

Annual Report

Pakistan Initiative for Mothers and Newborns (PAIMAN)

Brief Back Ground:

The situation of maternal, newborn and child health in Pakistan is one of the poorest in South Asia. Despite some improvements in the 1990s, Pakistan has lagged behind many of its neighbors in terms of health and population outcomes. The infant mortality rate of 78 per 1000 live births and a recently calculated maternal mortality rate of 276 per 100,000 live births are both higher than other neighboring South Asian countries. Very high fertility rates, a high unmet need for family planning and very low rates of skilled birth attendance are some of the fundamental underlying causes for the poor health of women and children in Pakistan. There are numerous additional factors affecting this situation, including political instability, poor governance, rising religious conservatism and militancy, a vastly under-resourced public social sector, and a poorly functioning public sector health service delivery system at the district level.

District Vehari is one of the thirty six districts of Punjab province. The situation of the district regarding mortality is not different from the other districts of the Punjab province.

Pakistan Initiative for Mothers and Newborns (PAIMAN) project was commenced in last quarter of 2008 in district Vehari for the decline the number of IMR and MMR in the district through services delivery, awareness raising and capacity building of health care providers. Main objective of the project is to reduce maternal, neonatal and children morbidity and mortality in the selected districts of the country.

AGAHE has implemented the project in five selected union councils of Tehsil & district Vehari having less than 40% covered area by NP, FP-PHC. The selected Union Councils for PAIMAN intervention by Association for Gender Awareness & Human Empowerment (AGAHE) are: UC # 8, UC # 10, UC # 13, UC # 14, and UC # 15.

Strategic Objectives of the Project:

- SO-1 Increase awareness and promote positive maternal and neonatal health behaviors.
- SO-2 Increase access (including emergency obstetric and newborn care) to and community involvement in maternal and child health services and ensure services are delivered through health and ancillary health services.
- SO-3 Improve service quality in both the public and private sectors, particularly related to the management of obstetrical and neonatal complications.
- SO-4 Increase capacity of MNH managers and care providers
- SO-5 Improve management and integration of services at all levels

Activity wise Progress of PAIMAN Project district Vehari:

Awareness Sessions with Religious Leaders and Community Notables

Religious leaders and community notables are the agent of social change and behavioral change in the community therefore this segment of the society is used as an advocate for MNCH.

Awareness sessions with religious leaders and community notables have been conducted in five union councils. Total 91 Religious leaders from all sects and religions and Community influential person i.e Namberdars, councilors, lady councilors and nazims participated in the sessions. They were motivated to play their effective role for community awareness regarding mother, newborn and child health (MNCH).



All these things were related to the thoughts and ideology. Religious leaders and community influential persons are considered the key persons and can play a leading role for health education and community mobilization and motivation so they were mobilized and oriented how they can play their leading role for mother and newborn health.

Meeting at School/ Awareness Session with Teachers:

Teacher is considered as a builder of the nation and a teacher being an educated, self motivated, respectable person in the community can play a leading role for awareness raising, social mobilization and behavioral change in the community. Considering the role of teachers for MNCH, local male and female teachers were oriented about the antenatal, post natal, neonatal, importance and protocol of TT vaccination. The role of the teachers and how they can play that was especially emphasized. Among three sessions total 133 teachers were oriented including 56 male and 77 female from both public and private schools of the targeted community.



Awareness Session with Community:

The main purpose of the awareness session with community is to focus direct targeted group of the project so they can be aware about the mother and newborn health and what and how they can play their role according to their responsibilities in the family. In the sessions following preventives were tried to be promoted.

For mother and Child health:

- At least four Antenatal Checkups are necessary.

- Eat more food and take proper rest during pregnancy and drink milk and eat fruits.
- Take Folic Acid tablets during pregnancy and six months after child birth.
- Complete the course of TT vaccination especially pregnant women.
- For safe delivery, availability of SBA and clean and airy place for delivery and money, transportation must be arranged for any complication during delivery.



- Make sure that the hands of SBA and the instruments being used during delivery are sterilized.
- Referral to the nearest appropriate health facility in case of any complication during pregnancy or right after delivery.

For the decreasing Infant mortality rate:

- Cut and tie the umbilical cord with clean blade and string.
- Start breast feeding within an hour of child birth.
- Keep the baby warm and cover with dry cloths after birth and give bath after six hours.
- Till six month of age all mothers are to practice breast feeding only and continue breast feeding till two years of age.
- A Minimum of three years gap is necessary between two consecutive child births for mother and child health.



- Complete EPI course of every child to protect the child from diseases.

Total 227 community persons including 154 male and 73 female participated in the awareness sessions. Male participants were oriented about their role regarding MNH in the family and they were motivated to play their role effectively. Female participants were oriented about the ANC and PNC and newborn care and motivated to complete their TT shots and convey these messages in the community.

Street Theatre:

Street theatres were arranged to mobilize and aware community members regarding MNCH and their role and responsibilities through a performance of a script. For awareness raising and community mobilization in the community, street theatres are a best tool to convey the message of MNCH in the community. Three theatres were arranged in the rural areas and total participants were 522 including 320 male and 202 female community members. Theatres were performed by

trained performers who perform the script highlighting mother and newborn and child health issues and common practices in the community regarding MNCH and role of different family members regarding MNCH.

Health Camps:

Three free health camps were organized in the far flung area to fulfill the health needs of community. Doctors and paramedical staff were arranged for Antenatal, Post natal check ups of women and medical services for children and general patients. There were 1677 total beneficiaries of camp including 608 men and 1069 women and children. In the Camps renowned Gynecologist, Eye specialist, Child specialist and General physicians were invited for the Antenatal and Post natal, ultra sound and general checkups of the patients. Stalls of different organization were arranged for awareness raising through health education in the community. General medicines and clinical lab facilities were provided for the visiting patients, particularly for the pregnant women and children.



Social Mobilization Event:

Social mobilization events were arranged to emphasize the importance of MNCH in the community through conduction of different activities i.e speech competitions, quiz and poetry competition and events celebration and celebration of national and international days. District level renowned personalities participated in the events to mobilize community presenting him/her self as an example. Three social mobilization events were conducted on quarterly basis and total 1530 community persons including male female children participated in the event and got orientation and knowledge of health education.



Training of TBAs on Safe delivery:

Delivery conducted by untrained Traditional Birth Attendants (TBAs) is a major cause of high maternal and infant mortality rates in Pakistan. This ratio can be decreased through training of TBAs on safe delivery. In this regard AGAHE trained sixteen TBAs from community for eight days on safe delivery and how to manage common complications during delivery and to promote use of clean delivery kits to control infection during delivery.

Training of Traditional Birth Attendants (TBAs) was conducted on August 11 to 18, 2009 in AGAHE office Vehari. TBAs were trained regarding Antenatal Care, Delivery Preparedness plan, bleeding during early pregnancy, bleeding during later pregnancy, Elevated blood pressure with headache, Normal labor, Stages of labor, Care of mother and child after child birth and Referral in case of complication to the health facility. In the training participants were learnt through practical with dummy exercise. Clean delivery kits were provided to create a habit of its use among TBAs.



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Quarterly Follow up Meetings of TBAs:

Quarterly follow up meetings of TBAs were conducted to refresh their knowledge, clear their ambiguities regarding their knowledge given in the training and collect their progress regarding deliveries conducted, referred patients in case of complication and use clean delivery kits in how many cases. Two follow up meeting have been conducted with sixteen trained TBAs on quarterly basis. Trained TBAs have conducted 298 safe deliveries after their training using clean delivery kits and large number of community members have benefited through their knowledge. TBAs were emphasized to play their role for the success of TT vaccination through coordinating with TT vaccination teams during after the campaign.



TT vaccination Campaign:

Tetanus is serious infectious disease among the mothers and children. Said disease can be controlled through TT vaccination of pregnant women and children and other

human beings. AGAHE has completed two rounds of TT vaccination with close coordination of health department of district Vehari to achieve the target, at least two shots to every pregnant woman during her pregnancy. To achieve the target planning meetings were conducted with health department officials, vaccination teams were formed and vaccination and monitoring plans are prepared to cover all targeted community. Along with vaccination community was being aware and mobilizes regarding importance of TT vaccination and its protocol through walks, display of banners and public and mosque announcements. Total 1142 pregnant women have been vaccinated in two TT campaigns.



Meetings at Health Facilities:

Meetings at each public health facility were conducted on every month to increase coordination with staff members of health facility regarding increase coverage of Expanded Program on Immunization. In the meeting detail planning was made to change health seeking behavior of community in the catchments area of that health facility, awareness raising regarding MNCH and increase the utilization of healthy facilities. Staff members of NP, FP-PHC were closely coordinated regarding list enlisting the pregnant women defaulter cases for TT campaign.

