



KHUD KO
Pehchaano

خود کو پہچانو

Khud Ko Pehchaano
Punjab Population Innovation Fund



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Presentation Outline

- Introduction to PPIF and GSM
- Introduction of team
- Project Orientation
- Pakistan Population Profile
- Sexual & Reproductive Health & Rights
- Preparation and pre-screening before marriage
- Healthy Timing & Spacing- HTSP
- Orientation of Family Planning Methods
- Gender & Sex
- Gender Based Violence and its Mitigation Strategies
- Mentorship Program and Seed Funding



Punjab Population Innovation Fund

PPIF is a non-profit, public-sector company, established to render financial and technical assistance to innovative projects for population planning, improving access, and generating demand for family welfare services in Punjab.

PPIF DEFINES INNOVATION



WHAT'S INSIDE

- 02 Punjab Population Timeline
- 03 Interview with Dr. Bherath Backgrounder by
- 04 Innovator Spotlight Akhtar Hameed K Centre
- 05 Innovator Spotlight Health and Nutrition Society
- 06 Cycle 1: Spearhead Awarding Innovation
- 07 Cycle 2: Strengthening Engagement Three-Tiered Model
- 08 Life at Punjab Population Innovation Fund

GREENSTAR SOCIAL MARKETING PAKISTAN



Mission



Contributing to the
development of Pakistan
through Family Planning
& Family Health
Solutions

National Capacity and Competency

Social Franchising

96/150 Districts of Pakistan

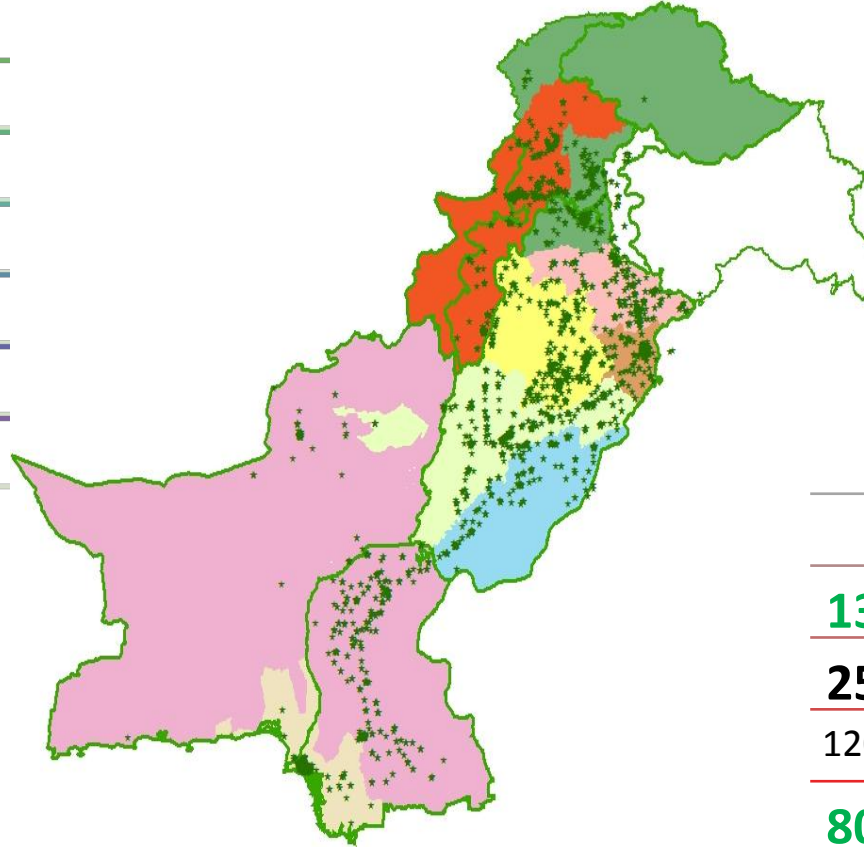
7000 Service Providers

23 GSM Trained (Doctors)

46 GSM Medical reps

250 GSM Outreach Workers

20 Products (Subsidized)



Impact of GSM work

National CYP contribution: **13%**

Share of Private sector: **33%**



Social Marketing

131/150 Districts of Pakistan

2500 TB Care Providers (GPs)

120 Collaborating Laboratories

80000 Shops selling condoms

35000 Pharmacies and medical stores



in “36” districts across Punjab for family planning, sexual and reproductive health, post-abortion care, self-care, nutrition, TB/HIV services

Reach & Impact in Punjab in the last 10 years



- 39,600 retail outlets
- 38,000 pharmacies
- Marketing and Sales support team
- National Distributor



- 2,792 Women Healthcare providers at Sabz Sitara Family Health Clinics,
- 963 general practitioners (GPs) providing TB Care
- 2,000 Service providers combatting diarrhea-related



Project Orientation

- 600 master trainers trained in Pre-marital Counselling in 30 Universities/colleges.
- 12000 young people provided with Pre-marital Counselling
- 30% increase in the number of young men and women
 - Basic knowledge about Sexual Reproductive Health and Rights (SRHR).
 - Knowledge of at least three modern methods of contraception.
 - knowledge of Healthy Timing and Spacing of Pregnancy (HTSP)
 - Myths and misconceptions about Family Planning
 - Gender-based violence - GBV
 - GBV preventive strategies



Problem Statement

Social Aspect

of Population Size
Implications





دنیا میں ہم آئے ہیں تو جینا ہی پڑے گا





Pakistan Population Profile

- ▶ 5th most populous country in the world
- ▶ >220 million population
- ▶ Around 64% - 130 million population < 30 years
- ▶ Around 50% of population are women
- ▶ Growth rate 2.4
- ▶ CPR 34% Modern 25% Traditional 9%
- ▶ Fertility rate 3.8



64 percent of the nation is younger than 30, and 29 percent of Pakistanis are between 15 and 29 (an age group that we define as the youth). Pakistan now has more young people than it has ever had, and this is forecasted to continue to increase until at least 2050.

Contraceptive Prevalence Rate (CPR)



Pakistan
CPR 34%



India
CPR 54%



Bangladesh
CPR 62%

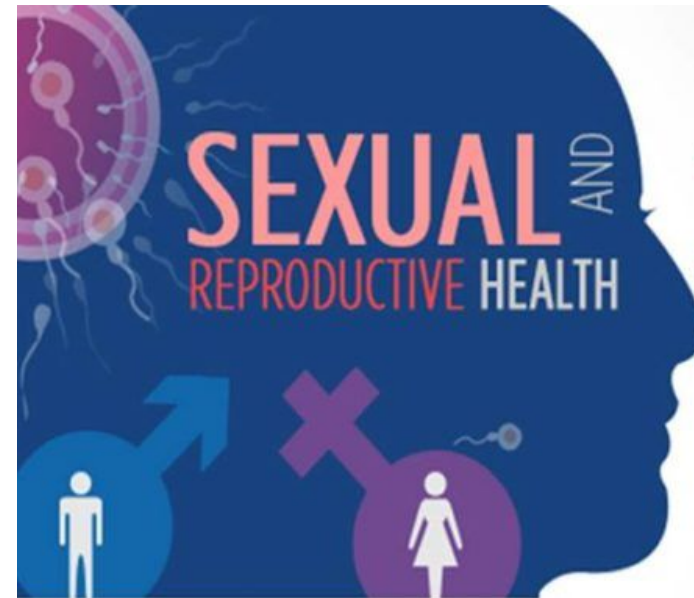


Iran
CPR 77%

*Pakistan plans to achieve universal access to RH by 2020 and to raise CPR to 55% by 2030

Part I

Sexual and Reproductive Health and Rights (SRHR) 101



Objectives

- By the end of this session, you will be able to know
 - The importance of health and well being
 - Definitions of reproductive and sexual health
 - Sexual and reproductive health and rights and what comprises SRHR
 - SRHR needs of Youth
 - Barriers to SRHR
 - Puberty
 - Must haves to obtain Sexual Health

Mind

Body

Soul

What is Health??



Health & Wellbeing

What is Health?

- Health is a state of complete physical, mental and social well-being and not merely the absence of disease.
- Identifying physical, emotional, and social aspects of health, including SRH



Physical: body parts, nocturnal emission, vaginal discharge, urethral discharge, menstruation, hair growth, breast development, voice changes, infertility, pregnancy, abortion, infections

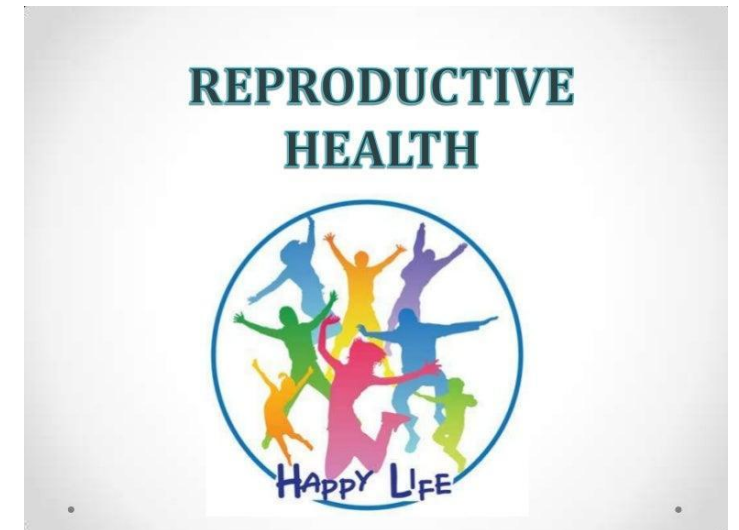
Mental: feelings such as love, pain, depression, hope, and happiness. Irritability, curiosity, anxiety, stress, aggression, confusion, excitement.

Social: marriage, divorce, separation, job, education, peer pressure, poverty, rape, relationships, family planning

Reproductive health

- A state of complete physical, mental and social well-being and not merely the absence of disease or disability...

.....in all matters related to the **reproductive system** and to its **functions and processes**.



What is sexual health?

- A state of complete physical, mental and social well-being in relation to sexuality, and not merely the absence of disease or disability.

Sexual health requires a **positive and respectful approach to sexuality** and sexual relationships as well as the possibility of having pleasurable and safe sexual experiences **free from violence**.

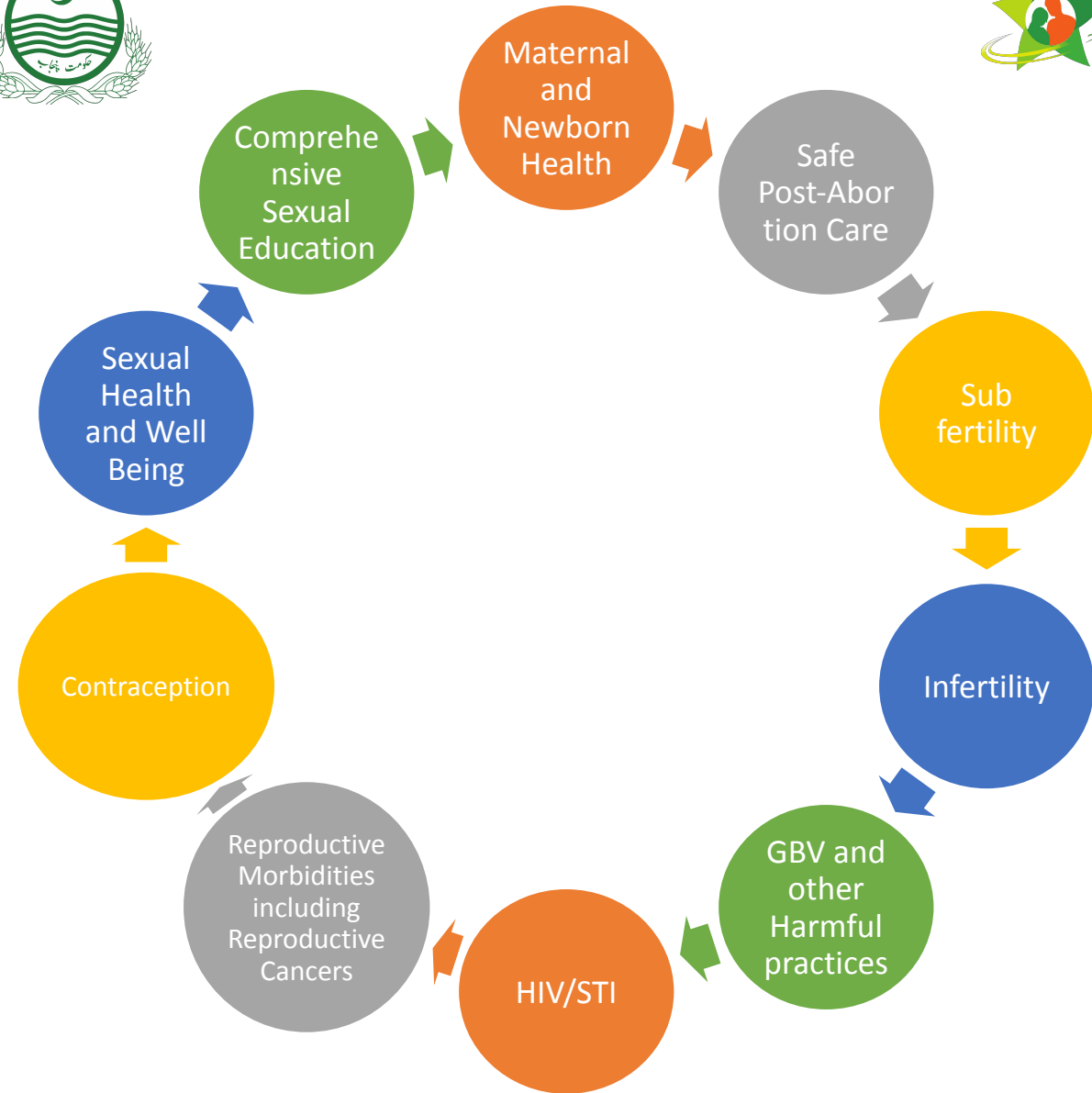


SRHR Includes:

- 1- Access to sexual and reproductive health care
- 2- Information on sexual and reproductive health
- 3- Autonomy in sexual and reproductive decision making



Essential Package of SRHR



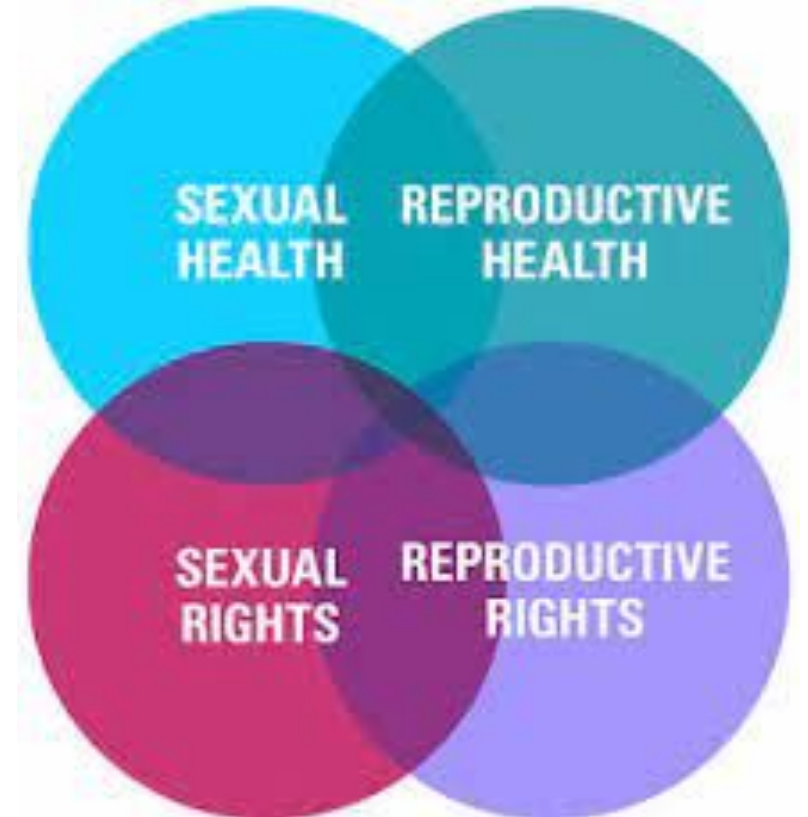
Barriers

- Gender inequality
- Lack of access to education
- Lack of financial independence
- Lack of basic healthcare
- Socio-cultural and religious norms.

SRH Needs of Youth

Very young adolescents need **accurate, unbiased** information about sexuality and reproductive health from their **peers and parents**.

Overall, young people have **limited access** about their sexual and reproductive health.



Conti...SRH Needs of Youth

- What **changes to expect during puberty**, including information about menstruation and nocturnal emissions.
- **Gender roles**, gender norms, and expressions of gender.
- Relationships.
- Violence, consent, and bodily autonomy.
- Sexuality, personal values, tolerance, respect, and inclusion.
- For **girls who are married**, **contraception**, healthy timing and spacing of pregnancy, and healthy pregnancies.



Physical Changes in Boys & Girls

BOY

VS

GIRL

11 to 13 years old &
approximately until 15 or 16.

9-13 Years Old

- testosterone and other hormones cause physical changes.
- The sexual organs start growing and preparing for reproduction.
- increase in height and weight.
- Hair grows in the pubic area, the underarms, the face, and the legs.
- The vocal chords change, so the voice grows deeper.
- Some develop acne.
- The reproductive system starts working & they can procreate.



- Hair growth in underarms & the pubis
- Breast development
- Ovaries grow larger and start producing hormones.
- Menstrual cycles start
- Hips widen
- Height and weight increase due to changes in the body's structure
- Sweat glands become more active.
- Problems with acne may arise.
- Mood swings become more frequent due to hormone production.

To obtain sexual health, a person must

1

Be able to/
empowered to adopt
safe and informed
choices

2

Have accurate and
evidence-based
information about
sex

3

Be physically well
and free from
sexually transmitted
diseases

4

Be emotionally
healthy to sexual
health

5

Be able to
communicate
effectively and
maintain social
relationships with
safe experiences

Part II

Preparation for Marriage



Objectives

- By the end of this session, you will be able to know
 - The importance of Pre-marital counseling
 - Medical counseling
 - Genetic counseling
 - Must have Pre-screening tests
 - Pre-marital screening program

Why prepare before Marriage?

- It is essential to understand the family medical history
- Go through pre-screening tests to avoid any unforeseen medical ailments in the coming generations
- Allows the beneficiaries to discuss clear expectations about goals, individual needs, expectations, and planning for the family
- Enables the couples to go through any gynecological or medical examination before the marriage

Premarital Counselling

- Premarital counseling is a type of **family therapy that helps couples prepare for marriage**, and help to ensure that you and your partner have a **strong, healthy relationship**.



Medical Counselling

The aim is to
diagnose diseases

- Transmitted to the other partner: STI, TB, HIV, HBV

Represent a risk
factor during
pregnancy

- cardiac disease
- chronic renal disease
- renal transplantation
- Affect reproductive function

Female

- fibroid, genital hypoplasia, anovulation, menstrual disorders, hirsutism

Male

- Undescended testes, varicocele, azoospermia, physical disability.



**HELP US
PROVIDE
SAFE BLOOD
TO THALESSEMIA
& HAEMOPHILIA
PATIENTS**
DONATE NOW



Clinical Features of Thalassemia Major



Genetic Counselling

Aim

- Identify individuals at risk of having a child with the genetic disorder
- Indications or those at a higher risk
- adolescence pregnancy
- unnecessary resort to induction of abortion
- birth of unwanted child

Age > 35: Down syndrome:

- 1/2000 at 20 y
- 1/500 at 40 y
- 1/32 at 45 y
- uncontrolled fertility
- high risk pregnancy (too early, too many & too close together)

First cousin marriages

- share large groups of identical genes (1/16): increasing the risk of recessive diseases, particularly if there is a family history
- Muscular dystrophy
- Sickle Cell Anemia
- Thalessemia

Family Planning Counselling

Aim of Contraception
are reduction of the
hazards of

- **adolescence** pregnancy
- unnecessary resort to induction of **abortion**
- birth of **unwanted child**

Explain the hazards of

- uncontrolled fertility
- high risk pregnancy (**too early, too many & too close together**)

Methods:

- Natural barrier & chemical
- IUCD, injectables & implants
- Oral Contraceptive Pills
- Emergency contraception, if required

Medical Tests before Marriage

- medical tests
- Blood group compatibility test
- Genetically transmitted test
- STD test



Pre-marital Screening Program

A beneficiary must get these tests done before marriage

- Blood group
- Complete Blood Count
- Haemoglobin electrophoresis
- HBs Ag
- Anti-HCV
- Anti-HIV
- HIV-Confirmation by Western blot Method

Part III

Healthy Timing & Spacing-HTSP



Objectives

- By the end of this session, you will be able to know
 - The importance and benefits of Health Timing and Spacing of Pregnancy
 - Statistics of silent deaths due to unwarranted pregnancies
 - Consequences of high fertility rate and unwanted pregnancies
 - Age-appropriate spacing

Health Benefits of Family Planning

To **reduce** the risk of **adverse**
Maternal, Perinatal and Infant
outcomes



WHO fact sheet on adolescent pregnancy: <https://www.who.int/news-room/fact-sheets/detail/adolescent-pregnancy>



There is no headline with these maternal deaths due to pregnancy related complications



Consequences of High fertility Rate and Unwanted Pregnancies

- 10 million pregnancies annually
- 4 million unwanted pregnancies
- 2.6-2.8 million abortions
- 12,000 women die every year due to complications of unsafe abortions and unwanted pregnancies
- 1200 women are dying every month because of unsafe abortions and unwanted pregnancy

Around 7 A320 Airbus planes crash... No Headlines!



Healthy Timing

Delay first pregnancy
until at least
18 years of age



WHO fact sheet on adolescent pregnancy: <https://www.who.int/news-room/fact-sheets/detail/adolescent-pregnancy>

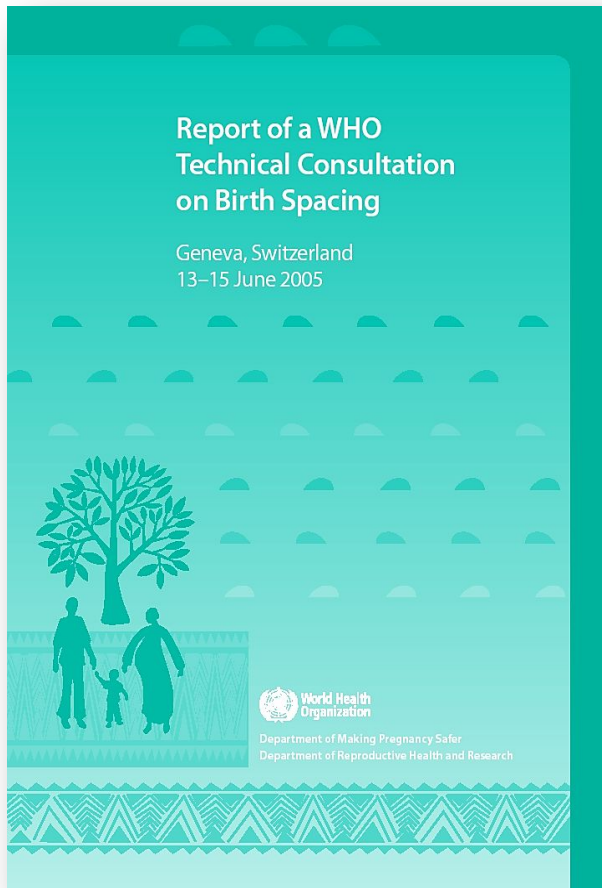
Healthy Timing

Avoid Pregnancy
after 34 years of
age



UNICEF, Facts for Life. 3rd ed. New York: United Nations Children's Fund (<http://www.unicef.org/ffl/text.htm>), 2002; WHO/UNFPA. Pregnant Adolescents: Delivering on Global Promises of Hope. Geneva, World Health Organization, 2006.

Healthy Spacing



World Health Organization, 2006 Report of a WHO Technical Consultation on Birth Spacing.

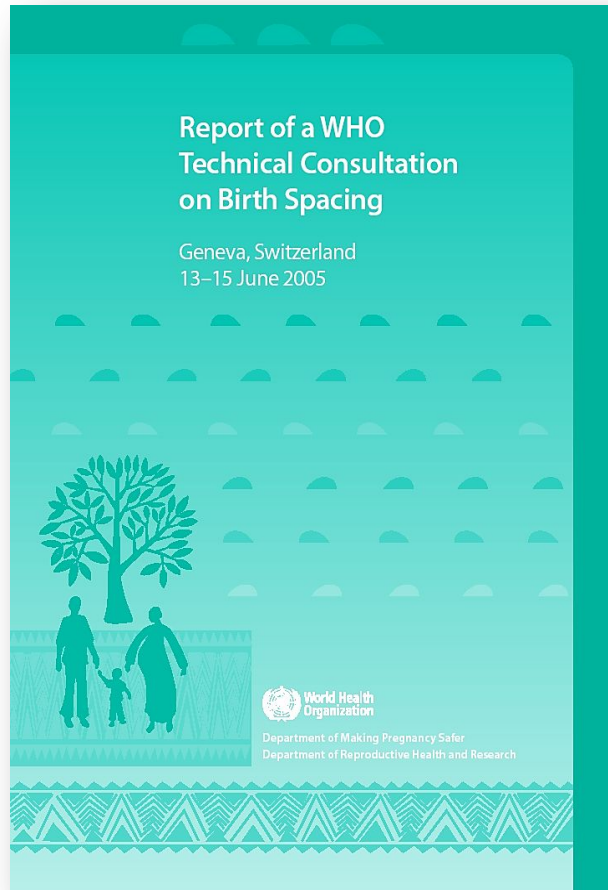
Recommendation for spacing after a live birth:

Interval before attempting the next
pregnancy of at least **24 months**

or

Birth-to-birth interval of at least **33
months**

Healthy Spacing



Recommendation for spacing after miscarriage

Minimum interval to next pregnancy
should be at least **six months**

World Health Organization, 2006 Report of a WHO Technical Consultation on Birth Spacing.

**NOT
TOO
EARLY**

**NOT
TOO
LATE**

**NOT
TOO
CLOSE**



Part IV

Family Planning Methods



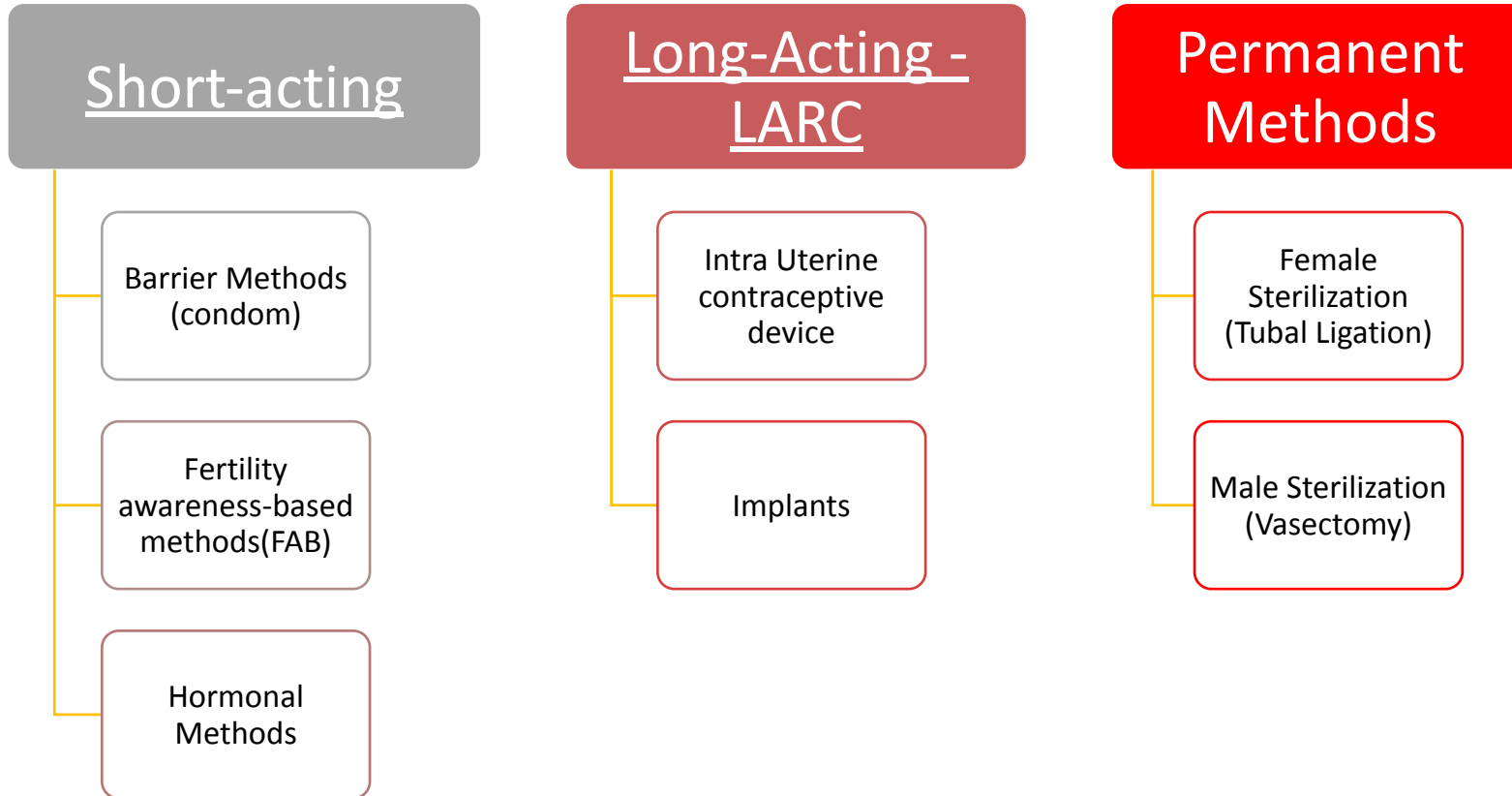
Objectives

- By the end of this session, you will be able to know
 - The definition of Family Planning
 - Various methods of Family Planning
 - Short term
 - Long term
 - Permanent
 - Debunk the myths and misconceptions of Family Planning methods

Family Planning is the ability of individuals and couples to anticipate and attain their desired number of children and the spacing and timing of their births. It is achieved through the use of contraceptive methods.

*working definition used by the WHO Department of Reproductive Health and Research [WHO, 2008]

Contraceptive Methods



Group Activity

- Divide participants into 4 groups
- Give each group a method of contraceptive
- Every group will present its findings on the benefits and disadvantages
- Trainer will then debrief

Short-Acting Reversible Contraceptives

1- Barrier Methods

- Condom

2- Fertility awareness-based methods(FAB)

3- Hormonal Methods

- Pill – OCP
- Pill – POP
- Emergency contraception
- Injection
- Patch



Short-Acting Reversible Contraceptives

1- Barrier Methods

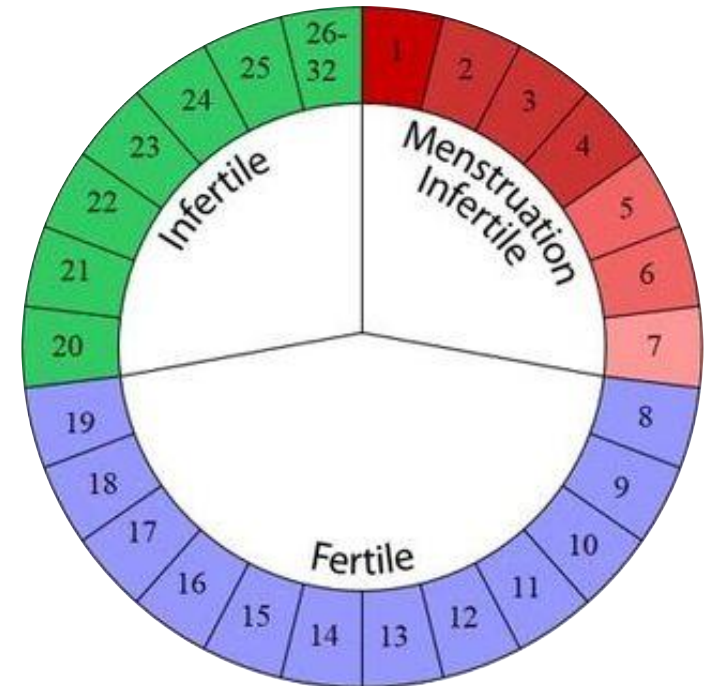
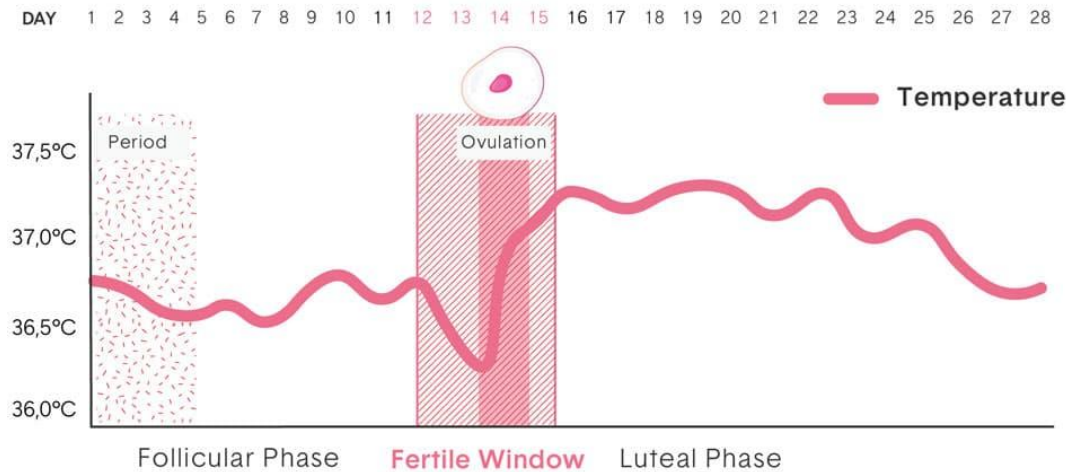
- Male condoms
- Female condoms
- Diaphragm
- Spermicidal foam



Short-Acting Reversible Contraceptives

2- Fertility awareness-based methods (FAB)

- Basal body temperature
- Safe days



Short-Acting Reversible Contraceptives

3- Hormonal Methods

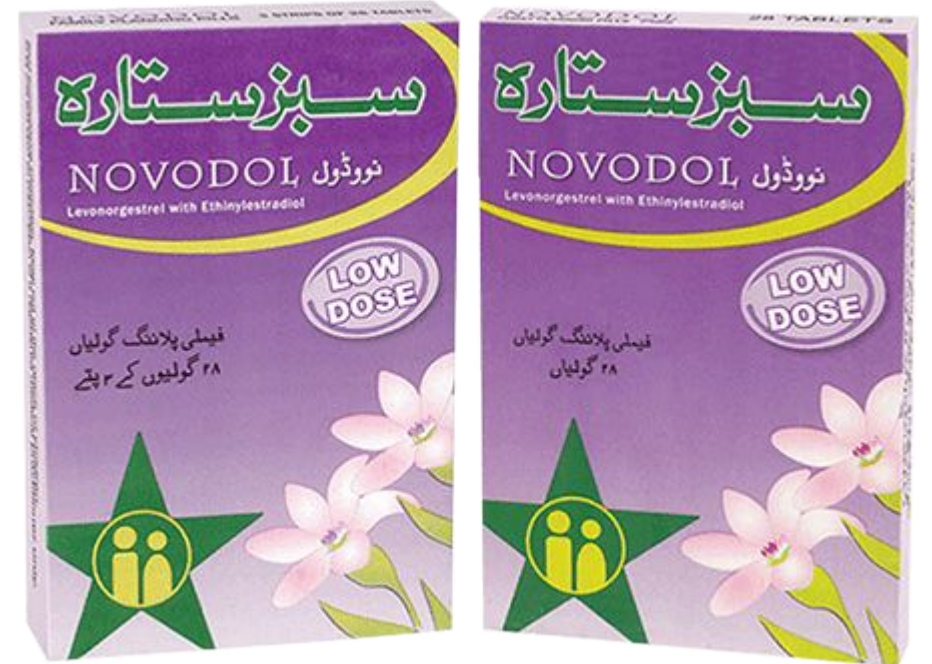
- Pills – OCP
POP
- Emergency contraception
- Injections



Oral Contraceptive Pill –Novodol

- Regulation of Menstrual cycle
- Treatment of Endometriosis
- Reduction in risk of endometrial cancer and ovarian cancer
- Decrease functional ovarian cyst

- 21 white colored tablets -
Levonorgestrel 0.15mg
Ethinylestradiol 0.03mg
- 7 brown tablets containing
Ferrous Fumarate 75mg



Emergency Contraception – Best within 72 hours

- Levonorgestrel – 2 tab

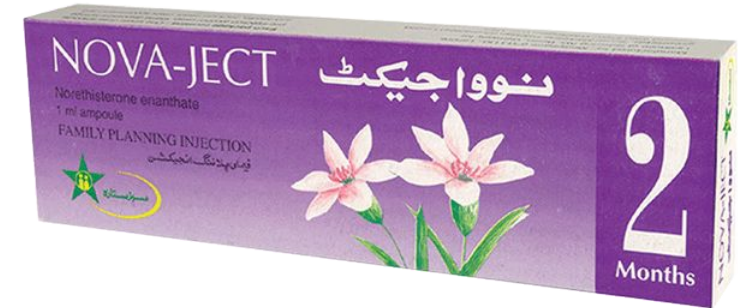


Women Who May Need Emergency Contraception

- Have unplanned, unprotected intercourse
- Used a condom that may have leaked or broken
- Missed multiple COCs
- Late for injectable
- Failed in using withdrawal method of contraception

Injectable Contraceptives

- **Inj Femi-Ject – monthly**
 - 50mg/ml Norethisterone and 5mg/ml Estradiol Valerate.
- **Nova – Ject – 2 months**
- **DepoQueen – three months**
 - 150 mg/ml Medroxy progesterone acetate,

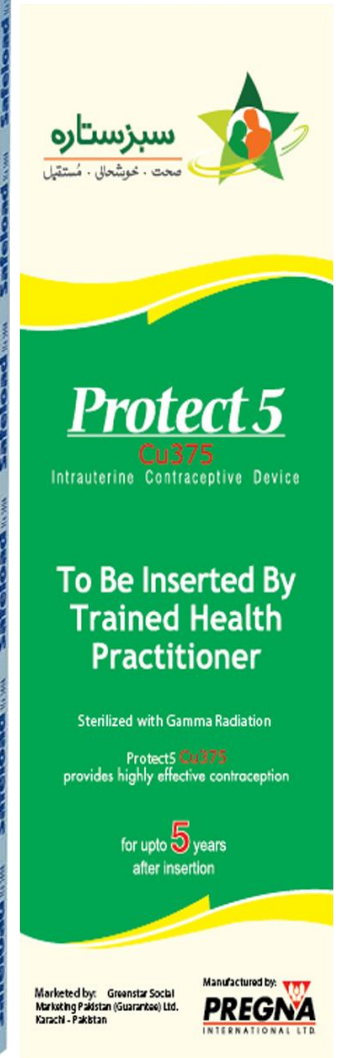
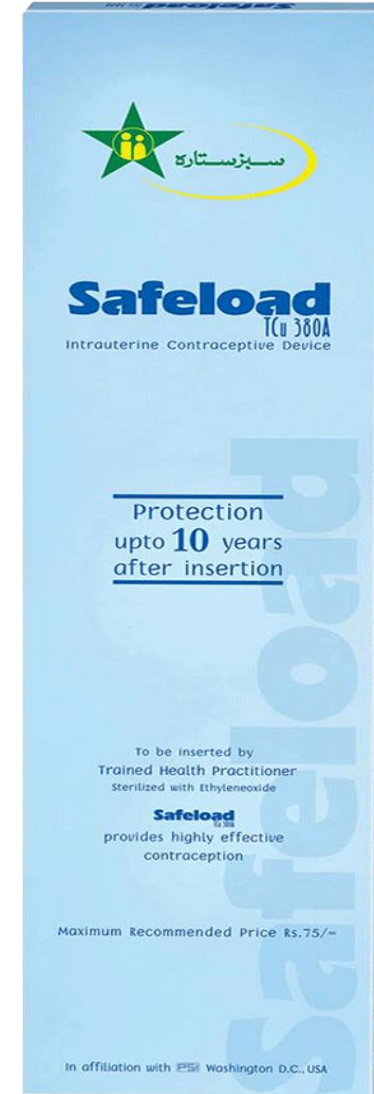


Timing of Injection

- Days 1 to 7 of the menstrual cycle
- Anytime during the menstrual cycle when you can be reasonably sure the client is not pregnant
- Postpartum:
 - Immediately if not breastfeeding
 - After 6 months if using LAM
- Postabortion: immediately or within first 7 days

Long Acting - LARC

- Intra Uterine contraceptive device
 - Cu-T(safeload/protect 5)
 - Mirena
- Implants
 - Implanon
 - Jadelle



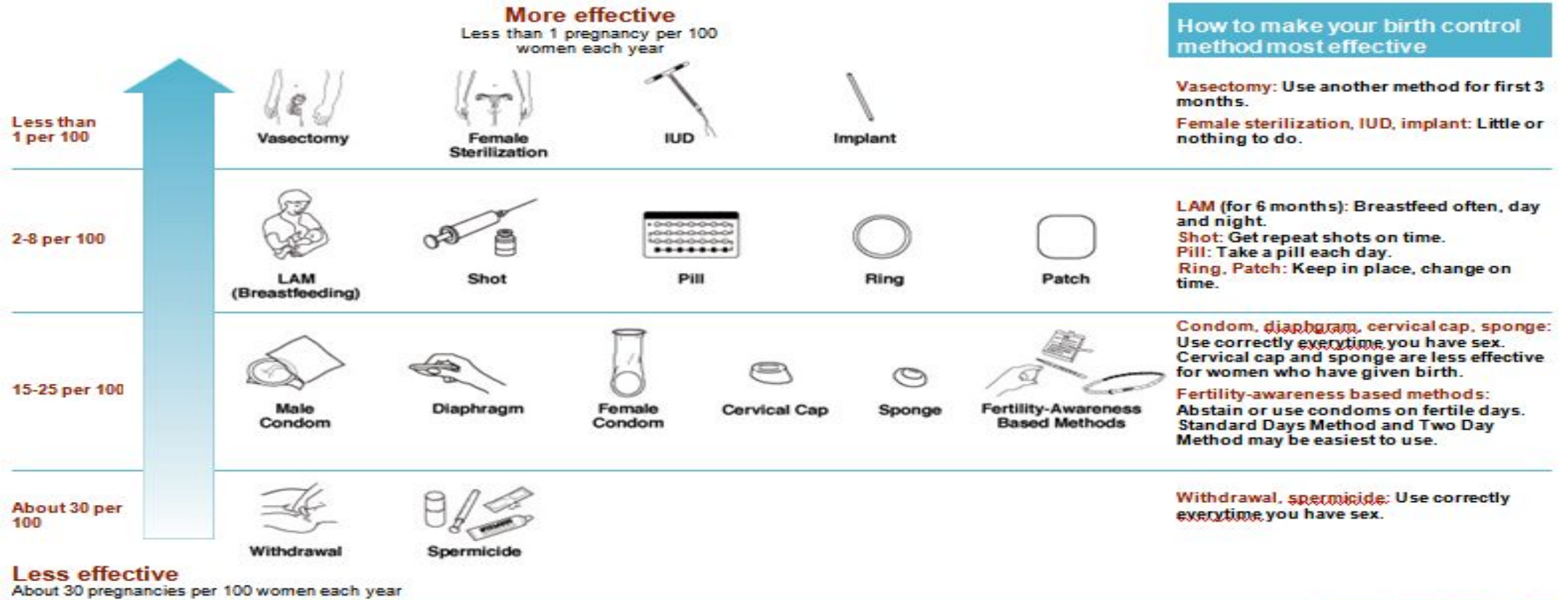
Permanent Methods

Female sterilization (Tubal ligation)

Male sterilization (Vasectomy)

Rumors, Myths and Misconceptions

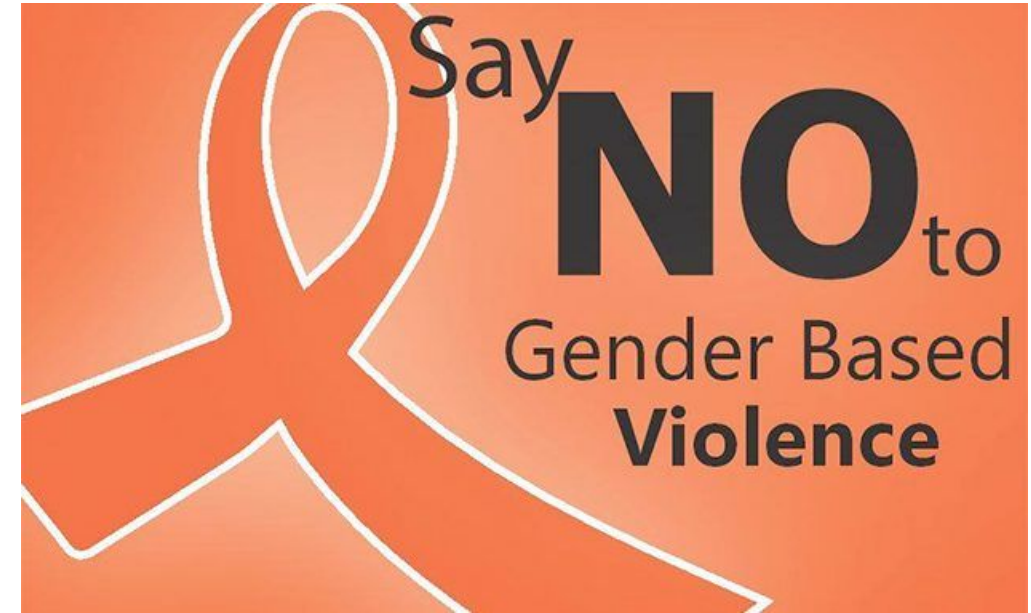
Comparing effectiveness of birth control methods



Source: Adapted from WHO, 2007

Part V

Gender Based Violence & Mitigation Strategies



Objectives

- By the end of this session, you will be able to know
 - Differentiate sex and gender
 - Identify gender roles/norms and society's factors that come into play
 - what is gender-based violence
 - Statistics about gender-based violence in Pakistan
 - Mitigation strategies to address Gender-based Violence

Gender and Sex



Gender & Sex

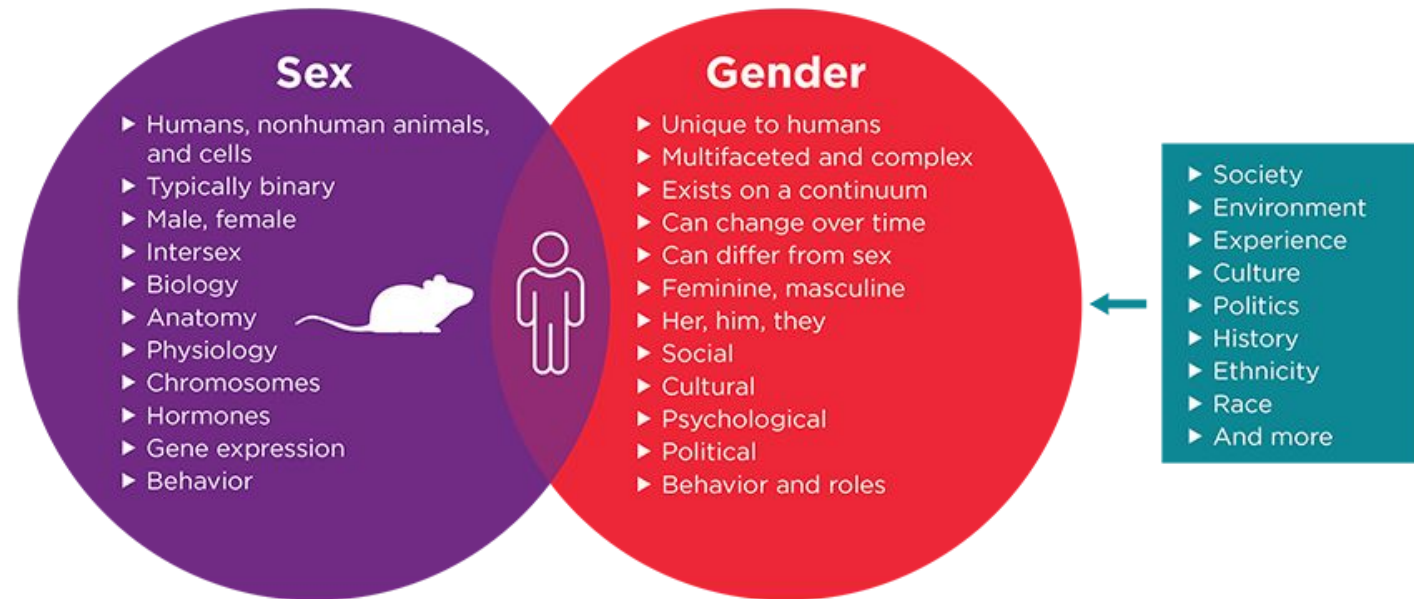
• Is there a difference? Yes, on one level

– Sex is biological – male, female, also intersex (reproductive differences based on genitalia, chromosomes, hormones)

• Also refers to sexual acts, as in ‘having sex’

– Gender is ‘the structure of social relations that centers on the reproductive arena, and the set of practices that bring reproductive distinctions into social processes’ (Connell 2002: 10)

• Gender underlies assumptions regarding ‘masculine’ or ‘feminine’ behavior



STOP
GENDER-
BASED
VIOLENCE

Definition

Gender-based violence (GBV): Violence against someone on the basis of their gender. GBV is an **abuse of power against the oppressed.**

- Physical
- Sexual
- Emotional
- Financial
- Violence against children,
- Intimate partner violence,
- Femicide

Gender Based Violence

- Pakistan is placed on 145th spot in a survey of 146 countries, Gender gap report by WEF
- 135th – Educational indicator
- 143rd – Health and survival indicator
- 95th – Political empowerment
- Sustainable Social Development Organization (SSDO) surveyed in Punjab, Sindh and Islamabad and reported 26134 cases
 - 19271 cases of kidnapping of women
 - 4460 rape cases
 - 823 cases of domestic violence



Gender Based Violence

Domestic Violence
(Physical, sexual,
emotional, economic and
physiological), Human
Trafficking

- Domestic Violence Helpline in Punjab: 1043
- Skills to prevent Sexual Violence
- Provide Opportunities to Empower and Support Girls and Women
- Report when an incident is seen

Workplace
harassment

- Whistleblowing in the HR department
- Zero tolerance policies must be implemented against any sexual and physical

Part VI

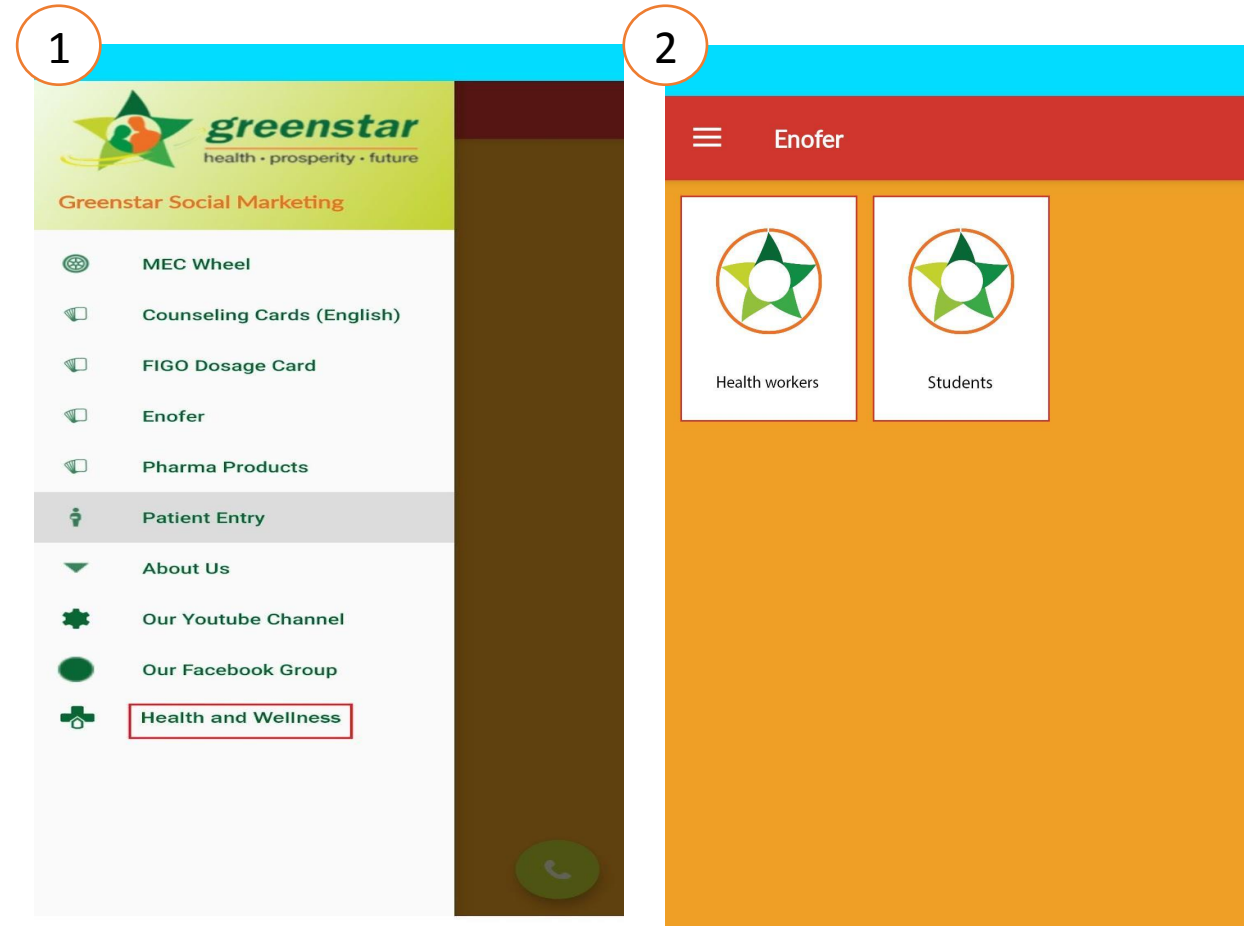
Seed Funding

Social Action Projects:

- ❑ The training must be completed by **February 2023**
- ❑ After the **successful completion of ToT and trickledown training**, Greenstar will invite the beneficiaries of your university to send their ideas for working in communities
- ❑ Each university will submit only **one proposal**
- ❑ Only **the top 5 proposals** will win the seed grant
- ❑ The winning team will win a seed grant of **Rs. 50,000 (each)** to impart the learnings in the **community as social action projects**

GSM Customer Segments

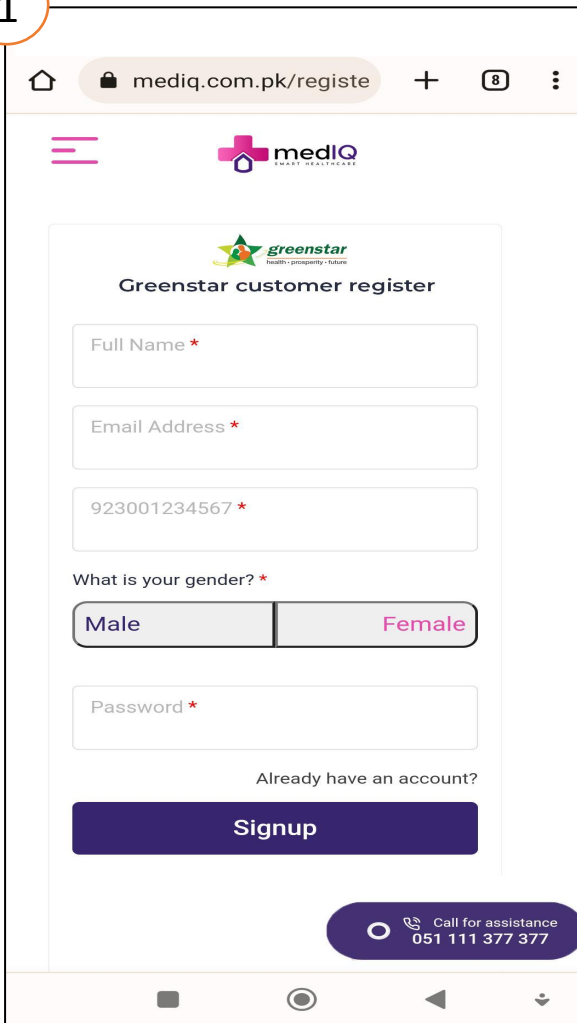
The customer would open the GSM app, click on the hamburger icon and will see a button “Health and Wellness,” as shown in the picture below. After selecting “students”



Signup & Login Screens

- After selecting the **student** tab, it would take them to the mediq sign-up page of the **web app**.
- Students would have to sign up by filling up the form.

1



mediq.com.pk/registre

Greenstar customer register

Full Name *

Email Address *

923001234567 *

What is your gender? *

Male Female

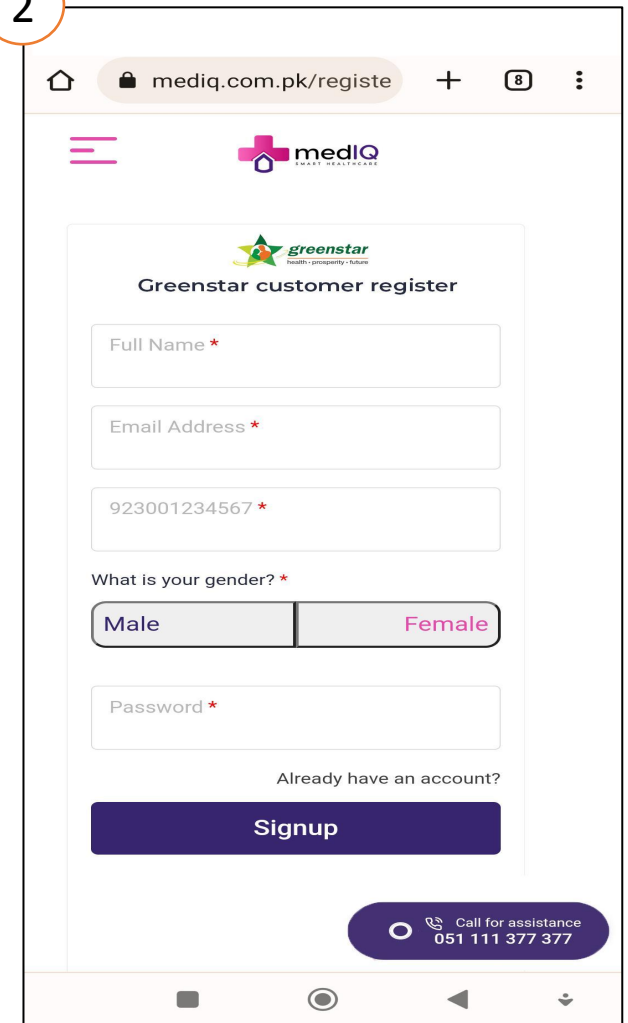
Password *

Already have an account?

Signup

Call for assistance
051 111 377 377

2



mediq.com.pk/registre

Greenstar customer register

Full Name *

Email Address *

923001234567 *

What is your gender? *

Male Female

Password *

Already have an account?

Signup

Call for assistance
051 111 377 377

After login – Home Screen



Doctors
Consult online

Home Care
Book nursing care &
doctor visit

Pharmacy
Order medicine online

Diagnostic
Book lab test online

Save Upto 60% [Try medIQ Plus](#)




- Both students and Sitara Bajis would signup on the GSM app.
- After Clicking the respective buttons, they would land on to homepage of the web app.

Find the best doctors and specialists for tele and video-consultation.

Search

**Pakistan's First
Integrated Virtual Care Platform**
Healthcare at Your Doorstep, Available 24/7!

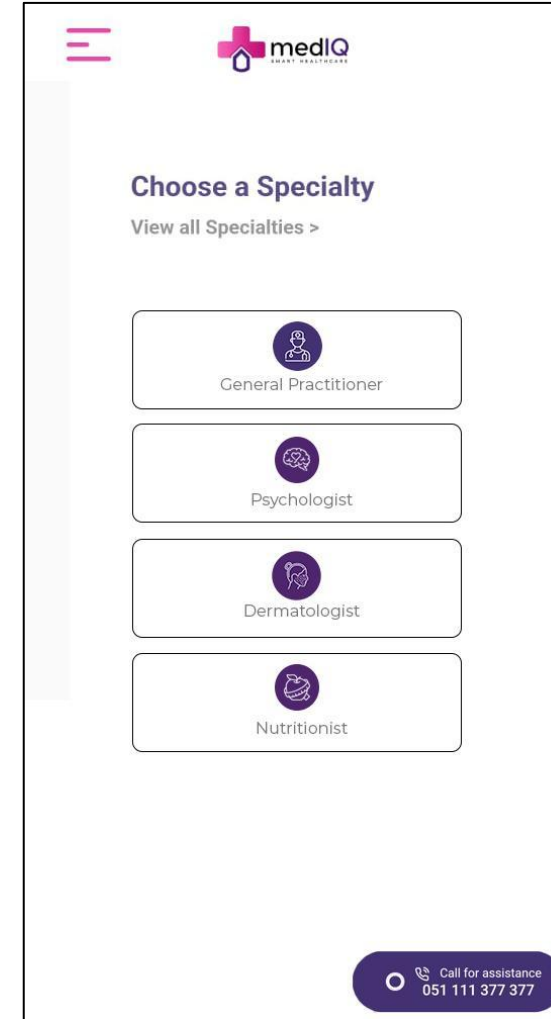


Call for assistance
051 111 377 377

Selecting Online Doctors for Teleconsultation

After signing up, they would see the doctor specialist list

By selecting the doctor, they can book a consultation from the web app



Pricing - Students

| GP Doctors | |
|---|---------|
| GP Price | PKR 400 |
| Discounted Price for GSM Customers (shown on app) 50% | PKR 200 |

| Other Discounted Services | |
|---------------------------|-----|
| All other Specialists | 25% |
| Medicine | 8% |
| Labs | 15% |

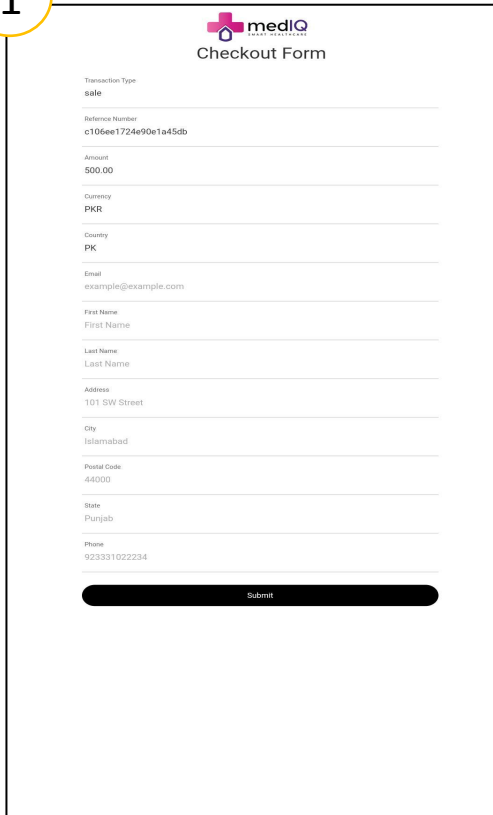
| Other Discounted Services | |
|---------------------------|-----|
| All other Specialists | 25% |
| Medicine | 8% |
| Labs | 15% |

****Psychologists will be available for Students at a fixed price***

Checkout for GP

- GP doctors would be available 24/7 at 50% off the price
- Customer must select the doctor from the list and click on checkout
- GP will reach out to the customer within 2-15 mins

1



medIQ
Checkout Form

Transaction Type
sale

Reference Number
c106ee1724e90e1a45db

Amount
500.00

Currency
PKR

Country
PK

Email
example@example.com

First Name
First Name

Last Name
Last Name

Address
101 SW Street

City
Islamabad

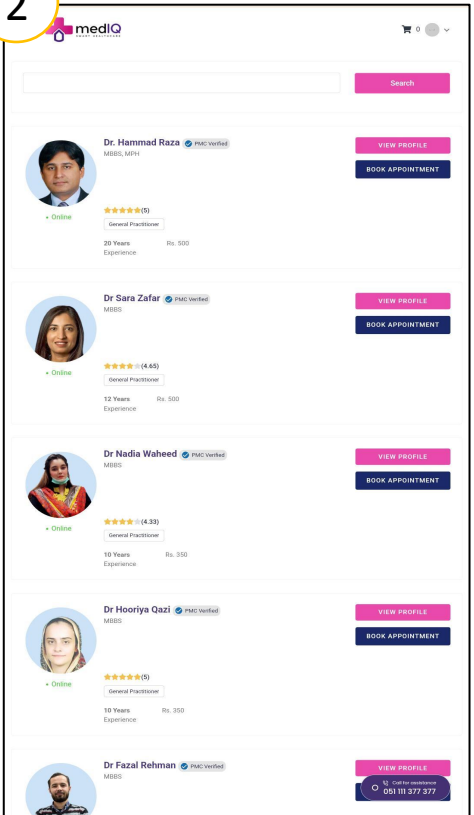
Postal Code
44000

State
Punjab

Phone
923331022234

Submit

2



medIQ

Search

Dr. Hamad Raza
MBS, MPH
General Practitioner (G)
4.5 (5)
20 Years Experience
Rs. 500
VIEW PROFILE
BOOK APPOINTMENT

Dr Sara Zafar
MBS
General Practitioner
4.45 (4.45)
12 Years Experience
Rs. 500
VIEW PROFILE
BOOK APPOINTMENT

Dr Nadia Waheed
MBS
General Practitioner
4.33 (4.33)
10 Years Experience
Rs. 350
VIEW PROFILE
BOOK APPOINTMENT

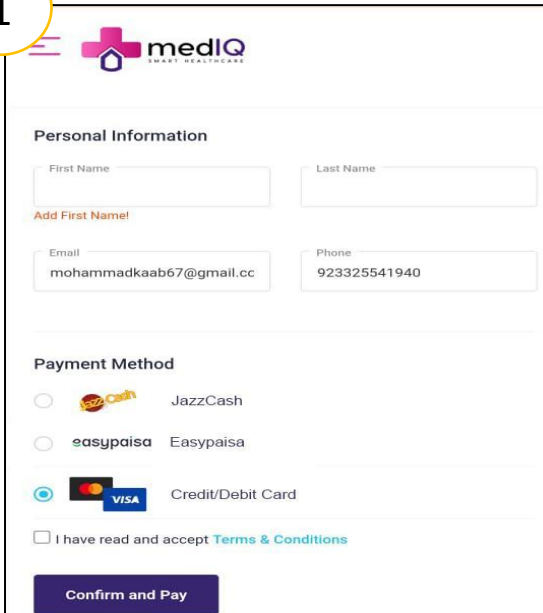
Dr Hooriya Qazi
MBS
General Practitioner
4.5 (5)
10 Years Experience
Rs. 350
VIEW PROFILE
BOOK APPOINTMENT

Dr Fazal Rehman
MBS
General Practitioner
VIEW PROFILE
BOOK APPOINTMENT
081 111 371 377

Checkout for Specialist doctor

- Doctors from 31 specialties will be available on an appointment basis at 50% off the price
- Customer has to select from the available date and time and click on checkout
- Several payment options are available at checkout

1



medIQ SMART HEALTHCARE

Personal Information

First Name Last Name


Add First Name!

Email Phone

Payment Method

JazzCash

easypaisa Easypaisa


 Credit/Debit Card

I have read and accept [Terms & Conditions](#)

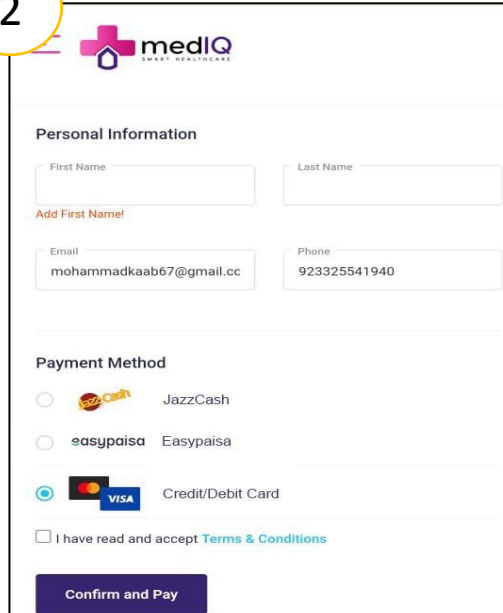
Confirm and Pay

Download mediQ App!

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2



medIQ SMART HEALTHCARE

Personal Information

First Name Last Name


Add First Name!

Email Phone

Payment Method

JazzCash

easypaisa Easypaisa


 Credit/Debit Card

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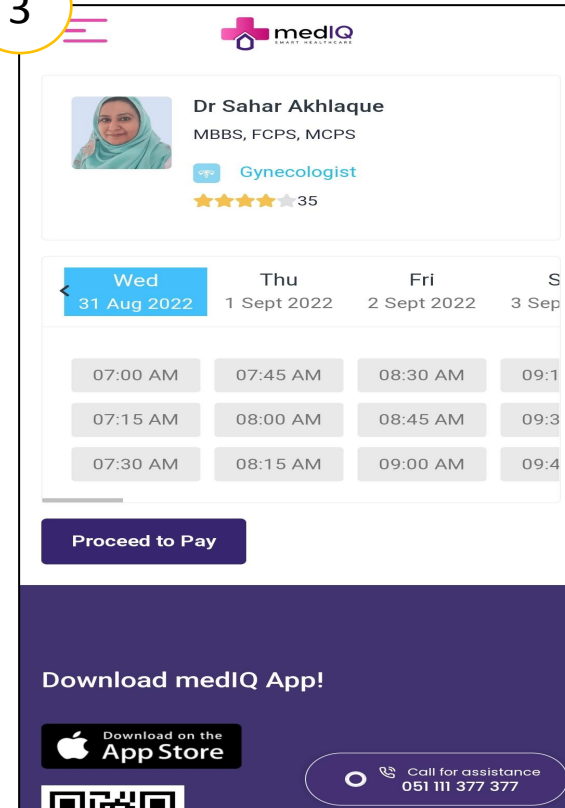
Confirm and Pay

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3



medIQ SMART HEALTHCARE

 **Dr Sahar Akhlaque**
MBBS, FCPS, MCPS

Gynecologist

★★★★★ 35

| Wed | Thu | Fri | S |
|-------------|-------------|-------------|----------|
| 31 Aug 2022 | 1 Sept 2022 | 2 Sept 2022 | 3 Sep |
| 07:00 AM | 07:45 AM | 08:30 AM | 09:15 AM |
| 07:15 AM | 08:00 AM | 08:45 AM | 09:30 AM |
| 07:30 AM | 08:15 AM | 09:00 AM | 09:45 AM |

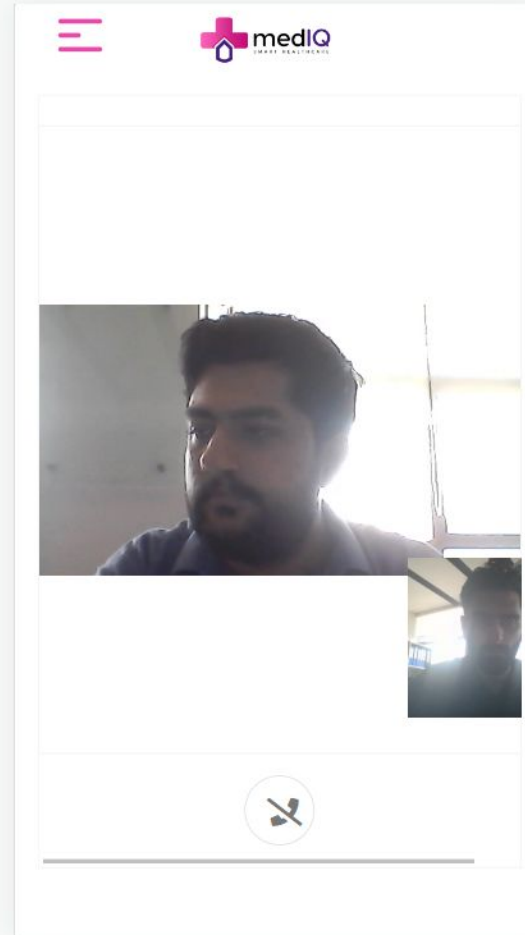
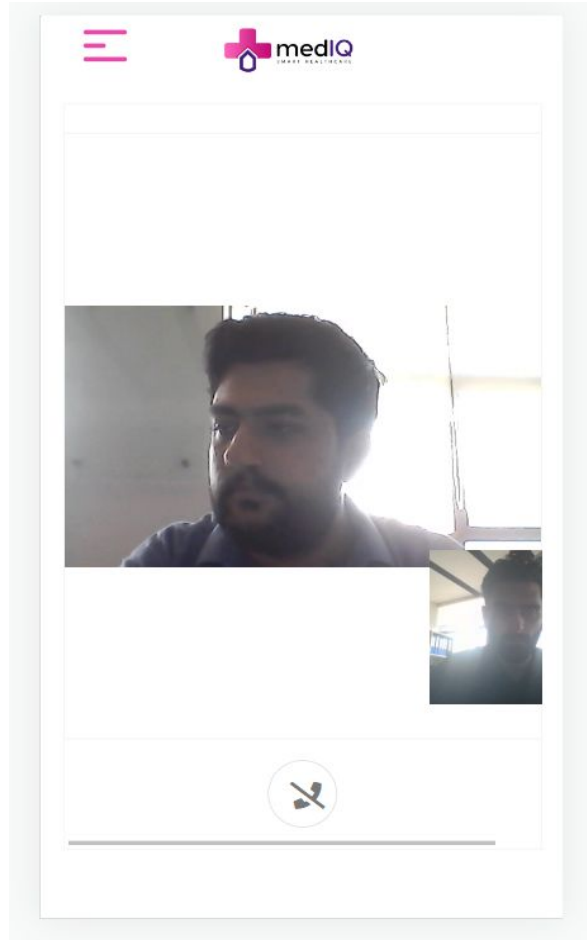
Proceed to Pay

Download mediQ App!

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Call for assistance
051 111 377 377

Video Call - Teleconsultation



- After a booking is confirmed in the appointments section there will be a button of “Join Doctor” which will lead to doctor video call.
- *it is important to reload the page to see “join doctor” at the time consultation was booked

Summary/Key Take Away Messages

- All human beings have SRHR rights and are allowed to practice them
- Pre-marital counseling is essential to prepare for the individual as well as the family's well-being after marriage
- 1 pre-screening blood test can save many lives from genetic anomalies
- A couple must discuss their family planning needs before they get married to address any unforeseen changes
- Family planning can keep a mother healthy, which will lead to a happy family and household
- Gender-based violence is an abuse of power, and it must be mitigated through behavior change, helpline, and empowerment
- Complete the trickle trainings by **February 2023**

Please follow Greenstar's social media

