

DAREECHA

MAKING HEALTHCARE SERVICES AFFORDABLE FOR ALL

Introducing the Sehatyab health micro insurance programme supported by FCDO under DAFPAK programme

EMPOWERING URBAN YOUTH

MSS introduces SRH Application for Youth supported by FCDO under DAFPAK programme

REACH OUT FOR EXPERT MASHWARA

Revitalizing MSS Hotline for expert SRH counselling in Urdu, Punjabi, Sindhi and Pushto language

RAY OF HOPE IN TIMES OF DESPAIR

Almost **1200** free medical camps were organised during the pandemic for the most underprivileged with immense support from FCDO



MARIE STOPES
SOCIETY

ماری اسٹوپس سوسائٹی

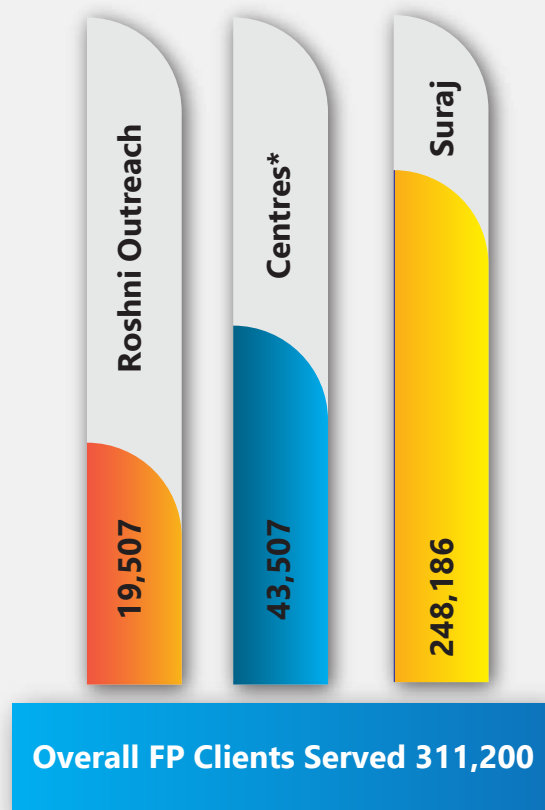
Countering the Pandemic with Our Performance

Almost
1 million*
CYP achieved
despite the
challenges
of COVID-19



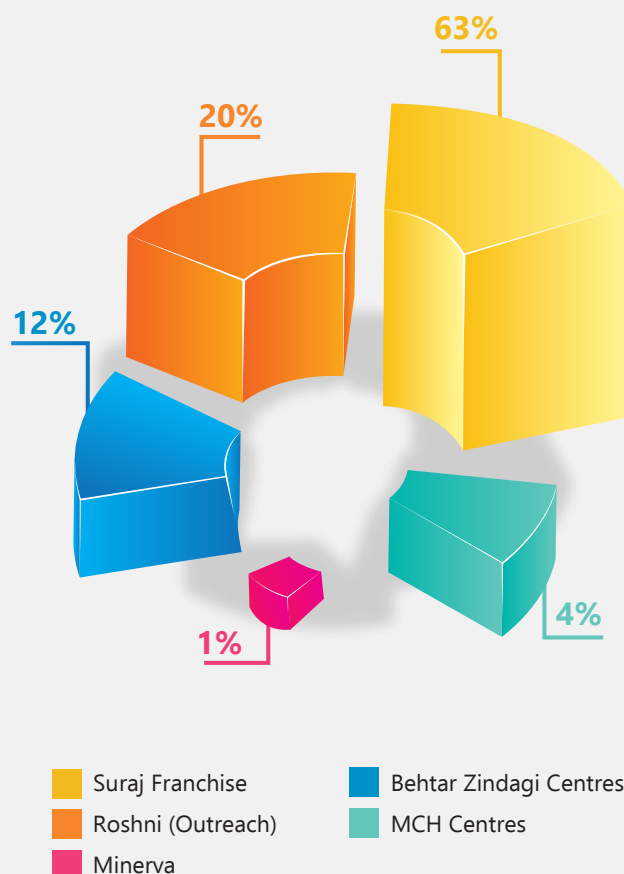
* Total CYP generated in year 2020 is 981,612

Family Planning Clients Served in Year 2020



* Centres include BZC, Minerva and Ansa

Channel Wise Distribution of Services Delivered in Year 2020





Message From Country Director

Dear Team,

I would like to acknowledge and appreciate the incredible commitment, resilience, and courage displayed by all of you throughout 2020. In the face of a global pandemic and associated disruptions in our daily lives, you all have been a constant source of inspiration and strength.

I salute all our front line health workers who continued to provide critical services to those most in need throughout the country program. We have had to make some very tough decisions last year due to changes in our operating environment but I am reassured by the continued hard work and sincerity of purpose of the teams.

Let's resolve again to carry on with our mission of saving lives with the same dedication that you have displayed and to uphold the values of integrity, transparency and accountability in our work.

Warm Regards,

Asma Balal
Country Director
Marie Stopes Society

Making Healthcare Services Affordable for All: Launch of Sehatyab Programme

Sehatyab is a health micro insurance pilot project aiming to make MCH services affordable for the masses

Marie Stopes Society Pakistan has entered into a strategic collaboration with MicroEnsure to introduce a new health care initiative under the Delivering Accelerated Family Planning in Pakistan (DAFPAK) programme funded by Foreign, Commonwealth & Development Office (FCDO), Pakistan with the name of "Sehatyab Programme" for the women and their families

living in low and middle-income communities of Karachi. Through this programme, services like general out-patient, family planning & maternal and child health services can be availed at a considerably low amount in addition to free health insurance for women and their families.

The Development Director of the British High Commission in Pakistan, Ms. Annabel Gerry said:

“The UK is committed to support Pakistan in increasing access to family planning services and healthcare facilities especially for the most vulnerable women. We're proud to invest in the Sehatyab health micro-insurance programme which will directly improve the lives of 5000 families including women, children and men in Karachi, Sindh through the provision of quality maternal and childcare health facilities.”

Speaking on the occasion, Ms. Asma Balal, Country Director, Marie Stopes Society Pakistan said:

“In Pakistan, maternal complications such as post-partum infection and hemorrhage account for over 50% of maternal mortalities. Additionally, financial barriers and lack of social security systems make poor women most vulnerable in terms of being able to access essential reproductive health services. The Sehatyab programme will improve the economic well-being of women and their families by reducing out-of-pocket health expenditures, as well as result in reduced maternal and neonatal mortality rates through increased provision of mother and child health and family planning services for improved treatment outcomes.”

Appreciating the partnership as another step towards goal of reaching out to the tens of millions of uninsured and under-insured Pakistanis, **Mr. Rehan Butt, Vice President MicroEnsure added that:**

“We are very excited to work with Marie Stopes Society on this project. We have a track record of developing simplified insurance products and processes which help build the faith of common men and women in insurance as an important risk management tool. Marie Stopes Society and MicroEnsure have a mission of serving the underserved communities in Pakistan and have a natural strategic fit for collaboration. We are confident that this partnership will go a long way in extending affordable financial protection to those who need it the most.”

MicroEnsure Pakistan (Private) Limited is a wholly-owned subsidiary of MicroEnsure Holdings, UK - part of the STP Group Holdings. The company is a licensed insurance broker by the SECP and a specialist provider of innovative mass-market insurance solutions. The STP Group aims to provide an insurance safety net to millions of micro & small businesses and to the 4 billion people on the planet that are currently un/underserved. Insurance is a highly fragmented market fixated on complex products, cumbersome customer journeys and stymied systems that prevents the swift payment of claims. The STP Group has created the world's first global end-to-end digital microinsurance solution that will combine reinsurance capacity, in-country insurance licenses, world-class distribution and market-leading AI functionality.



صحتیاب
SEHATYAB PROGRAMME

MICROENSURE

انساء
میری ہم ایڈجلی ہیٹ

کیا آپ مشکل کی اس گھڑی میں
صحت کے مسائل سے پریشان ہیں؟



مزید فکر نہ کریں!

ماری اسٹوپس سوسائٹی آپ کے لئے مائیکرو انشور کے اشتراک سے
ایک منفرد ہیلتھ کیئر پلان ”صحتیاب پروگرام“ لایا ہے، جس میں عوام کی صحت
کی سب سے اہم ضروریات کو مد نظر رکھا گیا ہے

صحتیاب پروگرام کی سہولیات



خاندانی منصوبہ بندی فالو اپ



نارمل ڈیلیوری ادویات کے ساتھ
(24 گھنٹے قیام)



خاندانی منصوبہ بندی اور قبل از پیدائش
سے متعلق مشاورت اور بکنگ



بچوں کی او پی ڈی
(OPD)



جنرل آؤٹ پیٹنٹ سروس
(OPD)



ہیلتھ انشورنس



آئی یو ڈی (IUCD) سروس



الٹراساؤنڈ سروس



علاج برائے امراض نسوان



اسپلائٹ سروس

ہیلتھ انشورنس کے فوائد

| سی کیشن بینیفٹ | ہسپتال میں داخلے کا فائدہ |
|----------------|--|
| 10,000 روپے | 1,000 روپے فی رات بلانکس کے لئے ، 500 روپے فی رات بچے کے لئے |

صحتیاب پروگرام کی تمام خدمات انتہائی کم اور مناسب قیمت میں آپ اور آپ کے خاندان کے لئے دستیاب ہیں۔

اس کے علاوہ آپ ماری اسٹوپس سوسائٹی کی خدمات کے بارے میں تفصیلات حاصل کرنے کے لئے
پیر سے ہفتہ تک ہیلپ لائن نمبر 0800 22333 پر کال کر سکتے ہیں۔
ہیلپ لائن کے اوقات صبح 9 بجے سے رات 8 بجے تک ہیں

More Power to Youth



SRH Application is Here

youth.
Let's talk

MSS Youth Application is a mHealth Progressive Web Application to increase access to sexual and reproductive health (SRH) education and services for urban youth (15-24) in Pakistan. The question here is, what are the prospects of such an application in Pakistan, where restricted access to limited information is allowed to the urban youth of 15-24 years of age.



207.8m

Total population of Pakistan

41m

41 Million individuals
aged 15-24



20%

Total population is Aged
15-24 Years



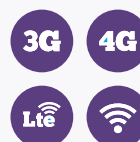
87%

Total population
owns mobile phones



80%

Mobile phone users
are aged 10-30 years



50%

Total population are
3g/4g subscribers

The key features of the Youth Application are as follows:

| | |
|--|---|
| | Informative content on SRH, growing up & behaviour change |
| | Access to locations of MSS service delivery points |
| | Interactive blogs on relevant themes |
| | Appointment booking facility with consultants |
| | Option to talk to SRH expert through Mashwara Helpline 0800-22333 |
| | Online consultation with SRH expert/doctor |

Reproductive Health

Sexual Health

Growing up

Health Queries

Befitting the Occasion: MSS' Youth Application's Soft Launch at the Young Leaders Conference

MSS participated as a corporate sponsor in the Annual Young Leaders Conference (YLC) 2020 held on 23rd December 2020 at Dreamworld Resort. During the event, MSS' representatives delivered a presentation, giving an insight into the Vision, Mission and operations of the organization, to an audience of over 300 students participating from different cities of Pakistan. This was followed by an engaging open forum for the audience to discuss their views on why they think Pakistan is still facing challenges in prevalence of family planning, sexual and reproductive health services as compared to other countries in the region. Once the audience identified multiple reasons for the aforementioned, the moderator of the debate, Mr Umair Aslam (Senior Manager Technical Services) presented the Youth Application as the potential answer.



MSS' moderator discussing the challenges faced by youth in accessing information related to Family Planning and Sexual and Reproductive Health with Shakeel Hashmi (Donor Lead LAD) and Ayesha Jafri (Consultant Business Development MSS)



Delivering an insight into the Vision, Mission and operations of MSS in Pakistan to the young audience of the event.



A young attendee of Youth Application's soft launch ceremony downloading the app on his phone by scanning the QR code printed on the promotional standee.

The young and energetic audience of the event



MSS Youth Ambassadors

MSS has always believed in the potential of Pakistani youth to become the advocates of the nations' right to have easy access to the choices they have in family planning, sexual and reproductive health matters. MSS took an initiative to further expand its access to youth by sponsoring 10 outstanding youth champions from Khyber Pakhtunkhwa province to take part in the soft launch of its Youth Application. The purpose of sponsoring these 10 students was not only to provide them with a platform for expressing their beliefs and ideas about family planning, sexual and reproductive health but also to enable them to polish their skills and public speaking abilities with the help of different activities that were embedded into the personal development training manuals during the event. A snapshot of the profile of these youngsters, who are called the MSS Youth Ambassadors, is as follows:



Naeem Khaliq

Naeem Khaliq is a resident of Mardan and a final year student of BS English in Abdul Wali Khan University. Currently, he is the president of Azm-e-Jawan Youth Foundation in Mardan. He aims to create awareness among masses about the issues that arise by the increasing population through advocacy.

Nawal Fatima is completing her BS Law degree from Peshawar. Nawal actively participates voluntarily in the activities of Giving back to Pakistan, a local initiative to contribute to the developmental efforts in Pakistan. She is a keen advocate for urging masses to understand the concept of economics of family planning.



Nawal Fatima



Faisal Afridi

Faisal Afridi has done BS Sociology from University of Peshawar. Currently a member of the Social Interaction Society for Prevalence of the Education University of Peshawar, Faisal Afridi pledges to contribute in eliminating the myths and misconceptions related to family planning.

Gulalay Shamal from Mardan is a final year student of Ayub Medical College Abbottabad. Currently, she is a member of 'Rotaracts Club Ayub Medical College Chapter' and 'The Volunteer's Group Ayub Medical College'. Gulalay pledges to educate couples and young adolescents about maternal and neonatal mortality and how it can be eradicated.



Gulalay Shamal



Ahmed Kashan

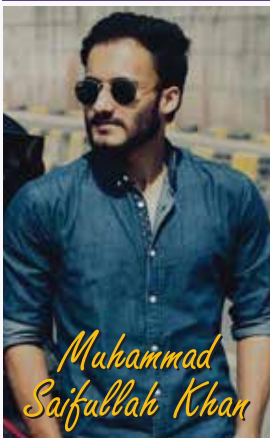
Ahmed Kashan is from Peshawar and has done MS. Currently, he is a trainer at the UN Office of Drug Control and he was also a member and Ex-Youth Minister of Anti-Narcotics in National Youth Assembly. He pledges to advocate for the availability of family planning, sexual and reproductive health services at the grass-root level.



Muhammad Nasir

Mohammad Nisar belongs to Peshawar, has done his BBA (Hons) and currently manages the operations of Zero Hunger, his personal initiative to feed the poor in the city. He is an advocate of gender equality and access of women to basic health facilities.

Muhammad Saifullah Khan belongs from Peshawar. He has studied BS Social Sciences from the Institute of Management Sciences. He is an Alumni of 'US Department of States' Youth Exchange and Study Programme' and 'Pakistan-US Alumni Network'. He pledges to work for the prevalence of education to increase awareness among the population about their basic rights.



Muhammad Saifullah Khan



Quratulain Khan

Quratulain Khan has done her BS Microbiology from Peshawar. Currently a coordinator in 'Pak-International Human Rights Media Group', Quratulain aims to sensitize the population through mass media campaigns about the choices they have in family planning, sexual and reproductive health.

Mujeeb Khan from Mardan has completed MPA from Quaid-e-Azam University Islamabad. He is also a board member in Salik Foundation for Human Development. He aims at making parents realize the importance of their role in informing children about sexual and reproductive health.



Mujeeb Khan



Syeda Nayab

Syeda Nayab from Peshawar, currently a student of MBA (HRM) from the University of Peshawar, is the founder of Nayab's Rogue, a social enterprise which is aiming to promote women empowerment in the underprivileged and remotest areas of Pakistan. Nayab aims to advocate for premarital testing of sexually transmitted diseases among the youth of Pakistan.



YOUNG PEOPLE DEMAND FAMILY PLANNING & SEXUAL REPRODUCTIVE HEALTH INFORMATION



Get access to
Marie Stopes Society's
Progressive Web
Application

Follow **3** easy steps:

For Android users 




Scan QR



Tap on Ellipses and tap on add to home screen



The app is ready to use

For iOS users 



Scan QR



Tap on Share button and tap on add to home screen



The app is ready to use



Monitoring visit of Third Party Validation (TPV) partner at MSS Peshawar

Under DAFPAK programme, TPV partner "Research and Development Solutions (RADS)" team conducted pilot interviews with RMO/DO/PP regarding PPE kits, supplies, services, IEC Material, Government liaison and pre & post Covid-19 situations. The RADS team showed gratitude for the information shared and appreciated the steps & efforts of MSS in ensuring the smooth delivery of family planning and reproductive health services when the pandemic was in full swing throughout the country.



District Officer MSS Peshawar, Mr Waseem conducted meeting with a team of international experts and discussed plans to verify the satisfaction level of Suraj Franchise clients

Close Partnership with Government Departments



MSS, in collaboration with the Government of Punjab, conducted an informative session for the staff of BZC and Minerva centres in Lahore, Faisalabad, and Multan. The focus of the session was to urge the staff to comply with the SOPs of infection prevention & importance of waste disposal under the guidelines provided by the Infection Prevention Control and Hepatitis Control Programmes of Primary and Secondary Healthcare Department of Punjab.

STANDING SIDE BY SIDE WITH THE NATION DURING FLOODS AND PANDEMIC



Several areas of Pakistan was severely hit by floods during the last monsoon, adding to the difficulties caused by the spread of Covid-19. Considering the sensitivity of the situation, MSS decided to play its part as a social enterprise and donated Flood Emergency Kits to Rescue 1122 in a ceremony, attended by District Emergency Officer Rescue 1122 Multan, Mr. Kaleem, along with representatives of Regional Operations Team MSS Mr. Tanveer Shahzad and other members of both organisations.



The Sindh Behtar Zindagi Centre (BZC) teams met with officials from PPHI and visited their centres in Hyderabad, Khudabad, Bhan, Sehwan, Dadu, Phulji, Ibrahim Kachi, and Purano Dero to brief about the services provided by MSS, protocols and referral mechanism of MSL services.



In August 2020, BZC Dadu team conducted meetings with DSM PPHI Dadu, Manager Hands Dadu & other stakeholders. These meetings help enhance our liaison with concerned officials to communicate the impact we are creating in family planning and mother and child health within communities.



BZC Dadu organised a free medical camp with the support of District Health Department Dadu on Friday 28th August-20. The district was hit badly by the floods and lacked items of necessities and medical facilities. Our team performed more than 200 general OPDs, 150 family planning counselling sessions, Hepatitis B & C tests and distributed free medicines with support from the local District Health Department.

Dr Rukhsana Mughal, Head of BZC Operations Karachi and Hub, and Mr Syed Ashfaq Ali Shah, Director General Population Welfare Department Sindh held a meeting on 29th September 2020, during which they discussed the impact that MSS has had on the government's effort to promote family planning methods in Sindh.

**MSS PPEs Donations
to Provincial governments
of Sindh, Punjab and KPK**
KN95 MASK**800****SURGICAL MASK****8,000****LATEX GLOVES****12,000****HAND SANITIZERS****120**

The meeting of District Cluster Management Committee under WISH 2 ACTION was held at Silver Spoon Restaurant Faisalabad on 23rd Dec 2020 arranged by FPAP-Faisalabad. Commissioner Health chaired the meeting. The key stakeholders who participated in the meeting were DPWO, District Office Social Welfare, District office Child protection, Manager Darul Aman, District Office Girl Guide, District Manager Green Star, District Manager Marie Stopes Society, TPWO, Senior Volunteer Dr Jafar Hasan Mubarak, Main Nadeem Ahmad from Radio Pakistan and Nasir Dilshad Sindhu from Chak No 203 RB, Malik Zahoor Ahmad from HI Islamabad, Malik Muzammil from 1122 and two Disable NGOs Representative participated.



BZC Karachi operations team conducted meetings with the new DG, PWD Sindh, Mr. Rehan Baloch, and Medical Director PWD, Sindh, Dr. Amber Gaba, to update about MSS activities and continue to strengthen ties with the local governing bodies.



Sindh Culture Day was celebrated at the District office Matiari, where the staff wore appropriate dresses according to Sindh's culture to appreciate the historical heritage of the province.



MSS team in Layyah organised an awareness walk from TDA Chowk to Ghora Chowk to urge the decision-makers to take necessary measures in eradicating activities which causes smog. Among the participants of the walk were DC Layyah Mr Azfar Zia and Special Assistant to Chief Minister Syed Rafiqat Ali Gilani.



MSS and PWD Layyah staged a family planning awareness stall during the Thal Jeep Rally. Mr Azfar Zia (Deputy Commissioner Layyah) and Mr Nadeem Abbas (DPO Layyah) visited the stall and were briefed about MSS and its developmental efforts in Layyah. The team representing MSS distributed informative Suraj Flyers and gift items to all attendees of the event including District police officers, Civil defense officers, Special branch officers, Rescue 1122, Traffic police Officers and noble community. District government officials & PWD appreciated MSS' efforts.



District Technical Committee meeting in Larkana district took place on 31st December 2020. In this meeting Mr Mir Imdad Talpur (DPWO Larkana), Dr Shoukat Ali Abro (DDHO RMNCH Larkana), Dr Khalil Ahmed Katpar (DM HIS), Dr Soorya DHO (Larkana), Mr Abdul Raheem Junejo (DM PPHI), Mr Afaq Hyder Abbasi (DDPWO Larkana) and Mr MB Khaskheli (DC Pathfinder International) discussed the progress of different stakeholders in escalating the efforts to save lives of mothers and children.



An awareness session on precautionary measures against COVID-19 was conducted by the Health Officials, Doaba Foundation & MSS in Layyah. The health experts who spoke during the event guided the audience about SOP's and their compliance to prevent spread of deadly Corona virus.

GLOBAL AFFAIRS CANADA (GAC) SUPPORTS MARIE STOPES SOCIETY DURING COVID-19



Global Affairs
Canada

GAC is supporting MSS by ensuring delivery of high quality family planning (FP) services in six (6) districts of Sindh through Suraj Social Franchises (SF). During the difficult times of Covid-19 pandemic, MSS is trying to ensure that the most vulnerable and marginalised women (using free service delivery vouchers) in need of quality FP services have access to the trained providers and female health educators complying with the SOPs, through the network of 65 service delivery points.

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

GAC's support is instrumental in ensuring that our SF providers and field educators have access to PPEs and are able to provide as much face to face time to the most vulnerable women as the current circumstances permits. During the first wave of pandemic, GAC supported MSS in conducting training sessions with FP providers in both urban and rural areas of Sindh for creating awareness on infection prevention. Moreover, each client that came to service delivery point of SF provider went through the Covid-19 screening process before receiving services or counselling.

Trainings Conducted on Infection Prevention During the Pandemic*

| Programme | Number of Trainings on Infection Prevention | Number of Participants |
|-----------|---|------------------------|
| GAC SF | 42 | 104 |

GAC FP Users Served During the Pandemic*

| Peri-Urban | Rural | Total |
|------------|--------|--------|
| 6,597 | 21,939 | 28,536 |



*From APR - DEC 2020

CONTINUED SUPPORT OF FOREIGN, COMMONWEALTH & DEVELOPMENT OFFICE (FCDO) TO MARIE STOPES SOCIETY, PAKISTAN



Marie Stopes Society is delighted to continue its partnership with the Foreign, Commonwealth & Development Office (FCDO) through the Delivering Accelerated Family Planning in Pakistan (DAFPAK) programme. FCDO's continued support and guidance for the Suraj Social Franchises, Roshni Mobile Services (Outreach), Ansa Maternal and Child Health Clinics and for the Meri Pharmacy network during COVID-19 pandemic and beyond has been overwhelming. The FCDO offices in Pakistan have ensured provision and access to quality family planning, sexual and reproductive health services, digital and telephonic access for clients to MSS and ensuring availability of quality and affordable services in Sindh, Punjab, and Khyber Pakhtunkhwa provinces. In addition to the above, FCDO have invested in the "Sehatyab" health micro-insurance programme in Karachi, Sindh through the provision of quality maternal and childcare health services. Moreover, FCDO funded developing and launching MSS Youth Application which is a "mHealth Progressive Web Application" to increase access to sexual and reproductive health (SRH) education and services for urban youth (15-24) in Pakistan. FCDO facilitated infection prevention trainings for FP providers and field staff in Pakistan during the COVID-19 outbreak, to ensure that MSS deliver high quality services even in the pandemic. MSS introduced an adapted version of the COVID-19 screening tool for all service delivery channels. In addition, a dashboard was also developed to screen, monitor, and refer COVID-19 suspects/cases to the nearest COVID-19 designated facilities. FCDO identified this dashboard as one of the major lessons and recommendation in the annual review of the DAFPAK programme.

Trainings Conducted on Infection Prevention During the Pandemic*

| Programme | Number of Trainings on Infection Prevention | Number of Participants |
|--------------------------|---|------------------------|
| Suraj Social Franchise | 188 | 554 |
| Roshni Service Providers | 9 | 9 |

Channel Wise Distribution of FP Users Served During Pandemic*

| Suraj SF | Roshni Outreach Team | MCH |
|----------|----------------------|-------|
| 80,881 | 9,738 | 1,739 |

More Than 100,000 Customers/Clients Were Served Through Meri Pharmacy (On-Site And Free Home Delivery) During Pandemic*



روشنی
صحت کا سفر

انساء
میرٹھی ہوم اینڈ فیملی کلینک



*April to December 2020

Spreading Awareness During Pandemic



There were 796,833 Door to Door visits paid by Field Health Educators (FHEs)

FHEs conducted advocacy sessions with local women during the second wave of Covid-19 in different cities of Sindh, Punjab and KPK.



There were 1,436 Mohallah Meetings conducted by Field Health Educators (FHEs)



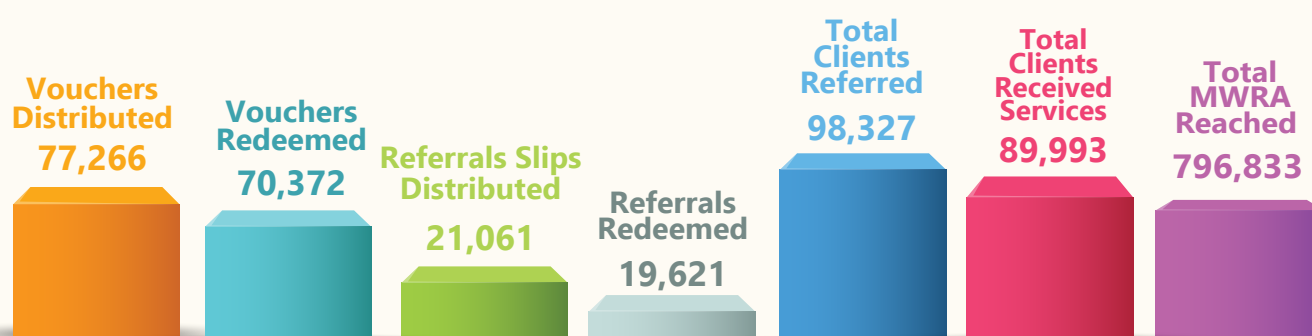
Mohallah meetings were conducted with strict compliance of Covid-19 SOPs in Sindh, Punjab and KPK. The purpose of these Mohalla meeting was to educate women about the importance of adopting contraceptive methods in times of economic crunch caused by Covid-19.

Performance of Field Health Educators (FHE) during Jul-Dec, 2020

Out of 77,266 vouchers distributed, 70,372 were redeemed by the clients. The percentage of vouchers redeemed against the vouchers distributed is 91.07%

Out of 21,061 referral slips distributed, 19,621 were redeemed by the clients. The percentage of referrals redeemed against the referrals distributed is 93.16%

Out of 98,327 clients who were referred for services, about 89,993 received services, which is 91.52% achievement.



Ray of Hope

روشنی
صحت کا سفر



Roshni Outreach Team organised a free medical camp at Mirani Village, District Hyderabad on 27-Nov-2020 with coordination and liaison of Social Welfare Department and Government of Sindh.



A free medical camp was organised by DAFPAK funded Roshni Outreach team at Mori Magar, District Hyderabad on 12-NOV-2020 with coordination and liaison of Government Social Welfare Department, Government of Sindh.

There were **1,164** medical camps organised by Roshni Outreach team and **230,867** clients served



Mobile Van OPD

Roshni outreach team arranged general OPDs and IUCD insertion services in different cities of Sindh, Punjab and KPK.



There were **189** Mohallah meetings conducted by Roshni Outreach team.

Being the frontline providers



MSS Roshni outreach teams successfully conducted free Roshni medical camps and provided general OPD services along with family planning consultation and treatment services through its qualified team and fully equipped mobile van during Covid-19.



The Suraj & Roshni outreach teams were able to initiate their regular Muhallah meetings after the Covid-19 lockdown restrictions were lifted. These Muhallah meetings were conducted keeping SOPs intact and while practising social distancing.



Providing Quality MCH Services



With an increase of reported cases of Covid-19 in Karachi during the second wave of the pandemic, Ansa Clinic PECHS took the initiative of paying door to door visits in the community so that women would not be deprived from basic health and family planning services. The visiting staff also focused on increasing awareness in women about contraceptives and family planning methods through sensitisation sessions.



Neonatal Resuscitation Workshop" was organised on Thursday 26th November 2020 by Nestle Pakistan at Ansa Clinic PECHS. All Ansa staff participated in the training which was conducted by the Field Health Advisor of Nestle, Dr Zoya Khan.

Dr Naheed, conducted the first quality and compliance audit of MCH Ansa Clinic situated in PECHS Karachi. During the two day audit on 16th and 17th December 2020, Dr Shahida visited different sections of the clinic, observed the functioning of the staff, their handling of the in-coming clients handling of the equipment and their hygiene maintenance and inspected the overall condition of the clinic.

It is easy to get a thousand prescriptions,
but hard to get one simple remedy.

Meri Pharmacy making it possible



Taar COMPUTING solutions team presented the souvenir to Meri Pharmacy Team.



On the auspicious occasion of Independence Day NCCP pledged to serve the Pharmacy Profession in every possible step it takes. NCCP also recognised Meri Pharmacy's vision, which is to see Pakistan and Pharmacy profession growing stronger and mightier. The ceremony for MoU signing between two prestigious organisations NCCP and MERI PHARMACY to create more opportunities for Community Pharmacy training for Pharmacists took place on 14 August 2020.



Meri Pharmacy officiated strategic collaborations with Hanker and Oladoc, through which online ordering of medicines and referral systems have become stronger for us and more accessible for the clients.

World Pharmacists Day

25 September 2020



To commemorate World Pharmacists Day, Meri Pharmacy team organised a health camp where free medical checkups along with the facility of cholesterol, blood pressure, BMI, bone mineral density test, sugar and haemoglobin testing was done for free.

A poster design competition was also conducted through social media which engaged the pharmacist community celebrating the day.

Our online store is live

Click & Get

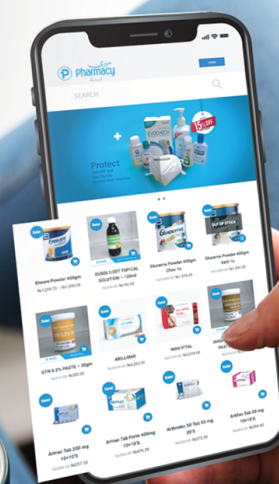
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The launch of our online drugstore which gives
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For Free Home Delivery All Over Pakistan

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Toll-Free Helpline

0800 22333



UP TO
15%
DISCOUNT
On All Medicines



FREE HOME
DELIVERY



Authentic Medicines



Temperature
Control Environment

Behtar Zindagi Centre:

Opening doors to family planning and reproductive health services



Ms Asma Balal, Country Director MSS, visited BZC-Korangi on 23rd December 2020, to encourage team for the renovation work for QTA 2020. Ms Asma Balal also inaugurated PAC Premium room.



BZC Officers, Organized a Mohala Meeting in different cities of Punjab to increase awareness about family planning methods and contraceptive choices.



The signing ceremony of the MoU between Marie Stopes Society and doctHERs Pvt. Ltd for Postabortion Care (PAC) and Family Planning (FP Services) on 3rd November 2020. This MOU was developed to initiate collaboration between Marie Stopes Society (MSS) & doctHERs Pvt. Ltd. to strengthen coordination and linkages between the two organisations for the promotion of Maternal and reproductive health through virtual advice (Telemedicine platform through mobile technology) for quality services and facilitating the provision of support through MSS Service Delivery Outlets. The main purpose of this collaboration with doctHERs is to increase access to high-quality reproductive health services for women living in industrial areas of Karachi to ensure safety and maternal care ranging from contraception to Postabortion care. The PAC clients will avail services through the voucher system which will be paid by doctHERs out of grant in aid for three months.



People who matter



Sumaira Islam has been named the best performing provider in KP region.



Paras has been named the best performing provider in Sindh region.



Tasawar Shuja has been named the best performing provider in the Lahore region.



Dr. Saima Rasheed (DPWO) and Dr. Asma (PWD, BBH) visited BZC Rawalpindi where they were greeted by Dr Naseem Tariq (MO, BZC Rawalpindi), Muhammad Israf (BZC Officer Rawalpindi) and Ms. Shaheen Bibi (Paramedic BZC Rawalpindi). Purpose of the visit was to identify ways to make strong liaison with Govt Sector (PWD), to create awareness among Doctors about services offered by MSS and to enhance Confidence of the Doctors on service and quality assurance mechanism of MSS.



BZC Centre Peshawar outperformed all other centres in Pakistan for generating the highest income in the year 2020.



Community Midwives Session was organized at Category-D Hospital Toro with the coordination of Mr. Khalid Usman (Coordination CMWs) in Mardan on 6th October 2020. During the session, CMWs were addressed to refer PAC, Jaddelle and MSSC Clients to BZC Mardan.



Coordination Meeting was conducted at Population Welfare Office Charsadda with Mr. Sami Ullah Khan (DPWO) & Mr. Sana Ullah (Asst DPWO). They promised representatives of MSS that all possible support will be extended to BZC Charsadda to achieve its development goals.



Peshawar Main conducted LHWs session at BZC Centre on 17th October 2020, in which 25 LHWs participated. The discussion points of the session included Infertility, MSSC, FP Methods, Diabetes, Anemia, PAC services and TVS.



BZC Nowshera staff conducted "Female Awareness Session" on 13th October 2020. BZC Nowshera's staff briefed the local women regarding family planning and reproductive health services. Moreover, the staff also highlighted the importance of hygiene, specially during pandemic. The staff of BZC Nowshera who conducted the session included centre paramedic, Ms. Saba and LHW, Ms. Sajida along with medical attendant, Ms. Musarrat. The staff also distributed IEC materiel among the women who attended the session.



Dr Rukhsana displayed outstanding courage and dedication during the Covid-19 pandemic by going above and beyond the call of duty with integrity, resulting in a positive impact on services and clients. When services resumed after a short period of suspended service delivery while the team procured adequate PPE, many team members were hesitant. So Dr Rukhsana stepped up to lead by example and started providing services herself, following necessary safety guidelines, motivating others to follow suit. Inspired by her example, MSS centres in other regions resumed their service delivery within a week. Her courage and determination towards serving the community and keeping the team members motivated by responding to their concerns and needs is a true example of a Mission-Driven warrior, which in turn positively impacts everyone around her.



General Practitioners' session held at BZC Multan, was chaired by Saima Shahnawaz. The focus of the session was on urging the local women to sensitise men in the community about their role in prevalence of family planning methods.



BZC Peshawar organised Lady Health Workers' (LHW) session on 9th November 2020 to urge the service providers to realize their role in smooth facilitation of clients during the pandemic.



Session of Motivator & LHW+LHS was organised at Siraj Complex on 10th October 2020. Centre Incharge D.I.Khan delivered a lecture to the male participants of the session, highlighting the importance of inclusion of men and their input in family planning and reproductive health choices and their prevalence in the society.

Family Planning, Sexual and Reproductive Health Services just a call away:

0800-22333 is now the reinvigorated Mashwara Helpline

As a result of MSS' efforts to reach out to the masses living in remotest and most underprivileged areas of Pakistan, helpline 0800-22333 is rebranded as Mashwara Helpline to enhance the identification of the service delivery point of the organisation. Not only is the brand reinvigorated, but the service delivery mechanism is also refreshed with MSS introducing the facility to correspond with its trained professionals guiding the callers in Urdu, English, Punjabi, Pushto and Sindhi languages. Mashwara helpline 0800-22333 is a virtual toll-free call service, providing services about family planning and reproductive health, side effect management, referrals to service facilities, MSS Sehatyab health insurance program as well as taking orders for medicines for Meri Pharmacy. Mashwara is operational 6 days a week from 9 am-8 pm.



Mashwara Helpline is a cornerstone of continued partnership that MSS has developed over the years with its prestigious donors.



مشورہ
0800 22333
صحت کی بات پمارے ساتھ

Online health counsellors providing guidance & referrals to any of our service delivery channels
6 days a week, from Monday to Saturday
From 9:00 am till 8:00 pm

GET EXPERT
ADVICE ON
CALL

0800 22333
Toll-Free

Now introducing services
in Urdu, English, Punjabi, Pushto and
Sindhi languages

* Free Calls From PTCL, Cell Phone Calls Charged at Standard Tariff Rates.



مشورہ
0800 22333
صحت کی بات ہمارے ساتھ



اب مفت مشورہ کریں

ماں کی صحت اور بچوں کی پیدائش میں مناسب وقفے کے لیے ابھی کال کریں

0800 22333

لینڈ لائن کے علاوہ دوسرے تمام نیٹ ورکس سے کی گئی کالز پر چار جز لاگو ہونگے

ہمارے تربیت یافتہ نمائندے کریں گے آپ کی رہنمائی وہ بھی مکمل رازداری کے ساتھ

پیر سے ہفتہ: صبح 9:00 سے رات 8:00 بجے تک

اب اردو، پنجابی، سندھی، پشتو اور انگریزی زبان میں بھی



The Strategic Expansion of Service Delivery Model



The successful operations at Minerva Karachi paved way for us to open one in Lahore. Our second premium service clinic was inaugurated in September 2020 located in DHA phase 1, Lahore. Remaining committed to providing safe, high-quality sexual, and reproductive health services, Minerva clinics give access to premium clients in the urban hub of Karachi and Lahore.



Minerva center Lahore inaugural ceremony was chaired by Director General (DG) Population welfare department Punjab Mr Muhammad Malik Bhullah from Marie Stopes Society Technical Advisor MSS Dr Mumtaz Esker, Government Liaison Punjab Javaria Ejaz representative MSS management along Minerva center team.

DG PWD Muhammad Malik Bhullah was in meeting with MSS Minerva center Lahore team.



Providing Healthy Choices
for Couples



If you have any concerns
about your **reproductive health**,
please visit our clinic

Clinic Timings
Mon - Sat : 10 am - 6 pm
Fri : 10 am - 2:30 pm

Reproductive Health
Counselling and Services

E-mail: info@minervapk.org
Toll free helpline: 0800 22 333
For free online counseling and information: srhmatters.org
minervapk.org @minerva.karachi

مشور
0800 22333
صحت کی بات پراسے سناؤ



Awareness Session



An awareness session
on Infertility was held at
Minerva Centre Lahore.



Achieving Excellence in Service Delivery



Training of Clinical Trainer by Master Trainers

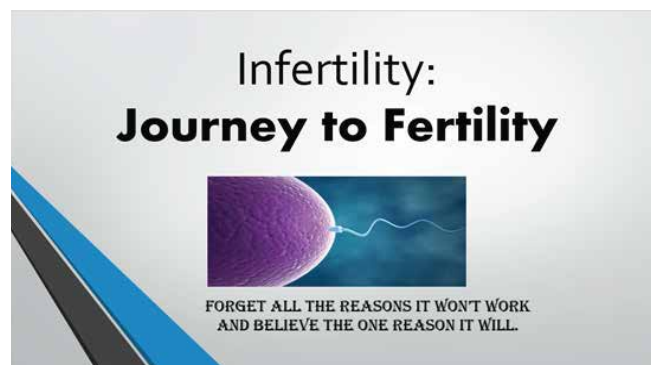
Congratulations to Dr Saba Kazmi, Dr Kanwal Ahsan, Ms. Shaista A. Rehman, Ms. Amina Majeed, Ms. Nousheen Farhan, Ms. Sehar Sameen, Dr Zeba Khan on retaining Level 1 competency as a Clinical Trainer, endorsed by Dr Huma Mohsin and Dr Reshman (Master Trainer) on 19 November 2020.

Pakistan Support Office QTA 2020

Areas

| Section | Area | Score |
|---------------------|---------------------|---------|
| Clinical governance | Accountability | 100% |
| | Quality audits | 100% |
| | Incident management | 100% |
| | Competency | 100% |
| | Human resources | 100% |
| Product quality | Supplies management | 100% |
| | Storage | 100% |
| | Product compliance | 100% |
| Penalties | Safety flags | No flag |

Health Services Department (HSD) performed annual quality check on the operations and functioning of MSS' Support Office (SO) to ensure that quality is not compromised despite the health and logistical challenges faced during 2020



Fertility Awareness Session 2020

Fertility Awareness Session Conducted virtually on 27 July 2020 by Health Service Department for all BZC staff to provide the awareness regarding fertility issues in Pakistan which addresses the ways to improve the chances of women getting pregnant.

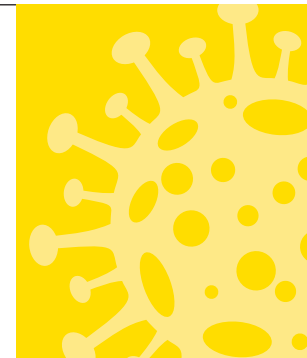


PEOPLE, PURPOSE & PASSION
THE PATHWAY TO SUCCESS

“ YOU HAVE
UNLIMITED MIND POWERS ”
JUST UNLOCK IT



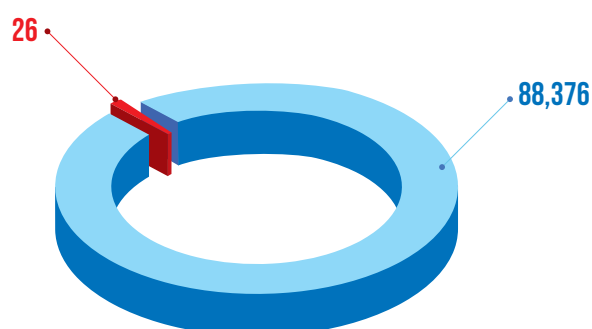
COVID-19 Symptom Assessment Dashboard



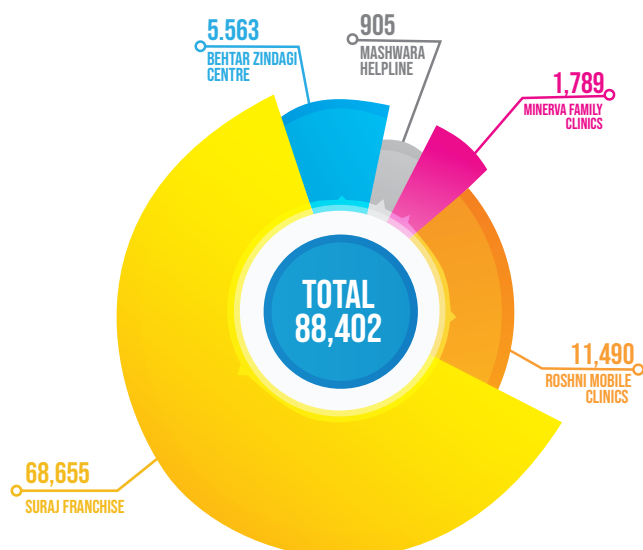
Assuming its responsibility of keeping the nation protected from the spread of Covid-19, Marie Stopes Society initiated the screening of clientele coming to MSS service delivery points with possible symptoms of Covid-19. MSS has introduced a questionnaire-based screening tool through which we can assess a suspected case of Covid-19. To share this screening data with the internal and external audience, Marie Stopes Society's Strategy Department has designed a comprehensive dashboard that can provide a snapshot of overall screening and suspected cases referred to designated Government health facilities. The monitoring

and surveillance of this dashboard is done in real-time. The initiative was launched in March 2020 and Uptil December 2020, MSS has screened over 88,402 clients, out of which 26 number of clients were referred for Covid-19 test. The data gathered from the screening of clients will soon be integrated into the live website portal and social media handles of the organisation to provide audiences with a real-time overview of the efforts that MSS has put into action to protect its clientele from the virus and the impact it has on the masses.

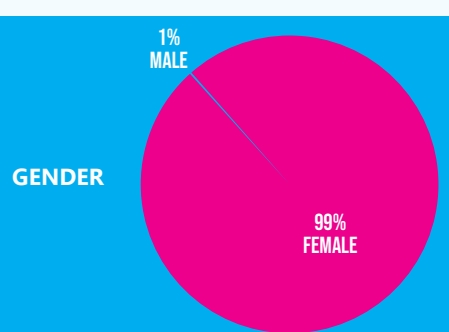
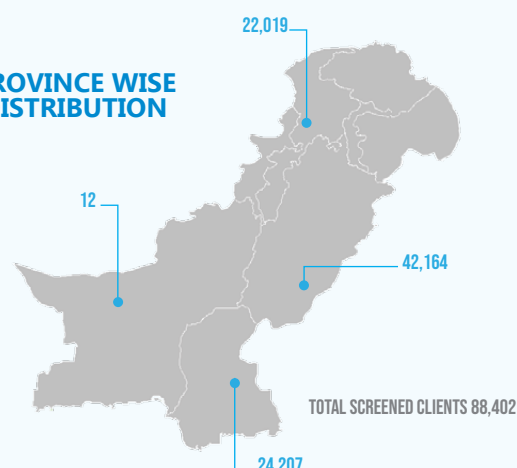
TOTAL SCREENING FOR COVID-19 SYMPTOMS



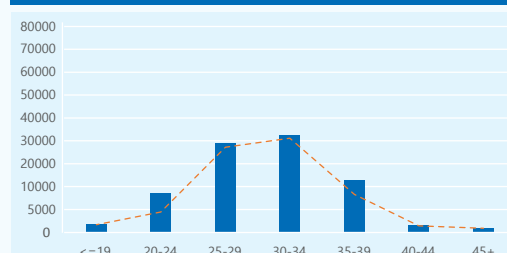
DISTRIBUTION OF SCREENED CLIENTS BY MSS SERVICE DELIVERY CHANNEL



PROVINCE WISE DISTRIBUTION



AGE DISTRIBUTION OF SCREENED CLIENTS



MSS Success Stories



A gem from the Desert: Meena



Tharparkar, a desert where life for the local population is as difficult as it is for a soldier fighting at the forefront of the battlefield. Indeed, the life of habitats of Tharparkar is a battlefield, where they struggle every day to fulfil the necessities of life. In this scenario, thinking about quality healthcare facilities is an illusion. Meena, who spent her entire life keeping up with the struggle of her surroundings, is a daughter, a sister and a mother. She was brought up in an environment, where the mortality rate of women and children were much higher as compared to other deprived areas of Pakistan. There is no significant supply of clean water to drink or the availability of enough food to feed families, which is the core reason for the high mortality rate of children and women. In the presence of such difficulties, Suraj felt that it is the core responsibility of the programme funded by Foreign, Commonwealth & Development Office (FCDO) to include Tharparkar as a high priority area in its programme coverage agenda and established its franchise network in the area. Meena, despite being told by her ancestors that childbirth is out of human control, had this in her conscious that she should only give birth to as many children as she knows she can feed and raise appropriately. She did not want her children to live the same misery as she and other women in the desert did. Still, her husband didn't realise this, and the couple went on to

give birth to several children one after another year. Meena was giving up on the hope of a better future. Then one day, her guardian angel appeared on the scene. An FHE from Marie Stopes visited her area. The FHE gathered the women of the area at one place and made these women realise that a mother's responsibility does not end at just giving birth, and also how important the role of a man is in the upbringing of a healthy family. The FHE of Suraj gave Meena and hundreds of other women of Tharparkar a new ray of hope by communicating the benefits of healthy spacing in childbirth and how different methods of contraceptives could be useful. Meena somehow got her husband to agree with the use of a contraceptive method to avoid unwanted pregnancy and since has found it easier to survive in the desert despite the difficulties in fulfilling necessities. Indeed, Suraj's FHE has taken a huge burden off Meena and other women of the desert.

Her problems started right after she got married in 1999. She faced unacceptance from her in-laws and even saw her husband forced by his father to divorce the newlywed just after a month. Luckily, Saira's husband did not listen to his parents and did not divorce Saira, seeing it as a sin and unfair treatment. Both the husband and wife were asked to leave the home. This is where the problems faced by Saira got intense. Leaving her in-laws' home, she had only a plastic bag containing some clothes. They even had to sleep on the floor under severe cold in a rented room of her husband's relative. But the severity of the situation got to Saira's husband mind and he started to think that his misfortune is the result of their marriage. The cracks began to appear in the marriage, yet somehow, they remain intact until Ali Haider, Saira's son was born in 2000. The provider of the family, i.e., Saira's husband started a clothing business yet failed to provide consistently. Saira's family was in jeopardy and in serious need of financial assistance or a way to generate income consistently to feed the child and think about his future. In this scenario, Saira's mother stepped up and took the family in her fold, providing them shelter at her house. Saira was expecting another birth and her mother worked as a maid at homes to provide for Saira's family. Still, the family had near to nothing to eat and starved for days. She shared that experience by saying:

"More often, I had to cook food with discarded ingredients. Even those discarded ingredients were not enough to feed my family of 3 adults and 2 children. I remember making a delicious (indeed it was considering our situation) curry with only one potato which was also rotten."

One day, a health worker came to Saira's home, who Saira considers a saviour till this date. The health worker came in to vaccinate Saira's children and upon observing the condition of the family, he advised Saira to enrol in MSS' provider training programme. Saira enrolled herself in the programme received training for Suraj Provider. Upon completing the training programme, Saira started working with MSS as Suraj Provider. Initially, Saira used to make door to door visits to urge women and their husbands to understand the importance of family planning and communicate the benefits of contraceptives. In 2014, she received further training for professional Family Planning services provider and started her own MSS facility in Gujranwala. In her interview with the SSF representative, Saira was grateful to Suraj and Foreign, Commonwealth and Development Office (FCDO) (Chief Donor) for providing her with the opportunity to make a respectable living not only for herself but for her mother, husband and children as well. This is just one story. Saira is an inspiration for women who are trying to help their families, working in an entrepreneurial capacity through the platform provided by Suraj. Not only this, but women like Saira also contribute to the development of the nation by advocating for a righteous cause and creating awareness among the deprived and illiterate section of the society, for better impact.

Inspiring women: Saira Naz



Commemorating World Population Day 11 July, 2020



Highlighting the Importance of Family Planning & Sexual Reproductive Health

World Population Day (WPD) is not just a mere reminder of the global population and its consequent impact but a cautious alarm of what has to come in the future and what should we do about it. According to forecasts, the world population will exceed 8 billion by 2023 and 9 billion by 2050. Unfortunately, our planet is simply not designed for such inhabitants, the lack of water and energy resources will become sensitive for developed countries as well. Considering these threats to the humanity, UN observed the very first WPD on July 11, 1990, to raise awareness among the masses about the increasing burden on the resources of the planet Earth due to increasing population and the strategies to control the population globally.



The BZC Karachi team from MSS organised an event in collaboration with Public Health School (PHS), where awareness and the educational session was given to 40 midwives and nursing students on "Family Planning and COVID 19 Crisis". A special thanks to Dr Kulsoom – Principal PHS, Dr Doulat Karim – Senior Instructor PHS, Mr Ikram Ullah Siddiqi – Senior Instructor PHS, Ms Azra Naseem – Nursing Instructor for organising.



Behtar Zindagi Centres in Karachi and Hub arranged awareness sessions for the clients visiting on World Population Day to highlight "Family Planning and Sexual and Reproductive Health issues during COVID-19: Best practices". The majority of the clients reflected that this was a great event that helped us realise to focus on reproductive health and rights of women.



The Suraj social franchise and outreach teams remained especially active in collaborating with local governing bodies and district offices to commemorate the day and reiterate the mission and vision of providing best quality family planning services to the communities, especially during Covid-19.



UNFPA theme for WPD – 2020
Putting the brakes on COVID-19:
how to safeguard the health and rights
of women and girls now



July 11th is **World Population Day**, established in 1989 by the **United Nations**. It seeks to focus attention on the urgency and importance of population issues essential for achieving sustainable development goals



Marie Stopes Society is a social enterprise working in **Pakistan** since 1991, providing high quality reproductive health services to the underserved communities in collaboration with the Government of Pakistan's provincial line departments.

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. Decision to lockdown during the pandemic has also resulted in women being further cut off from health services, threatening to a rise in maternal and neonatal morbidity and mortality.

Marie Stopes Society stands together with the Department of Health and Population Welfare, Government of Sindh, Punjab and Khyber Pakhtunkhwa to ensure that women and girls have access to health services across Pakistan especially family planning and reproductive healthcare. During this pandemic situation, PWD is especially focusing on maternal and child health services.

On this **World Population Day** our unified message to the people of 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 SDG's by 2030.

Together we pledge to focus on improving the health
of our people by addressing disparities in women's health care,
reducing provider stress and enhancing access
through virtual and digital care.



www.mariestopespk.org

Destigmatizing

Family Planning Among Youth

World Contraceptive Day 26 September, 2020

It is important to discuss sexual and reproductive health matters with youth to raise awareness among them and the consequences of not taking precautions. Considering this, World Contraception Day is celebrated on 26th September each year to destigmatise the use of contraceptives and to seek awareness about their use so that unplanned or unwanted pregnancies do not occur.

Marie Stopes Society Pakistan providing high quality and affordable family planning services for all

On this World Contraception Day, Marie Stopes Society organised different activities across service delivery channels, where the importance of using contraceptives for better health of mother and child were highlighted. MSS also published an article with a case study, along with an advertisement in a special supplement issued by The Dawn Newspaper commemorating the day

2 DAWN SATURDAY SEPTEMBER 26, 2020

MSS providing high quality and affordable family planning services

HOW will we raise a fifth child when we are unable to manage our four children? While our youngest is hardly two and I am still breastfeeding, how will my ailing body bear the nourishment of another child? How will we feed three meals a day, when we sometimes do not even have two meals for all, or provide education for mother? Life is not easy living in a slum! It is harder if there is a lockdown in the country because of Covid-19, and the sole bread earner of our family, my husband, has lost his work and is sitting at home idle. The stress of thinking about all these things keeps me awake every night. It is unbelievable how weak I feel even before entering my thirties. I guess early marriage and childbearing without spacing does take a toll on your health. I had decided that it was time for me to take a life-altering decision and think about my current family's wellbeing. I discussed it with my husband, and he agreed wholeheartedly, and not to exaggerate, he looked relieved. The next morning, I decided to get professional help, but was hesitant to go to the local clinic since most of them were either shut due to lockdown or are run by quacks. My neighbour gave me the number for the Marie Stopes helpline 9900-22333 and told me about her experience of opting for contraceptives had changed her life for the better. The guidance received through the phone was very professional and useful where I was briefed about different methods of contraception available to choose from. I had opted for a Long Acting Reversible Contraception (LARC) and the helpline team then guided me towards the nearest Balitar Zindagi Centre providing the service. There I received the services at a subsidised cost after they gauged my economic situation. I was relieved to know that these services were still available during lockdown when everything else was shut. In the present moment, my husband and I are stress-free from the fear of me getting pregnant by chance and are also

Over the past 10 years, MSS has served over 3.5 million family planning users, generating almost 17 million Couple Years of Protection (CYPs), which in turn, has contributed to averting seven million unintended pregnancies and saved the lives of around 7,500 mothers.

safety protocols. MSS not only operates at scale but has built strong partnerships with government bodies working towards throughput the country. MSS is an integral part of the Government's FP2020 Task Force in Sindh and Punjab that are committed to increasing the Contraceptive Prevalence Rate (CPR). Over the past 10 years, MSS has served over 3.5 million family planning users, generating almost 17 million Couple Years of Protection (CYPs), which in turn, has contributed to averting seven million unintended pregnancies and saved the lives of around 7,500 mothers.

Established since 1990, MSS is working as a social enterprise that caters to the reproductive health needs of the underserved in Pakistan, by providing high quality and affordable family planning services. MSS is committed to continued collaboration with the government departments to achieve Pakistan's health goals.

able to take better care of our family through our limited means. We will opt for a permanent contraception method once we feel comfortable in doing so. This is not just one story; countless other women faced a similar situation this year. Since the lockdown began, the risk of unplanned pregnancy became a relatively bigger issue. During these challenging times, Marie Stopes Society continued service delivery through its vast network operating in 33 districts of Sindh, Punjab and KP. This consisted of 400 Suraj social franchise centres and associated 415 field health educators, 29 clinics (including mother and child health centres), 13 Rohini mobile service vans operating in remote areas, six pharmacies operating round the clock with free doorstep delivery, and online services. Keeping the safety of our frontline health workers a key priority, the complete range of services were provided following Covid-19 SOPs directed by the Government and the World Health Organization, along with rigorous training on



Punjab Population Innovation Fund (PPIF) conducted a webinar to commemorate World Contraception Day 2020, where specialists were invited to panel discussions. Marie Stopes Society was represented by Country Director Ms Asma Bal. The webinar focused on highlighting that negative social norms, myths and misconceptions, and provider bias are the main barriers for young people in accessing family planning services in Pakistan. The sector specialists developed a consensus that these myths and misconceptions must be mitigated through public-private partnerships for greater outreach.



Communicating MSS' efforts to deliver family planning and mother and child healthcare services



Ms Asma Bal (Country Director MSS), Dr Rukhsana Moghul and Dr Huma from MSS participated in the programme organised by Professor Nusrat Shah, HOD of Gynae dept from Civil Hospital at the Dow University Karachi. The other participants included Dr Talib Lashari (CIP), Dr Sarah Feroze and other stakeholders from NGOs. In this programme, a video message from the Minister of Health and PWD were shared with the prestigious audiences. Ms Asma delivered a very comprehensive presentation about the MSS service delivery model, activities and services provided during COVID-19 Pandemic.

Let the voice be heard!



On the occasion of World Contraceptive Day 2020, three radio programmes were aired on FM-101 from Karachi, Lahore and Peshawar stations. Esteemed guests from Government including Dr Shahnaz Khawaja (PWD, Sindh), Col (R). Sardar Hashim Dogar (Minister PWD, Punjab), Dr Syeda Zahida Sarwar (Ex-DG Health Punjab) and Dr Ijaz Ahmad (Health Department, KP) presented alongside MSS representatives. All speakers highlighted the importance of FPRH services, and the challenges faced in their delivery during COVID-19 pandemic.

Importance of Contraception



An awareness session on highlighting the importance of using contraceptives for child spacing and family planning was held at BZC Rawalpindi office.



Ms Tahmina, BZC, Dadu, organised a session to commemorate World Contraception Day. The participants were clients and members of the local communities who were educated on the role and importance of modern contraception methods in ensuring the health of the mothers and healthy spacing in childbirth.



District Executive Kasur MSS, organised an awareness session about the necessity of using contraceptives for the health of mothers and spacing in children. The participants of the event included community members and FHEs.



District Officer MSS, Tando Allahyar, addressed women of the local community to highlight the need for using contraceptives for family planning.

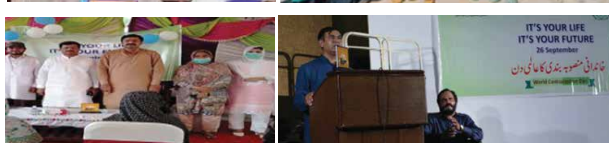


MSS' District Office Jhang organised an educational session on the use and effectiveness of contraceptives on the eve of World Contraception Day 2020. The event was organised under the tutelage of District Executive MSS, Mr Shahzad Haider Khan and the guest of honours included high ranking officials from the Population Welfare Department.



BZC Nazimabad, Karachi, Organised an awareness week to promote family planning and contraception for the health of mother and child, and prosperity of families across Pakistan.

All MSS regional offices commemorated the World Contraception Day with guests from the local district population departments



Mr Tariq Aza Larik, District Population Welfare Office's Official, graced the event organised by MSS' District Office in Khairpur to highlighting the effectiveness of using modern contraceptives for healthy spacing in childbirth and maternal health. Mr Larik appreciated the work done by MSS for maternal and child health in Khairpur and other rural areas of Pakistan.



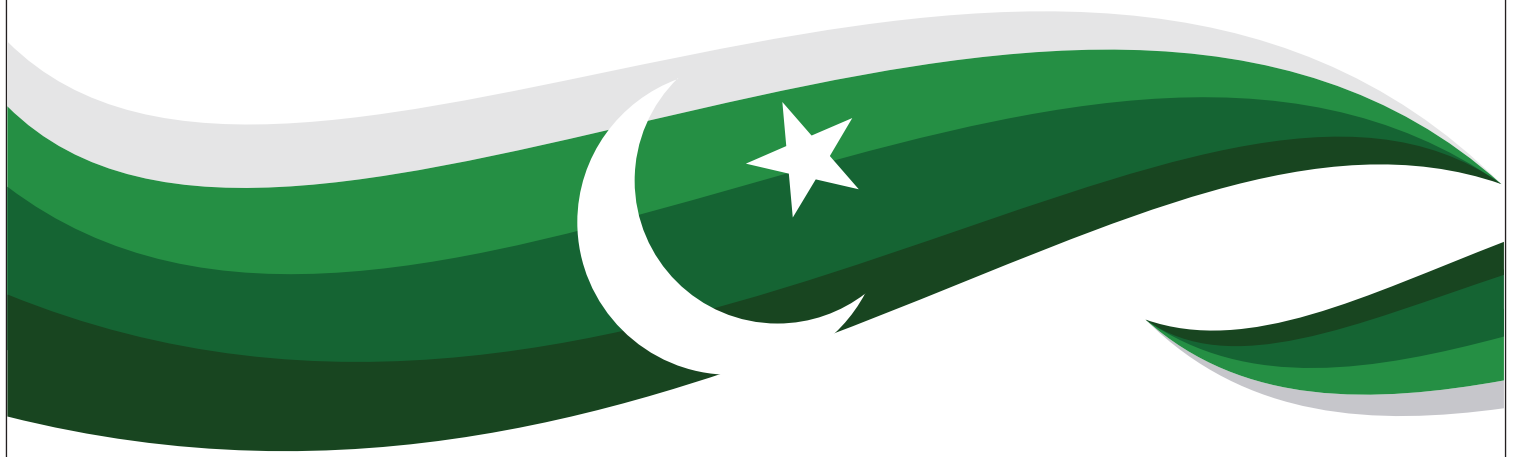
Suraj SF Centres in Peshawar and Nowshera organised IRADA FHE's (FHEs) refresher training session on the eve of World Contraception Day 2020. During the sessions, newly inducted FHEs were trained about door to door sensitisation techniques for creating awareness about the effectiveness of contraceptives in maternal health and family planning.



An awareness session was held at the BZC Centre in P.E.C.H.S to commemorate World Contraception Day 2020. During this, the women were educated on the importance of contraception for a healthy family.



Regional Office Multan commemorated World Contraception Day by organising a community meet up to discuss how the demand for contraceptives could be increased by sensitising general population about their effectiveness. The event was organised by the MSS' Regional team Multan and was attended by esteemed personalities like Dr Khalid Mahmood (a renowned Islamic Scholar) and Dr Sidra Iqbal, Senior Psychologist Special Education Department of Punjab.



Celebrating Independence Day 2020

14th August-20, The Independence Day of Pakistan was celebrated at all Behtar Zindagi and ANSA centres, Meri Pharmacy franchises, Minerva clinics, Suraj Social Franchises, Roshni Mobile clinics, and FHE teams at all district and regional levels of MSS to refresh the patriotism and love towards our motherland. Our teams organised wonderful events where we invited clients, referrals & other stakeholders to participate as one beloved nation.





Celebrating Independence Day means nothing if we do not have a healthy nation. Keeping this vision in mind, the Meri Pharmacy team organised health camps at their Malir and PECHS branches, where health check-ups were done free for all.

Glimpse of Independence Day celebrations at Regional Offices of MSS



Distance cannot break our spirit of celebration



Independence Day celebrations at the head office happened virtually where the whole team came online, all dressed for the occasion and shared their sentiments about being free and happy in Pakistan. The event concluded with an Azaadi group selfie.



The Lahore regional team celebrated Independence Day with enthusiasm in collaboration with Punjab Institute of Language, Art and Culture. To mark the occasion renowned folk singer Arif Lohar was invited as chief guest.



Independence Day in District Office Muzaffargarh was celebrated by the planting of trees, and to mark the event Deputy Population Officer Mohammad Nasir, Sub Inspector Mukhtar Hussain and Member of Provincial Assembly Sardar Ashraf Rind were invited as chief guests.

Breast Cancer Awareness

19 October, 2020



The HR department of MSS organised awareness session to highlight the importance of early symptoms of breast cancer.



Breast Cancer Awareness Session Conducted by Health Service Department that provides awareness regarding breast cancer for all support office and BZC staff also facilitate with Government FWW at PWD platform on Oct 2020.



Mohallah Meetings on Breast Cancer Awareness were organised by Behtar Zindagi Centres in different cities of Punjab.



Breast Cancer and Infertility Awareness Session was organised by BZC Karachi operations in collaboration with Mr Naeem Abroo (PWD-South)



Roshni team in Peshawar reached out to masses through a door to door activity to create awareness about breast cancer.

Marie Stopes Society: Adjusting with the New Normal

Covid-19 pandemic has not just threatened the world with a medical virus but has also brought about a shift in the way we live and work. MSS is very aware of this and has adapted to the change in a smart and facilitating way, so that the staff even though when working remotely, are still productive and efficient. Apart from taking care of its staff, MSS also took initiative to create awareness among the communities about the danger posed by Covid-19. MSS disseminated **54,108** SMS and more than **2,400** outbound calls made during the outbreak.



To keep employees motivated and engaged especially during Covid-19, MSS HR introduced and led different activities such as virtual happy hour, coffee with HR, virtual Eid celebrations as well as BZC quarterly and annual performance award ceremony.



Representative of MSS' Human Resource Team Mr. Zeeshan Ali, Mr. Zohair Shah and Mr. Azhar Ali Visited the District office Peshawar and conducted meeting with District, Region and BZC team in Peshawar and evaluated how the teams are ensuring compliance of Covid-19 SOPs.



Country Winner

Hidden Talent Competition, Saad Ahmed Khan sings a Pakistani classical "Kaho eik din" by a Pakistani artist Ahmed Jahanzeb. The competition was organised by the HR Department of MSS to unearth the talent within the organisation.



MSS HR and Admin team gave surprise to their employees on Christmas eve.

MSS' Efforts to Save Lives: Provision of PPEs

MSS provides PPE's to all its's service delivery channels and frontline workers

Medical Mask
203,162

N95 Mask
2,920

Head Cover
11,400

Surgillum
180

Latex Gloves
439,100

Goggles
838

Shoe Cover
13,128

Hand Sanitizer
14,166

Beard Cover
200

Gown (full sleeve)
7,202

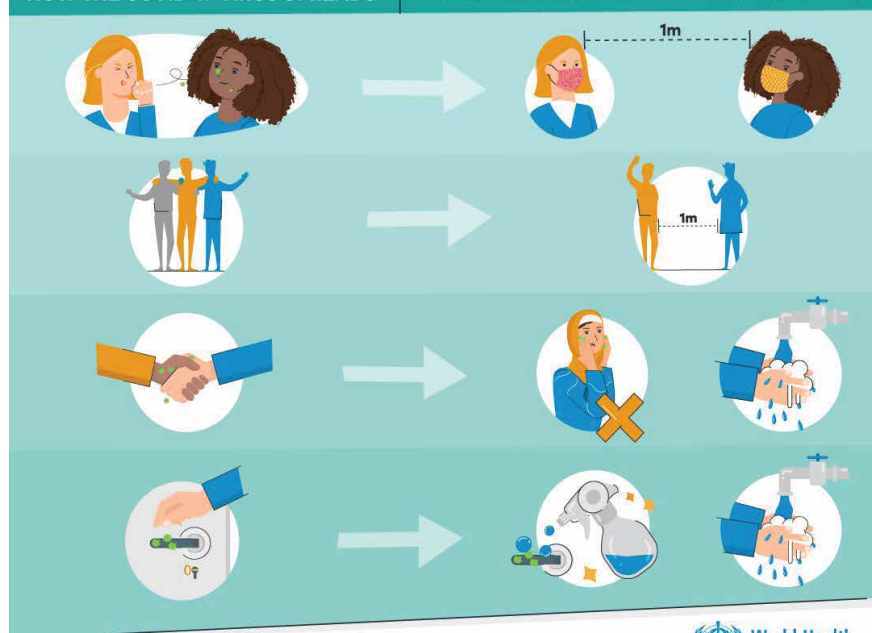
Infrared
Thermometer
49



HOW TO PROTECT YOURSELF FROM COVID-19

HOW THE COVID-19 VIRUS SPREADS

DO THIS TO PROTECT YOURSELF AND OTHERS



The best way to prevent coronavirus (COVID-19) is through good respiratory hygiene. This includes regular hand washing and covering your mouth and nose when you sneeze or cough. Follow government SOPs for further precautions where necessary.

Source: WHO

Over the last 10 years

MSS served



6.9 million

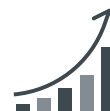
Family Planning Clients*



Generating

1.3 million

additional Family Planning users



While contributing

3.4 percentage points

to the national mCPR**

MSS delivered



16.2 million

Short Acting
Contraceptive Methods
(Units)



3.2 million

Long Acting Reversible
Contraceptive Methods



0.3 million

Permanent
Contraceptive Methods

Generating **18m** Couple Years of Protection (CYP)

MSS prevented



3.3 million

unsafe abortions



7,850

mothers from dying



55,650

children from dying

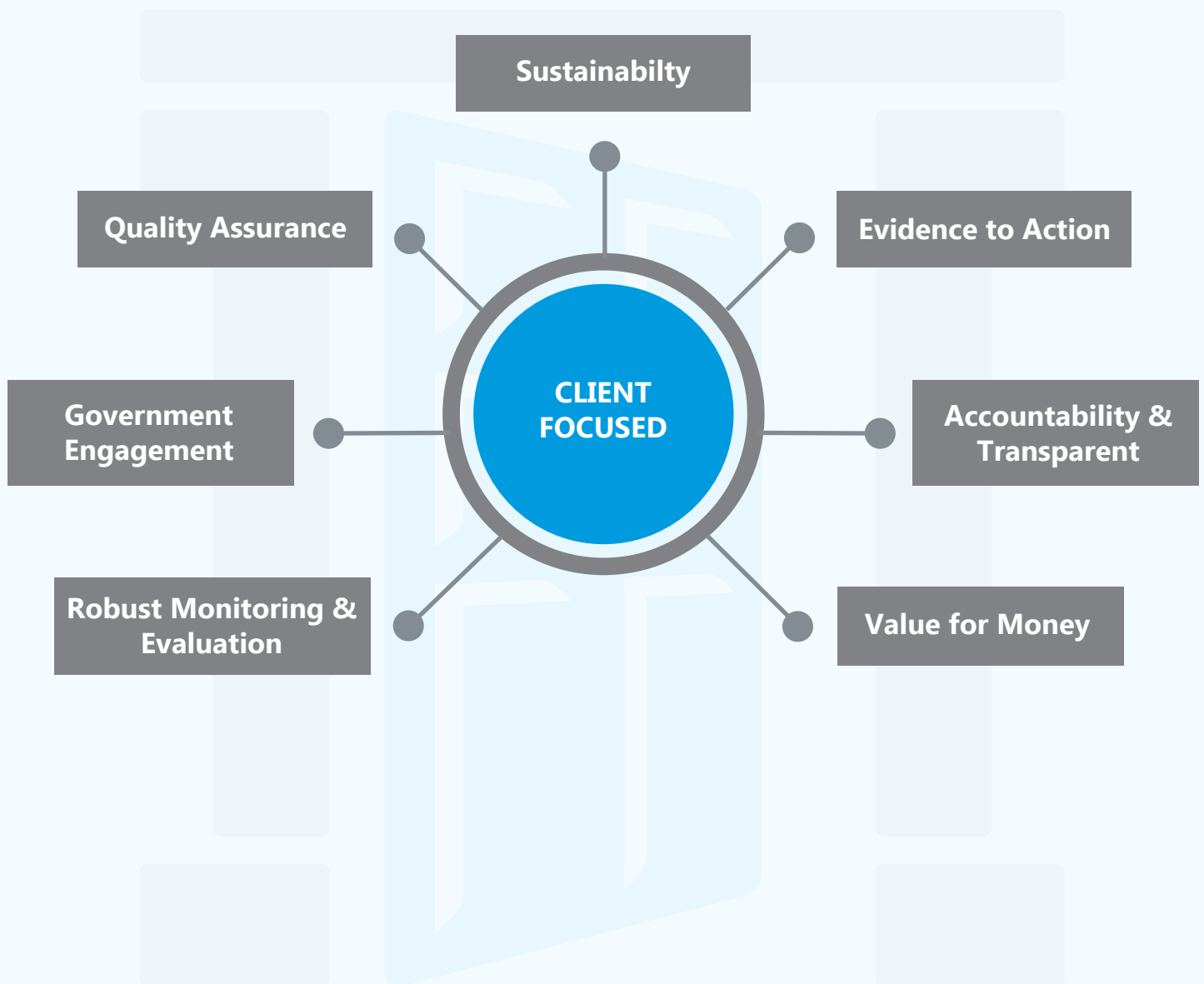
* Refers to total number of clients receiving FP services, including repeat visits for method refill or switching.

** Modern Contraceptive Prevalence Rate

Source: IMPACT 2 (v5). Weinberger M, Pozo-Martin F, Boler T, Fry K, and Hopkins K. Impact 2: An innovative tool for estimating the impact of reproductive health programmes—methodology paper. London: Marie Stopes International, 2012.

MSS'

Building Blocks





MARIE STOPES SOCIETY

ماری اسٹوپس سوسائٹی

**MSS is present in
30 districts of Pakistan.**



Behtar Zindagi Centres

22



Outreach Team

15



Social Franchise Clinics

419



Ansa Clinics

03



Field Health Educators

395



Meri Pharmacy

06



Minerva Clinics

02

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0800 22333
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www.srhmmatters.org
www.meripharmacy.pk



MSSPakistan



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Marie Stopes Society-Pakistan



Marie Stopes Society



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