pharmacists



Free Delivery (on orders above Rs. 2000)

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MERI PHARMACY: PROVIDING HIGH QUALITY GOVERNMENT APPROVED MEDICINES...EVEN AT YOUR DOORSTEP



MERI PHARMACY PERFORMANCE IN 2021



134,000 Number of Customers Served During 2021



4,000

Number of Customers Served through Technology (web, Foodpanda, App, Social Media & other IT mediums)



4,000

Number of Customers
Ordered Medicine
at Door Step



130,000

Number of Customers Served Over the Counter/ Window Retailing



8%

Percentage of Discounts Offered to the Customers out of the Total Revenue



Number of Pharmacies Operating as of December2021







مشورہ ہیلپ لائن میں خوش آمدید Welcome to Mashwara Helpline

مشوره هيلپ لائن تي ڀليڪار

مشورہ ہیلپ لائن وچ تواڈا سواگت

> د مشوره هیلپ لاین ته ښه راغلاست

ہم سے کریں بات
بھروسے کے ساتھ

تربیت یافتہ ڈاکٹر سے مفت معلومات اور مشورے کیلئے کال کریں۔ پیر تا ہفتہ صبح البجے سے شام ۸ بجے تک

MASHWARA HELPLINE





OUTBOUND CALLS 8,449





PRODUVTIVE CALLS
42%

% !

TREATMENT FACILITY

1,778

Any client that walks into Behtar Zindagi Centre and cannot afford the listed price of FP and PAC service can request a subsidy or fee walver from the Centre manager. All clients who state inability to pay the full fee are eligible for the benefit, irrespective of background characteristics.

CLIENT PROFILE

GENDER

59% 141%

AGE GROUP

2% ≤ 20 years

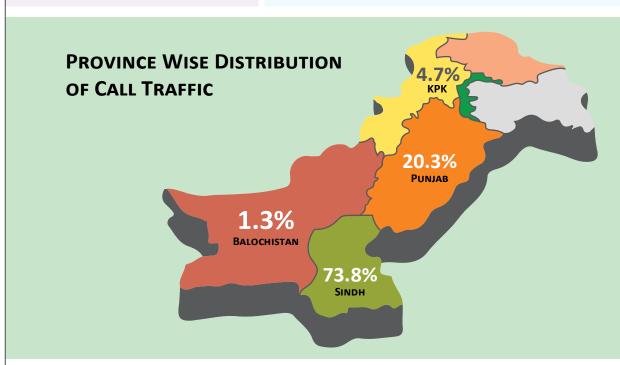
49% 21-30 years



43.2% 31-40 years

0.3% 60+ years

5.1% 41-50 years



LIFE IS A MATTER OF CHOICES, AND EVERY CHOICE YOU MAKE MAKES YOU.

John Maxwell









BZC Sukkur team participated in Family Festival, organized by HUM AUR HAMARA SUKKUR and other stack holders at Shaheed Benazir Bhutto family Park Sukkur. Our team organized informative sessions with participants and encouraged them to visit our center.





Zonal Head Sindh Mr. Faiz Muhammad and Regional Head Sindh Mr. Shakeel Hashmi visited PPHI Regional Office and PWD office at Hyderabad. They visited the facilities and had meetings with PPHI & PWD Officials.





Ms. Uzma & Faiz Muhammad visited commissioner Sukkur, PWD Officer Mr. Qurban Ali Bhayo and Social welfare officer Nasruddin Shah at their offices





BZC Dadu participated in Health Mela organized by PWD at Taluka Mehar District Dadu.



Mr. Faiz Muhammad & Ms. Uzma met DHO Sukkur Dr Jameel Ahmed and discussed how collaboration with Government could help MSS serve an even larger clientele in Sukkur and in Sindh

A LACK OF KNOWLEDGE CREATES FEAR SEEKING KNOWLEDGE CREATES COURAGE



Healthy Choices and Reproductive Health Matters

MSS' bilingual, interactive information portal (www.srhmatters.org) is the first website of its kind in Pakistan. The site offers confidential, impartial information about healthy choices and reproductive health. It offers free online support, with a professional doctor responding to email queries within 24 hours.





Returning Visitors

25% 2

Average session



995
Queries asked by



21-31_{years}

Average age of the visitors



Gender wise distribution of visitors

Nature of Queries



40% Family Planning



40%
Sexual Reproductive



10% Puberty



10% General Health

Age Profile of the visitors

35% 18-24	29% 25-34	17% 35-44
9% 45-54	6º/o 55-64	4% 65+

Country Profile of the visitors





Do you have concerns you find hard to discuss?
Welcome to SRHMatters – An interactive, educational and confidential online support service

Reach out to one of our certified consellors or professional doctors to recieve impartial, friendly and confidential advice an all your sexual and

HEALTH SERVICES DEPARTMENT

ENSURING DELIVERY OF QUALITY SERVICES ALIGNED WITH MODERN HEALTHCARE TECHNIQUES

Comprehensive Post abortion Care and Post Abortion Family Planning Training of Trainers







From 18th-24th January 2021, HSD team organized Successful Comprehensive Post abortion Care and Post Abortion Family Planning Training of Trainer. The six days theory and practical based sessions was organized in collaboration with Regional Training Institute Instructors from Lahore, Multan, Faisalabad and Sahiwal districts. Along with the senior instructors, Principal of Regional Training Institute, Dr Misbah also participated at the session conducted at Services Hospital Lahore.

SUPPORTIVE SUPERVISION WORKSHOP 2021

Supportive Supervision Workshop conducted on 26 July 2021 by Health Service Department for Centre Incharge and Zonal Heads in Punjab and KPK. During the workshop, HSD team received appreciation from Operations and center teams. Moreover, it was a platform where lessons learned through hardships faced to train staff during pandemic and the



consequent gaps were identified and discussed. At the end of the workshop, commitments were made by the field staff to use client centered approach and improve client feedback mechanism.

TRAININGS DETAILS FROM JANUARY TO SEPTEMBER - 2021

Sr#	Training Name & Topics	Channels / Projects	No. of Trainings	No. of Participants Trained
1.	Competency Based Training (CBT) and need based session on FP/IP/PAC/RTI/MEM/High risk clients/pain management/CRC/learning together/updates 2021	BZC	41	113
2.	Competency Based Training (CBT) and need based session on FP/IP/PAC/RTI/MEM/High risk clients/pain management/ CRC/learning together/updates 2021	MCH	11	27
3.	Counseling, FP, RTI, BLS, IP, CIMS, CRC, Policies & guidelines, High risk clients/pain management ,PAC-M, learning/together, updates 2021	DAFPAK - SF	6	119
4.	4. Counseling, Long Term & Short-Term FP, RTI, BLS, IP, CIMS, CRC, Policies & guidelines, VCAT		5	15
5.	Counseling, FP, RTI, BLS, IP, CIMS, CRC, Policies & guidelines, High risk clients/pain management ,PAC-M, learning together, updates 2021	DAFPAK – Clinical Officers	8	12
6.	Counseling, FP, RTI, BLS, IP, CIMS, CRC, Policies & guidelines, High risk clients/pain management ,PAC-M, learning together, updates 2021	LAD-SF	1	11
7.	Counseling, FP, RTI, BLS, IP, CIMS, CRC, Policies & guidelines, High risk clients/pain management ,PAC-M, learning together, updates 2021	IF - SF	6	25
8.	Counseling, FP, RTI, BLS, IP, CIMS, CRC, Policies & guidelines, Pain management, learning together, updates 2021	LAD-FHEs	2	24
9.	Counseling, Long Term & Short-Term FP, PAC, RTI, MEM, IP, CIMS, CRC, Policies & guidelines	LAD-SCS	1	2
10.	Importance of FP in Islam, IP, FP Classifications, MEC Wheel, Warning signs (Hormonal IUCD & IUCD), CRC & CIMS	IF - FHEs	1	13
11.	Counseling, FP, RTI, BLS, IP, CIMS, CRC, Policies & guidelines, Pain management, learning together, updates 2021	DFAT-FHEs	1	58
12.	Call Center Training	MSS	1	3
		Grand Total	85	422

LIFE IS THE GAME OF CHESS, THE QUEEN PROTECT THE KING.

Anonymous



International Women's Day 2021

Dedicated to the Inspirational Women of our MSS Family,

Let's honour the Power of You!

Stay blessed and Keep Inspiring!

Sincerely,

HR



Happy
International
Women's Day!
Here's to
Strong Women
May we know them!
May we be them!

Special message of appreciation for Women of Pakistan by the Human Resource department of MSS



As part of International Women Day 2021 celebrations, MSS team members attended a Beyond Beauty Workshop organized by School of Leadership at Regent Plaza. The event was a good opportunity to interact with women from diverse backgrounds and create awareness about MSS and the services we provide.





Women Day Celebration by the SF Hyderabad Region. Honorable Commissioner of Sindh Social Welfare Department Shafqat Solangi and Deputy Director Population Welfare Department Dr. Khalida Shaikh attended the event.

BZC CELEBRATING WOMEN'S DAY









BZC Sukkur celebrated Women's Day and attracted media coverage

HUMAN RESOURCE DEPARTMENT MADE MSS A FUN PLACE TO WORK



First Coffee with HR session of 2021 included Country Director of MSS, Ms. Asma Balal. She shared her vision of where she wants MSS to be in the healthcare landscape of Pakistan in future. The session was chaired by Ms Uzma Mehmood, Head of HR and Admin at MSS and Ms. Marilyn D'Souza, Assistant Manager Learning and Organizational Development.





HR department of MSS rolled out "Safeguarding Policy Handbook" which will serve as every employee's guide to the various safeguarding policies of MSS. To reinforce MSS' SG Commitment to Speak-up, "4 SG Power Champs" were introduced whose distinct characteristics we would like every MSS employee to emulate every day and to develop a sense of commitment and shared responsibility, for creating an environment that is safe for all.



February 10th marks the day when everyone across MSS come together as one family to uphold the Safeguarding policies that protects us and our stakeholders against any form of malpractice.



A 3 Day offsite Safeguarding TTT Program wasorganized at Dreamworld Resort on 29-31 March2021.





Nadia Zahid of Strategy department won the Ramadan Iftar Platter challenge









HR organized a TGI-FRI-Yay event at Support Office which consisted of a number of indoor games like Ludo, Carrom, Darts, an Appetizer Board Challenge and a Scavenger Hunt. The excitement and energy especially on that day was truly overwhelming and was much needed, especially since this was our first in person engagement since COVID-19. All our staff thoroughly enjoyed every activity organized on that day and it was appreciated and applauded by all.



A cricket tournament was organized on 10th December 2021 at Eid Gah Ground Karachi. It was great to witness the MSS teams battle it out on the field. We acknowledge the efforts of all those who made this event a success and congratulate all the winners:

Winning Team of the Tournament: Team Markhor-11

Man of the Match: Nouman Ahmed

Best Batsman: Zain Nathani **Best Bowler:** Irfan Rizvi



Senior Management Training Workshop RISING ABOVE - THE GRILL OF EXCELLENCE

An energizing and fun filled workshop was organized at Turtle Beach as a relaxing gateway for the senior management team. It served as a great platform to collaborate effectively in a setting other than the typical workplace.



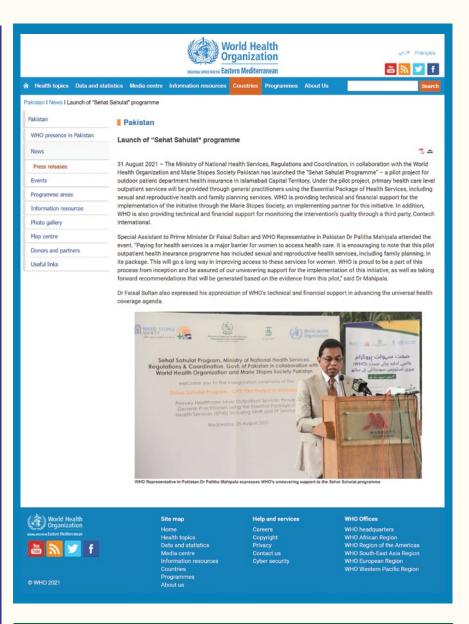
"Coffee with HR - Eid Meet and Greet Segment"

The session involved a friendly battle between Male Vs Female colleagues with a few fun team activities.

DAREECHA - 35

NATIONWIDE MASS MEDIA COVERAGE OF THE LAUNCH PROGRAM FOR OPD PILOT PROJECT IN ISLAMABAD

































Today's hard work can create tomorrow's bright future.

-Dayaprakash Kumawat

Wishing you a happy and prosperous 2022





















MSS served



7.0 million

Total Clients Served*



362,293

Total Clients Served*

MSS delivered



16.1 million

Short Acting Contraceptive Methods (Units)

3.1 million

Long Acting Reversible Contraceptive Methods



0.29 million

Permanent Contraceptive Methods



312,108

Short Acting
Contraceptive Methods
(Units)



179,26°

Long Acting Reversible Contraceptive Methods



1,224

Permanent Contraceptive Methods

Generating 19.1m Couple Years of Protection (CYP)

Generating **927,240** Couple Years of Protection (CYP)

MSS prevented



3.2 million

unsafe abortions



7,827

mothers from dying



55,657

children from dying



158,143

unsafe abortions



43 29

mothers from dying



2,736

children from dying

^{*} Refers to total number of clients receiving FP services, including repeat visits for method refilll or switching.

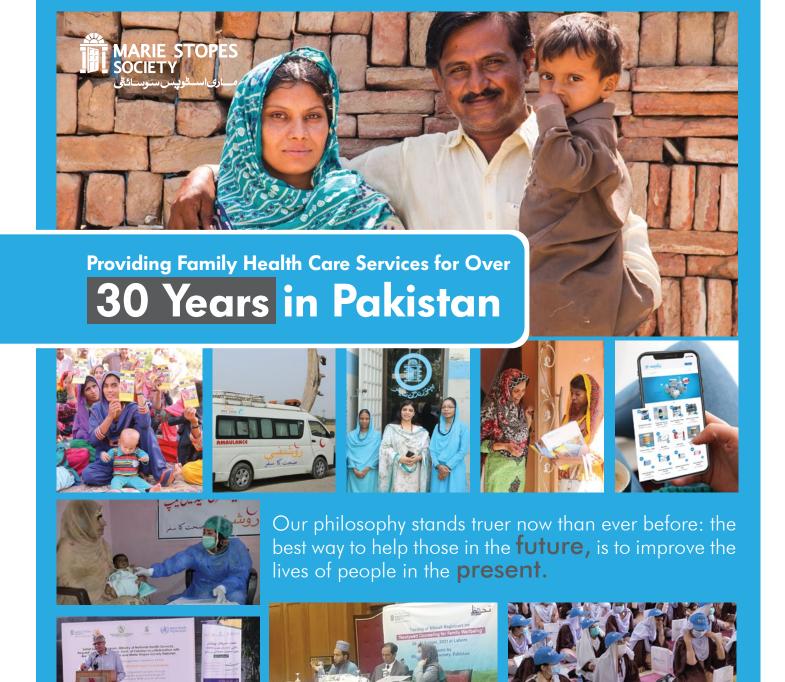
MSS is present in 22 districts in 3 provinces and ICT



SCAN THE QR CODE BELOW AND FIND MSS' ALL SOCIAL MEDIA HANDLES AT ONE PLACE







In the last 10 YEARS MSS has served 7 million Family Planning clients saving 3.3 million women from unsafe abortions, 8,000 mothers from dying and 55,650 children from dying.

