

DAREECHA



Forging a Stronger Future: Public-Private Partnerships in Primary Health and Family Planning



RESPON
Responding with Essential SRHR Provision and New Delivery Mechanisms



Transforming Healthcare in Pakistan: Building Stronger Connections





MESSAGE

FROM THE COUNTRY DIRECTOR

Marie Stopes Society has completed another year of extraordinary service to the underserved communities across Pakistan. The unwavering commitment and tireless efforts of our teams enabled us to deliver transformational services to the individuals and families in the communities we serve. We continue to focus on high clinical quality standards, informed choices, accountability of results, and collaboration towards common health goals.

We strongly believe that access to safe and affordable family planning services must to be ensured for all through the public and private sector networks in order to achieve the FP 2030 commitments.

We also value our partnerships with the government departments and other development sector organizations that help maximize the social impact of our efforts. Together, we can make a lasting impact.

Asma Balal

Country Director,
Marie Stopes Society

Marie Stopes Society Pakistan's Impact 2010-June 2023

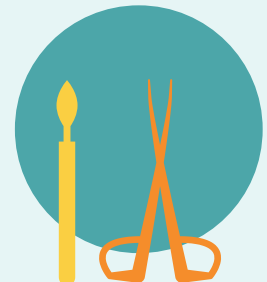
7.8 million
Total Clients Served*



16.9 million
Short Acting
Contraceptive
Methods (Units)



3.6 million
Long Acting Reversible
Contraceptive
Methods



0.3 million
Permanent
Contraceptive
Methods

Generating **21.1 million** Couple Years of Protection (CYP)

and Preventing



3.6 million
unsafe
abortions



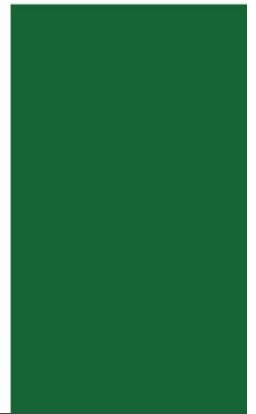
8,450
mothers
from dying



61,580
children
from dying

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

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.



Memorandum of Understanding between Marie Stopes Society and Sindh Government's Population Welfare Department

Marie Stopes Society (MSS) strongly believes that public private partnerships are integral in assuring high quality access to Family Planning (FP) and Reproductive Health (RH) services to local communities. As a part of its liaison and networking initiatives, MSS has signed a Memorandum of Understanding (MoU) with the Population Welfare Department (PWD), Government of Sindh. This collaboration is specifically focused at reaching and assisting the most marginalized and underprivileged communities in the province for essential FP and RH services.

The initiative highlights Marie Stopes Society's commitment for providing equitable FP and RH access to the deprived communities across Pakistan. By pledging collaboration and cooperation, Marie Stopes Society and the PWD, Sindh Government have shown commitment and dedication to improving the well-being and empowerment of these local communities, ensuring that they too can make informed choices about their reproductive health and family planning options.

The MoU signing ceremony was hosted by Mr. Rehan Iqbal Baloch, (Secretary Population Welfare Department, Sindh) on 18th May 2023. From Marie Stopes Society, Ms. Asma Balal (Country Director MSS), Dr. Syed Khurram Azmat (Director Technical Services & Donor Projects) and Mr. Shahrukh Alam Butt (Head of Social Franchise and Outreach) were present at the ceremony.

Memorandum of Understanding between Marie Stopes Society and Punjab Health Initiative Management Company



The signing of a Memorandum of Understanding (MoU) between Marie Stopes Society (MSS), Punjab Health Initiative Management Company (PHIMC), and Sehat Sahulat Program, marked a significant milestone in expanding access to essential healthcare services including reproductive health and family planning in Faisalabad. The MoU was signed on 6th June 2023 and its signatories were Dr. Ali Razaque, CEO, PHIMC, and Ms. Asma Balal, Country Director MSS Pakistan. Dr. Syed Khurram Azmat, Director Technical Services & Donor Projects, MSS, and Mr. Mian Munib, Director Procurement and Contracts PHIMC, witnessed the MOU.

This collaboration focused to provide outpatient health insurance coverage for the delivery of an essential package of health services, including reproductive health (RH) and family planning (FP) services, through private sector general practitioners at the primary healthcare level. This pilot initiative holds numerous benefits for the local communities in Faisalabad.

- It will ensure that vulnerable populations access a wider range of healthcare services, particularly in FP and RH, through a network of trusted private healthcare providers.
- It anticipates reducing the financial burden on individuals and families by covering essential healthcare costs, promoting health equity, and providing referrals to the higher level SSP healthcare facilities and gatekeeping.
- It will encourage early intervention and preventive care through improving gatekeeping at the primary health care level and increasing the referral to an empanelled secondary/tertiary care health facility, ultimately leading to improved health outcomes and a healthier community overall.

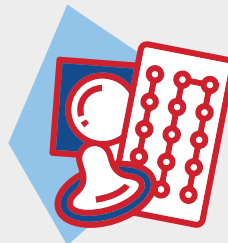


Foreign, Commonwealth & Development Office's (FCDO-UK) unwavering support to DAFPAK programme's initiatives of family planning, reproductive health, and primary healthcare focused on marginalized and underprivileged communities is profoundly appreciated.

Through DAFPAK programme (Dec 2017 – Jun 2023),
Marie Stopes Society has



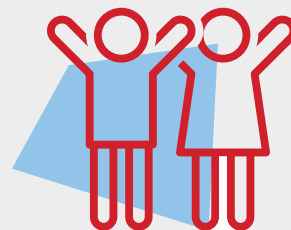
averted
786
maternal
deaths



prevented nearly
1 million
pregnancies



averted
322,438
unsafe abortions



reached out to
5,799
youth clients



averted
855,252
Disability-Adjusted Life Years
(DALYs)



served
111,000
Meri Pharmacy
clients



Jo Moir,

Development Director,
British High Commission (Pakistan),
visit to Meri Pharmacy

Ms. Jo Moir, Development Director, British High Commission (Pakistan), visited Meri Pharmacy (PECHS branch) on 13th March 2023. The purpose of the visit was to observe the operations of Meri Pharmacy network, an initiative under the DAFFPAK programme supported by Foreign, Commonwealth and Development Office.



Pakistan's Population: A Brighter Future for All



Marie Stopes Society Pakistan participated in a learning event hosted by the British High Commission titled **Pakistan's Population: A Brighter Future for All**.

This event was organized in collaboration with DAFPAK programme implementing partners MSS, Palladium: Make It Possible, M&C Saatchi Group, United Nations Population Fund (UNFPA), Population Services International, DKT Pakistan, and Integrity. It focused on addressing the pressing issue of improving population health outcomes in Pakistan.

The event took place on the 24th and 25th of May 2023 in Islamabad. It highlighted the key learnings and success stories from the experiences of DAFPAK programme implementing partners.

During the event, the Country Director of MSS, Ms. Asma Balal, moderated an interactive session on Gender Equality and Girls' Education: Catalysts for Fertility Decline. The session was chaired by Ms. Latika Maskey Pradhan (Deputy Representative, UNFPA Pakistan), Mr. Ali Naqvi (Social Development Advisor, British High Commission Pakistan), Dr. Qibla Ayaz (Chairman, Pakistan Council of Islamic Ideology) and Dr. Nuzhat Shirin (Chairperson, Commission on Status of Women Sindh). Ms. Asma Balal and the panelists emphasized on the need for policy reforms and legislative actions to ensure liberty and access to education and information on family planning and reproductive health to make informed choices, which will result in fertility decline.



Asma Balal, Country Director of Marie Stopes Society Pakistan



Dr. Shahzad Ali Khan, Vice Chancellor Health Services Academy (HSA) visiting MSS stall at the DAFPAK Learning Event.



DAFPAK Learning Event



Dr. Ayesha Rasheed, Country Director of Pathfinder and Dr. Syed Khurram Azmat, Director Technical Services & Donor Projects, Marie Stopes Society Pakistan.



From left to right Marie Stopes Society Pakistan Team: Dr. Ali Awan, Research Advisor, Dr. Mumtaz Esker, Senior Technical Advisor, Dr. Syed Khurram Azmat, Director Technical Services & Donor Projects, Asma Balal, Country Director, Shahrukh Alam Butt, Head of Operations and Usama Khan, Manager Communications and Media.



From left to right: **Harris Khalique**, Team Leader of DAIRE, **Ali Naqvi**, Social Development Advisor from the FCDO, **Asma Balal**, Country Director of Marie Stopes Society Pakistan, **Latika Maskey Pradhan**, Deputy Representative, UNFPA, **Dr. Nuzhat Shirin**, Chairperson of the Commission on the Status of Women, Sindh, **Kaja Jurczynska**, Health Lead Palladium and **Qibla Ayaz**, Chairman of the Pakistan Council of Islamic Ideology.



Australian High Commission's

visit to the Marie Stopes Society Support Office Karachi

Australian Aid 



Ms. Danielle Cashen, First Secretary Development, Australian High Commission Pakistan, and Mr. Shoaib Tayyab, Senior Programme Manager, Australian High Commission Pakistan, visited Marie Stopes Society Pakistan's support office in Karachi on 19th January 2023. The purpose of this visit was to review the progress of the Australian-funded RESPOND programme (Responding with Essential SRHR Provision and New Delivery Mechanism) component in the five districts (Hyderabad, Matiari, Tando Allahyar, Larkana and Sukkur) of Sindh province in Pakistan.

During the visit, Ms. Cashen and Mr. Tayyab were briefed by Ms. Asma Balal (Country Director MSS-Pakistan) and Dr. Syed Khurram Azmat (Director Technical Services & Donor Projects MSS-Pakistan) about the flood relief and response operations through three ROSHNI mobile outreach vans in Larkana, Hyderabad and Tando Allahyar districts of Sindh, Pakistan. This program is supported by Australia, and is providing essential healthcare and reproductive health / family planning services to the flood affected population.



MSS extends its heartfelt gratitude to Australian Aid for supporting the RESPOND initiative especially during the Covid-19 pandemic in Pakistan. This support has been instrumental in addressing critical challenges, and ensuring that people can access quality healthcare, including family planning and reproductive health services. This initiative also focused on sensitive concerns like gender-based violence, and health issues of the youth.

Aug 2021 – Jun 2023



19,960

Unsafe abortions averted



39,858

Unplanned pregnancies averted



40

Maternal deaths averted



102,362

SRH clients served



246,573

CYPs generated



269,147

SRH services provided



31,415

Clients received free family planning services through vouchers distributed



57%

Clients who adopted/used a family planning method

CLIENTS SERVED IN JAN - JUN 2023 BY MSS



344,667*

Total clients served



57,445
clients/month



2,195
clients/day



82,482

Total clients served
through Suraj Primary
Healthcare Clinics



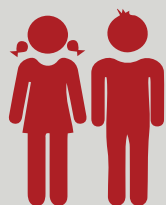
148,229

Total clients served
through Roshni mobile vans



6,758

Total clients
served through
Behtar Zindagi Centres



58,593

Youth clients (15-24 years) served

*Including 107,198 clients served for Water-borne, Vector-borne and other diseases during flood response and relief operations

FAMILY PLANNING (FP) SERVICES DELIVERED IN JAN-JUN 2023 BY MSS



99,580

FP clients served

116,374*

FP services delivered

19,396

FP services/month

741

FP services/day

*Includes female clients receiving ANC/PNC services during flood response and relief operations

CONTRACEPTIVE METHODS DELIVERED IN JAN-JUN 2023



233,559

Short & Long acting and
permanent methods

MOHALLA MEETINGS ORGANIZED IN JAN-JUN 2023



3,007

Mohalla meetings arranged



53,523

Number of participants in mohalla meetings

PERFORMANCE OF FIELD HEALTH EDUCATORS (FHE) AND DOOR-TO-DOOR VISITS DURING JAN-JUN 2023

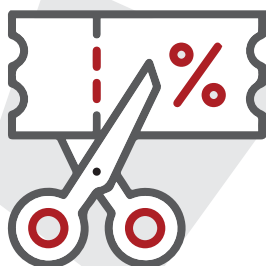


MSS reached out to **359,136** Married Women of Reproductive Age (MWRAs) through door-to-door visits



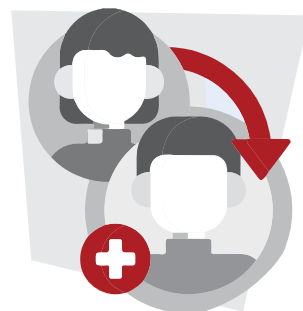
24,635

FP vouchers distributed



20,769

FP vouchers redeemed



10,289

Total referred clients received services

Outpatient services at the primary health care level through private sector mid-level service providers in Lahore and Faisalabad districts, Punjab, Pakistan

صحتیاب
پرائمری ہیلتھ کیئر سروس



The existing Sehat Sahulat Program scheme of Pakistan Government continues to play a vital role by providing invaluable medical coverage and financial protection to millions of poor households through the provision of inpatient services at secondary and tertiary (priority treatment) levels and can be considered as a key building block for moving the country moves towards Universal Health Coverage (UHC). However, Out-Patient services / or outdoor services at Primary Healthcare (PHC) level which includes sexual and reproductive health, maternal & child health, family planning, neonatal care, nutrition, adolescent health, non-communicable and communicable diseases, as well as palliative care etc. are not part of the existing model. Similarly, existing health insurance model, Sehat Sahulat Program, is specifically designed for the general practitioners. Therefore, MSS designed a pilot project based on the principle of task sharing in which mid-level service providers, having qualifications equivalent to a Lady Health Visitor (LHV), were engaged in the areas where the coverage of public and private sector service provider – general practitioner – was either limited or unavailable.

Hence implementation of this outpatient initiative in Faisalabad and Lahore districts provided an opportunity to address above mentioned gap. Through this innovation, for the first time in Pakistan, the proposed project intended to integrate Out-Patient services including reproductive and family planning services at PHC level. Thus, envisioning to expand coverage and access to the poorest of communities and ensure equitable health service delivery in fragile settings in the country. Furthermore, through this initiative, a system of upward-referrals (gatekeeping) will also be developed.



MSS FLOOD RESPONSE AND RELIEF OPERATIONS

from Aug 2022 - Jun 2023



MSS organized about **2,500** free medical and relief camps, serving almost **250,000** people in Sindh, Punjab and Khyber Pakhtunkhwa provinces, which included women and children under **5** years of age. These camps provided:



Family planning and Reproductive Health services and commodities



Essential health services to treat Water borne and Vector borne diseases.



Menstrual Hygiene Kits



Mosquito Nets



Quilts/Blankets



Clothing

Menstrual Hygiene Kits Distribution

Suraj Primary Healthcare Clinics distributed 1,200 kits along with counselling on menstrual hygiene management to the beneficiaries from January to March 2023 in Karachi, Hyderabad, Tando Allahyar, Matiari, Faisalabad, Lahore, Multan and Peshawar. The objective of this intervention was to enhance the skills of Field Health Educators and healthcare providers in educating and promoting awareness among young girls and women about managing their menstruation with respect and dignity.

A beneficiary of the free medical camp organized in Larkana said:

"Receiving menstrual hygiene management counselling and menstrual hygiene kits has been truly transformative for me. It's not just about the practical help with the kits, but also the knowledge and confidence that came with the counselling. I now feel empowered to manage my periods with dignity and make informed choices. This support has made a significant difference in my life, and I'm immensely grateful for it. It will not only benefit me, but I will also transfer this knowledge to my daughter when the right time comes".





D.O No. 2263/142
Office of the
Sr. Superintendent of Police
Punjab Highway Patrol
Multan Region
Dated: 04-04-23

LETTER OF THANKS

On 03.04.2023 at PHP Regional Office, Multan with the coordination of "NGO Marie Stopes Society Pakistan", welfare initiatives have been taken for special children of PHP officials. In this regard, 07 wheel chairs for special children of PHP Officials have been distributed.

2. Punjab Highway Patrol, Multan Region pleased to express their views regarding donation made by "NGO Marie Stopes Society Pakistan" for special children of PHP officials.

3. Hence, this letter of thanks is issued as an acknowledgment.

(HUMA NASEEB) PSP
Superintendent of Police,
Punjab Highway Patrol,
Multan Region.

Government departments appreciating MSS initiatives

Ms. Huma Naseeb, Senior Superintendent Police, Punjab Highway Patrol Multan Region, presented a letter of thanks to Marie Stopes Society for donating wheelchairs to the disabled children of Police Employees. Tanvir Shahzad Ahmad (Regional Cluster-Lead-Lower-Punjab) received the letter.



Primary & Secondary Healthcare Department

No.PFJ-2142/JCEO/DHA/LAY
OFFICE OF THE
CHIEF EXECUTIVE OFFICER (DHA)
LAYYAH
PH: 0606-920055, Fax 0606-920051
Email: edohealth.layyah@punjab.gov.pk
Date: 15/04/2023

CERTIFICATE

This is hereby certified that Marie Stopes Society Non-Government Organization Pakistan has provided Health related Services to the Flood Affected people of District Layyah since August 2022.

They have organized Several Free Medical Camps by providing approximate 11000 OPD Services to the Flood Affected Communities of District Layyah. District Health Authority, Layyah is thankful to Marie Stopes Society for their valuable Health oriented services to the vulnerable flood affected communities.

CHIEF EXECUTIVE OFFICER
DISTRICT HEALTH AUTHORITY
LAYYAH 15/04

GOVERNMENT OF THE PUNJAB
OFFICE OF THE
DISTRICT POPULATION WELFARE OFFICER
775-Employees Colony Layyah
No.DPWO/LY/ADMIN/2023/ 336 dated 11-03-2023

APPRECIATION CERTIFICATE

This is hereby certified I feel immense pleasure in writing this letter of Appreciation for Mehr Naveed Zafar, District Officer, Marie Stopes Society Non-Governmental Organization Pakistan has different provided Health & Population related services to the Flood affected People of District Layyah. They have organized Free Medical Camps by provided approximate OPD Services to the Flood affected Communities of District Layyah and their services will be continuing till March, 2023. In addition to above the MSS providing Family Planning Services to the General Public. Their role in the awareness campaign and District Technical Committee meeting is also highly appreciated. The role of "Soura" for providing Family Planning Services to the General People in the far flung area is also very effective.

The Population Welfare Department Layyah is thankful to MSS Layyah for their valuable oriented services to the vulnerable Flood Affected Communities and General public.

DISTRICT POPULATION WELFARE OFFICER
LAYYAH

DISTRICT COORDINATOR
INTEGRATED REPRODUCTIVE MATERIAL
NEWBORN & CHILD HEALTH & NUTRITION
PROGRAM LAYYAH
DIO CEO (DHA) LAYYAH
Ph: (0606)200558
E-Mail: dmr@punjab.gov.pk

No. 332 IRMNCH dated 04-04-2023

APPRECIATION CERTIFICATE

This is hereby certified that Marie Stopes Society Non-Government Organization Pakistan has provided Health related Services to the Flood Affected people of District Layyah since August 2022.

They have organized Several Free Medical Camps by providing approximate more than 10000 OPD Services to the Flood Affected Communities of District Layyah. District coordinator IRMNCH & NUTRITION Program Layyah is Thankful to MSS for their Quality services.

DISTRICT COORDINATOR
IRMNCH & NUTRITION PROGRAM
LAYYAH

Dr. Muzammil Karim, District Coordinator IRMNCH & Nutrition Program Layyah, Dr. Shahid Riaz, Chief Executive Officer District Health Authority Layyah and Mr. Mehar Khyzar Hayat, District Population Officer Layyah, presented a letter of appreciation to Marie Stopes Society for serving flood effected community in Layyah district. Muhammad Naveed Zafar Sumra (District Executive, Layyah) received the letter.



Mr. Rao Anees-ur-Rehman, Ex-Special Assistant to CM Punjab visited Roshni Outreach Camp in Basti Khera, district Multan with Channel Lead Tanvir Shahzad Ahmad. He appreciated the efforts of Marie Stopes Society for serving the ailing community through OPD services for general ailments and free FP methods. Mr. Rao Anees-ur-Rehman also presented a letter of appreciation to Mr. Tanvir Shahzad Ahmad.



Dr. Syed Athar Hussain, District Health Officer Larkana, presented a letter of appreciation to Mr. Imran Ali, District Executive MSS Larkana, for the response and relief work MSS did in the district since the flash floods of July 2022.

 **EX - SPECIAL ASSISTANT TO CHIEF MINISTER PUNJAB**

Dated Lahore the 26th April 2023

APPRECIATION CERTIFICATE

I visited a Medical Camp arranged by an NGO, Marie Stopes Society in Basti Khera on River Chanab Bank on 18th of April 2023. I appreciate the high-quality Medical Services provided by the organization to the ailing community. Also, I appreciate the dedication and devotion of MSS staff who reached this hard area during the month of Ramzan and served the community the whole day with smiling faces.

Kind Regards,


Rao Anees-ur-Rehman Khan.

PHONE: 074-9410711/FAX : 074-9410723
OFFICE OF THE DISTRICT HEALTH OFFICER LARKANA
No.DHOL/Estt:- 4068 Dated the: 23/04 2023



CERTIFICATE OF APPRECIATION

Department of Health, Larkana District, is pleased to appreciate the persistent efforts and services of M/S Marie Stopes Society during the flood relief operations 2022-2023.


Marie Stopes Society Non-Governmental Organization has been providing health related medical services to the flood Affected people of District Larkana since August 2022.

They have conducted 195 Free Medical Camps and provided approximately 28,878 OPD Services to the Flood Affected Communities of through their Roshni Van. We hope and look forward for their continuous services to the vulnerable communities of Larkana and its vicinity.

During floods, M/S Marie Stopes Society has also distributed nonfood items and essential commodities like water coolers, floor mats, mosquito nets, Dates fruit, milk packets and mineral water to the IDPs of Taluka Ratodero and Larkana, in collaboration with department of Health Larkana, where the IDPs were benefited.


Moreover, MSS is distributing menstrual hygiene kits to the flood affected people, which is much appreciated and is the need of time, through which women are made safe from various infectious diseases.

The Health Department Larkana is thankful to MSS for their dedication and valuable health-oriented services to the vulnerable flood affected communities at District Larkana.


Dr. SYED ATHAR HUSSAIN
DISTRICT HEALTH OFFICER
LARKANO

Copy is forwarded for information & necessary action to:

- Copy for office file.


Dr. Syed Athar Hussain
DISTRICT HEALTH OFFICER
LARKANO

Connecting Communities: Social Franchise and Outreach Highlights

Monitoring visits, quality assurance, and field team meetings are essential to ensure the seamless delivery of family planning, reproductive health, and primary healthcare services to underserved populations, maintaining high standards of care and accessibility for those in need.



Quarterly Performance Review meeting of Sindh region was held in Multan, under the RESPOND initiative supported by DFAT-Australia.



Channel Lead Sindh, Mr. Samiullah visited Hyderabad Region office to verify client records and the services delivered to them. District Executive Hyderabad, Mr. Zuhaib Hassan briefed Mr. Samiullah about the plans to expand the catchment area for service delivery in the district.



Mr. Shahrukh Alam Butt, Head of Social Franchise at Marie Stopes Society, delivering refresher training to Suraj Primary Healthcare Clinics providers in Hyderabad, Sindh.



Team building activity conducted by District Executive Mr. Zuhaib Hassan and attended by Head of Social Franchise Mr. Shahrukh Alam Butt and Outreach Operations and Project Implementation Lead, Mr. Faisal Nazeer at Matiari District.



Mr. Imran Ali, District Executive MSS Larkana, visited and monitored the Mega Free Medical Camp organized in Larkana.

Government Collaborations: Strengthening Partnerships

Collaborating with the government is vital for delivering quality family planning, reproductive health, and primary healthcare to communities because it leverages existing infrastructure, resources, and policy frameworks, ensuring a more sustainable, widespread, and integrated approach that can reach underserved populations effectively and provide long-term benefits to public health.



DPWO Mr. Bakhat Ali Siyal visited Roshni Van in Hyderabad to witness outreach operations.



Mr. Imran Ali, District Executive Larkana, visited Deputy Commissioner Larkana Ms. Rabia Siyal, Dr. Athar Hussain Syed - DHO Larkana, Mr. Zulfiqar Ali Detho - Regional Director Population Welfare Department Larkana, and briefed them about the Flood Response and Relief operations of Marie Stopes Society in the district.



Mr. Muhammad Hussain Rana, Deputy Commissioner Kot Addu, visited MSS district office. He monitored the activities of Roshni Outreach mobile vans and distribution of free medicines, quilts and mosquito nets to the flood affected communities in the district.



Deputy Commissioner Matiari, Mr. Pervez Ahmed Baloch was briefed by Marie Stopes Society's outreach team on Flood Response and Relief operations.



International Women's Day Celebrations

Marie Stopes Society conducted a seminar on International Women Day at Government Graduate College Civil Lines, Multan. Principal of the institute Prof. Dr. Shahid Iqbal, Director Population Welfare Mr. Fayyaz Chaudhary, DDPWO Muhammad Hassan, DDPWO Technical Dr. Iffat Umer Bucha, and Dr. Haniya Atta WMO were among the major attendees. In addition, MSS and PWD staff along with college students also attended the seminar.



A Seminar on International Women Day was jointly organized by Marie Stopes Society and PWD-Layyah. Mr. Khalid Pervaiz-Deputy Commissioner Layyah participated as chief guest. District Social Welfare Officer, Khizar Hayat, also attended this seminar.



On International Women's Day, Marie Stopes Society organized a seminar at SZABIST Sukkur campus to raise awareness about the reproductive health, family planning and contraceptive choices that women can access.



International Women's Day commemoration at District Office Hyderabad. The event was organized by Channel Lead Sindh Mr. Samiullah and was attended by Mr. Shafqat Ali Solangi, Additional Director Population Welfare Department Sindh.





New Callers

75%



Returning Callers

25%



Outbound Calls

1,985



Inbound Calls

1,924



Productive Calls

1,745



Female Callers

1,084



Male Callers

683



Subsidized
Treatment Facility

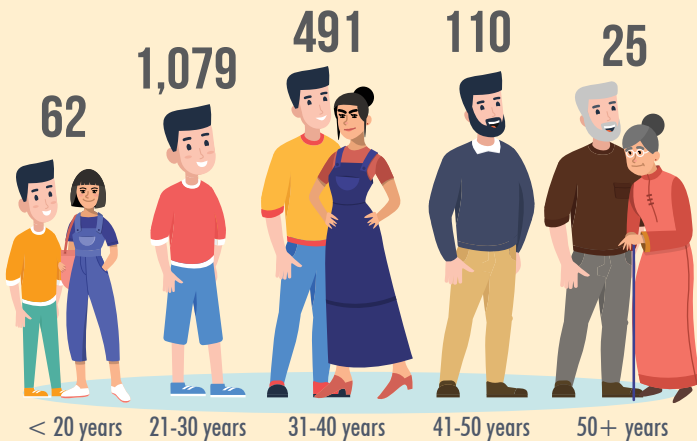
556



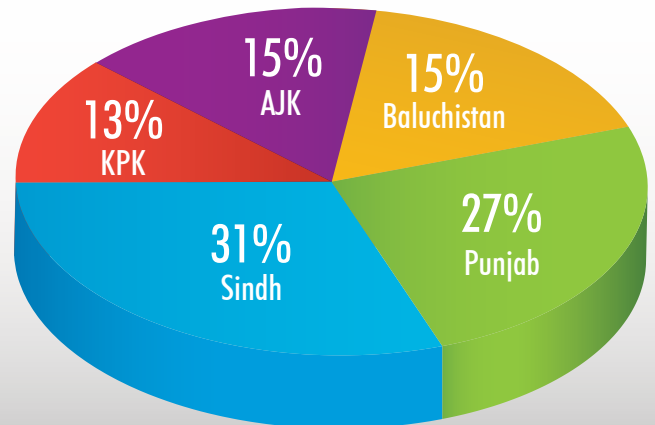
Referrals to Service
Delivery Points

215

Client Profile: Age Group



Client Profile: Geographic Location



ENQUIRIES BY CONTRACEPTIVE METHODS

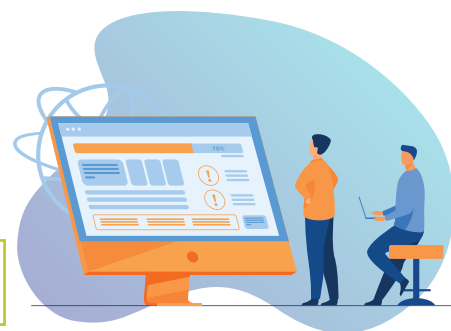
Condom	4%	Jedell	13%	Vasectomy	2%
IUD (Copper-T)	36%	Injections	5%	EC Pack	2%
IUD (Multiload)	2%	Oral Pills	9%	Ligation	9%
Femplant	19%				

12 years of empowering youth!

Proud to be one of the pioneers in sensitizing youth about family planning and reproductive health, in Pakistan!
Delivering free counselling services.

600,000 Visitors **550,000 Queries**

50,000 visitors per year and almost **46,000** queries answered per year



Jan 2011 – Jun 2023



USERS ATTRIBUTES

Returning visitors: **10%**

Average age of the visitors: **21-30 years**

Gender wise distribution of the visitors: **58% female | 42% male**



NATURE OF QUERIES

Reproductive Health: **49%**

Family planning: **21%**

Puberty: **21%**

General health: **9%**



AGE PROFILE OF THE VISITORS

18-24: **36%**

25-34: **31%**

35-44: **16%**

45-54: **9%**

55-64: **7%**

65+: **1%**



COUNTRY PROFILE OF THE VISITORS

Pakistan **41%**

India **21%**

China **2%**

Nigeria **6%**

Indonesia **2%**

UK **1%**

Canada **3%**

Netherlands **3%**

USA **12%**

Sri Lanka **2%**

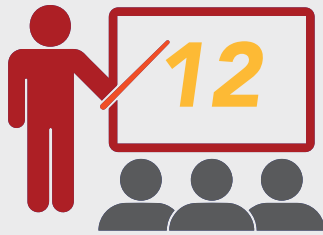
Afghanistan **3%**

UAE **4%**

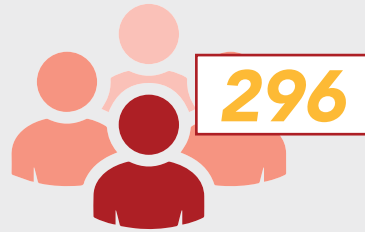
Elevating Excellence: Our Commitment to Quality Assurance

Menstrual Health and Hygiene Management (MHM) Trainings:

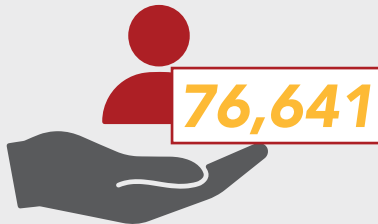
Menstrual health is an under recognized social determinant of broader sexual and reproductive health and rights outcomes. Marie Stopes Society collaborated with Sanofi to address this health need. The aim of this collaboration was to build capacity of Field Health Educators and Healthcare Providers to educate and raise awareness among young girls and women to manage their periods with dignity.



TRAININGS CONDUCTED



PARTICIPANTS TRAINED



CLIENTS SERVED



MHM KITS DISTRIBUTED

Teleconsultation Initiative

MSS Health Services Department has piloted a simple teleconsultation model. Women at the Suraj Primary Healthcare clinics and outreach (OR) connect to the doctor through what's app video call for consultation on primary healthcare. The LHV / Midwife at the Suraj clinic & OR facilitates the call. Five (5) Teleconsultants are hired to provide teleconsultation services to the clients referred from Suraj clinics and OR.



3,394

**Clients Served
May - Jun 2023**

ONLINE DOCTOR CONSULTATION FOR

- **General Medicine**
 - Dengue
 - Diabetes
 - Hypertension
 - Asthma
 - Tuberculosis etc.
- **Infertility**
- **Family Planning**
- **Under 5 years OPD**
- **Gynecological Complications**

OUR ONLINE DOCTORS

Dr Khalida Naeem

Dr Aqsa Sarwar

Dr. Riffat Surraya

Dr Sadia Hasan Khayam

Dr Sohail Ahmed Khan

Days & Timings*:

Monday to Saturday
09:00 am to 6:00 pm

*The doctors mentioned above have different schedules on various days and times.

مشورہ

0800 22333

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Women's Day

DigitALL: Innovation and Technology for Gender Equality'

Celebrating International Women's Day within an organization is a great way to promote gender equality, raise awareness about women's issues, and show support for women employees.

On the International Women's Day, MSS Support Office teams came together and celebrated the incredible achievements, strength, and resilience of women within MSS and everywhere.

This year's theme, DigitALL: Innovation and Technology for Gender Equality, reminded us of the importance of empowering women by ensuring their financial and intellectual freedom with the use of technology. MSS Support Office team pledged to continue to break barriers, challenge stereotypes, and uplift one another.



Due to recent flash floods across Sindh Punjab & KPK provinces UNFPA stated there were **650,000** pregnant women needing prenatal and postpartum healthcare services.

Marie Stopes Society (MSS) Pakistan through its "Flood Response and Relief Efforts", provided

15,331
antenatal care

7,705
postnatal care



During the "Flood Response and Relief Efforts", Marie Stopes Society Pakistan served approximately **200,000** flood affectees across Sindh, Punjab and Khayber Pakhtunkhwa (KPK) provinces.

150,000

were girls and women seeking primary health, family planning and reproductive health services.



Marie Stopes Society Pakistan, since 2010, has ensured safe access to quality healthcare and family planning services for the women of Pakistan.

saving lives of almost

9,000

women

averting

3.6million

unsafe abortions



MSS Annual Star Awards

MSS acknowledged the efforts of its teams in its Annual Stars Awards Ceremony held on 19th May 2023. Ayesha Jafri, Head of Marketing and Alliances, won the MSS Annual Star Award 2022 for her untiring and effective efforts to develop a sustainable brand image, and building fruitful alliances with the corporate sector organizations.



Azhar Ali, Payroll and HR Operations, and Robert Fernandes, Assistant Manager Programme Support, received the awards for Employee of the Year 2022.



A one-day Fire Fighting & First Aid Training was conducted at MSS Support Office which included fire and safety drills. The focus of this drill was that the knowledge gained through the training will benefit the teams in years to come and empower them to sustain a work culture at MSS where they feel safe and secure.

MOTHER'S DAY Celebrations at MSS Support Office



Marie Stopes Society Pakistan has presence in 3 provinces

203 Suraj Primary Healthcare Clinics



203 Field Health Educators



2 Behtar Zindagi Centres



15 Outreach teams



1 Minerva



18 Meri Pharmacy outlets



Youth Application



Website (SRHmatters.org)



Mashwarah Contact Centre



www.mariestopespk.org
www.srhmatters.org
www.meriphararmacy.pk



MSSPakistan



mariestopespakistan



Marie Stopes Society-Pakistan



Marie Stopes Society



111-538-538

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MSS FLOOD RESPONSE AND RELIEF OPERATIONS

from Aug 2022 - Jun 2023



The free medical camps organized by Roshni Outreach vans in Sindh, Punjab and KP provided relief to flood affected communities by delivering primary healthcare services for general ailments.