

BRIDGING THE GAP

CONNECTING FOR **IMPACT**

BRIDGING THE GAP

through Public-Private Partnerships to strengthen the healthcare system in Pakistan



CONTRIBUTING TOWARDS AMBITIOUS FP2030 GOALS

IMPROVING PEDIATRIC NUTRITION THROUGH DIARRHOEA MANAGEMENT IN UNDER 5 AGED CHILDREN

TREATING THE DISEASE BURDEN OF HIV/TB THROUGH NATIONAL PROGRAMS



MESSAGE FROM THE CEO

Pakistan has committed to raise the CPR to 50 percent by 2020/30, by ensuring the optimal involvement of the public and private population and health sectors in family planning and move towards universal coverage of reproductive health services meeting the SDG target 3.7. The global community, federal and provincial governments, and all key stakeholders acknowledge that the private sector is critical in the provision of FP as well as other basic health care services. In Pakistan where seventy percent of health access is through the private sector and where only 41 percent of private providers in urban areas and 29 percent in rural areas provide FP services, Greenstar Social Marketing (Greenstar) has a role to play. Greenstar offers to the public sector a large number of service delivery centers (more than 100 family health centers, 5,000 Sabz Sitara social franchisees, and 2,000 male general practitioners) providing family planning services. Additionally, a network of 35,000 pharmacies, 140,000 retail outlets, and 40 Sabz Sitara community houses are up for offering leverage to the public sector. There are several ways the public sector can offer a win-win situation to private sector service providers. Foremost is enabling an environment for social marketing, incentivizing private sector service providers for the provision of FP services, easy registration of clinical practice, capacity building initiatives, and friendly data reporting mechanisms. The huge contribution that existing private providers make and the untapped potential of the private sector can add to the Government's FP2030 performance and ensure we don't miss the goal one more time.

Dr. Syed Azizur Rab
Chief Executive Officer,
Greenstar Social Marketing



Government of Pakistan may immediately leverage the private sector by facilitating:

Exploring avenues for public-private partnerships:

For the better provision of healthcare services to beneficiaries in underserved communities

Facilitating condom growth:

- Condoms should not be categorized as medical devices by DRAP (take immediate actions on the pending application for the ban lift)
 - Import duty of (3%) should not be applied
- Both these steps will impede easy availability and usage

Self-care ecosystem promotes healthier women in communities:

For providing quality of care in communities by utilizing private sector network of Greenstar's 7,000 service providers, 2,500 community mobilisers (Sitara Bajis & Sattar Bhais), 140,000 retail outlets & 35,000 pharmacies

Free airtime for Social Marketing:

- Private sector social marketing companies need government's support to be effective amongst masses across Pakistan
- Greenstar strongly requests support for inclusion of family planning advertisements in the 5% screen time, only Federal government can instruct PEMRA

Ensuring no stock out of IUCD:

- IUCD stocks are at critical levels
- Four out of five manufacturers of IUCDs are based in India
- The on going ban on Indian imports impacts the IUCD availability in the country
- Clear policy for the import of IUCDs (the most cost-effective method of LARC) should be facilitated

Accessibility to post-abortion care:

- Import/custom duties levied by government have resulted in a substantial increase in the price of MVA Kit (from PKR 3,500 to roughly PKR 8,000)
- MVA kit helps save mothers lives, therefore, this product should be zero-rated category

Sustainability for implants:

Govt. may leverage as implants are a viable and sustainable option since Greenstar has trained providers in implant insertions but needs govt. support to cover the product and marketing costs by allocating revolving funds

Expanding the provision of emergency contraceptive pills (ECP):

Govt. to facilitate an increase in the retail price of ECP to make it profitable and lift price restrictions

Registration requirements for combi pack:

Combi pack (Misoprostol & Mifepristone) require immediate registration for reducing female mortality, caused by post-abortion-related complications

Where we were in 2018

Area	CPR
National	34
Sindh	31
Punjab	38
KP	30
Balochistan	20

Our aim by 2025

Area	CPR
National	50
Sindh	43
Punjab	54
KP	46
Balochistan	36

Where we want to be by 2030

Area	CPR
National	60
Sindh	50
Punjab	64
KP	57
Balochistan	46

Greenstar congratulates Govt. of Pakistan for recognizing population issue in its National Security Policy*

According to the National Security Policy (NSP), the Government of Pakistan has taken notice of the increasing population issue which is 2.4% per year according to the 2017 census. This situation needs to be addressed as it burdens the healthcare systems and causes health deterioration of people in the country. Pakistan also expects to face 50% of its population migrating to urban cities. Urban migration requires immediate attention through population stabilization and management, futuristic urban planning, and proportional investment in development of the rural economy and smaller cities.

The Goal:

NSP is committed to improve access to quality health facilities, especially in rural areas, and increase investment in the preventive, promotive, and public health ecosystem. The Government of Pakistan envisions a **healthy and vibrant Pakistan whose citizens are provided adequate healthcare and are able to contribute to the country's prosperity and progress!**

Proposed Interventions by National Security Policy:***

- Make quality healthcare more affordable
- Strengthen disease surveillance and prevention
- Address malnutrition and stunting
- Mainstream preventive healthcare
- Put in place pandemic and epidemic response mechanisms

Background

- Taking cognizance of alarming high population growth rate, the ex. Honorable Chief Justice of Pakistan took suo-moto notice of Human Rights Case No. 17599 of 2018. Vide its order dated 4th September, 2018, the honorable Supreme Court constituted a task force to formulate recommendations to curb population growth in the country
- In the recent population task force meeting chaired by the Honorable President, Federal Government along with provinces has set ambitious national targets of raising the current contraceptive prevalence rate (CPR) from 34% (in 2018) to 50% by 2025 and 60% by the year 2030. If we are to remain aligned with the set targets, uninterrupted availability of contraceptive methods is the basic requirement



Salient Recommendations by Council of Common Interest (CCI)

- Recommendation No. 2: revolves around ensuring Universal Access to Family Planning /Reproductive Health Services*
- Recommendation No. 5: emphasizes Advocacy and Communication for awareness of communities through behavioral change communication
- Recommendation No. 7: focuses on Contraceptive Commodity Security*
- The Federal Task Force agreed with the aim of reducing the population growth rate from 2.4% per annum (current) to 1.5% per annum by 2025 and 1.1% per annum by 2030**

Achieving FP2030 goals through Social Marketing – condom supplies need attention

Role of Condoms in CPR Mix of Pakistan

- The most widely practiced Family Planning method in Pakistan followed by female sterilization
- The private sector contributes to roughly 58% of the overall condom supply including NGOs and SMOs
- The condom has the highest growth rate in usage among other CPR methods
- Easy to use and easy to access contraceptive method
- The only medical device which prevents HIV/Aids and sexually transmitted infections (STIs)



Barriers

- Imposition of tax on condoms by FBR
- To promote family planning globally, governments have made condoms **tax-free** and are **zero-rated**. Unfortunately, in Pakistan, this much-needed incentive has been withdrawn. In the fiscal year 2019 – 2020, income tax has been imposed by FBR on condoms (H.S code # 4014.1000) as it is an imported product, hence, condoms are liable to taxation instead of FTR (fixed tax regime) where it was zero-rated
- By virtue of categorization as a Medical Device, the sales of condoms may be restricted to pharmacies, which will hamper the free availability of this method



Recommendations to enable the private sector to help in Govt. contributions:

Provide an encouraging and conducive environment for private condom providers where they can increase the accessibility of condoms across Pakistan and partner with Govt. for achieving 50% CPR by 2025. To achieve this, we recommend the following to be implemented at the earliest:

- Exemption of condoms from medical device rules
- In the past Government of Pakistan has exempted condoms from being regulated under Drug ACT 1976 through SRO 1061 dated 2nd Dec. 1986 to improve its availability and accessibility to the general public
- Improving its accessibility by allowing its sale on other than pharmacies to make it universally accessible
- Putting in Schedule 2 of tax exemption list by FBR, we request to put condoms (H.S code # 4014.1000) in the 2nd schedule of income tax from 6th schedule
- Working on the demand and supply side for encouraging as many condom suppliers to enter the market to increase the sales and to increase the accessibility of condoms
- Facilitating assembly/repacking of condoms locally to save precious foreign exchange and for making it cost-effective
- Allowing private sector to avail free airtime on TV channels for public service messages

Public-Private Partnerships for achieving FP2030 & Sustainable Developmental Goals (SDGs)

Rationale

Greenstar Social Marketing has been operating in underserved communities for the last 31 years providing family planning and family health solutions through its vast nationwide network of service providers and community educators/counselors (Sitara Bajis and Sattar Bhais). It has been working closely with federal and provincial governments as their extended arm. Greenstar's network is ready to collaborate with the government for the empanelment of service providers in Sehat Sahulat Programs to achieve universal health coverage (UHC). The organization puts efforts for the inclusion of family planning and reproductive health services in essential package to improve access and spread of family planning services to underserved communities in Pakistan.



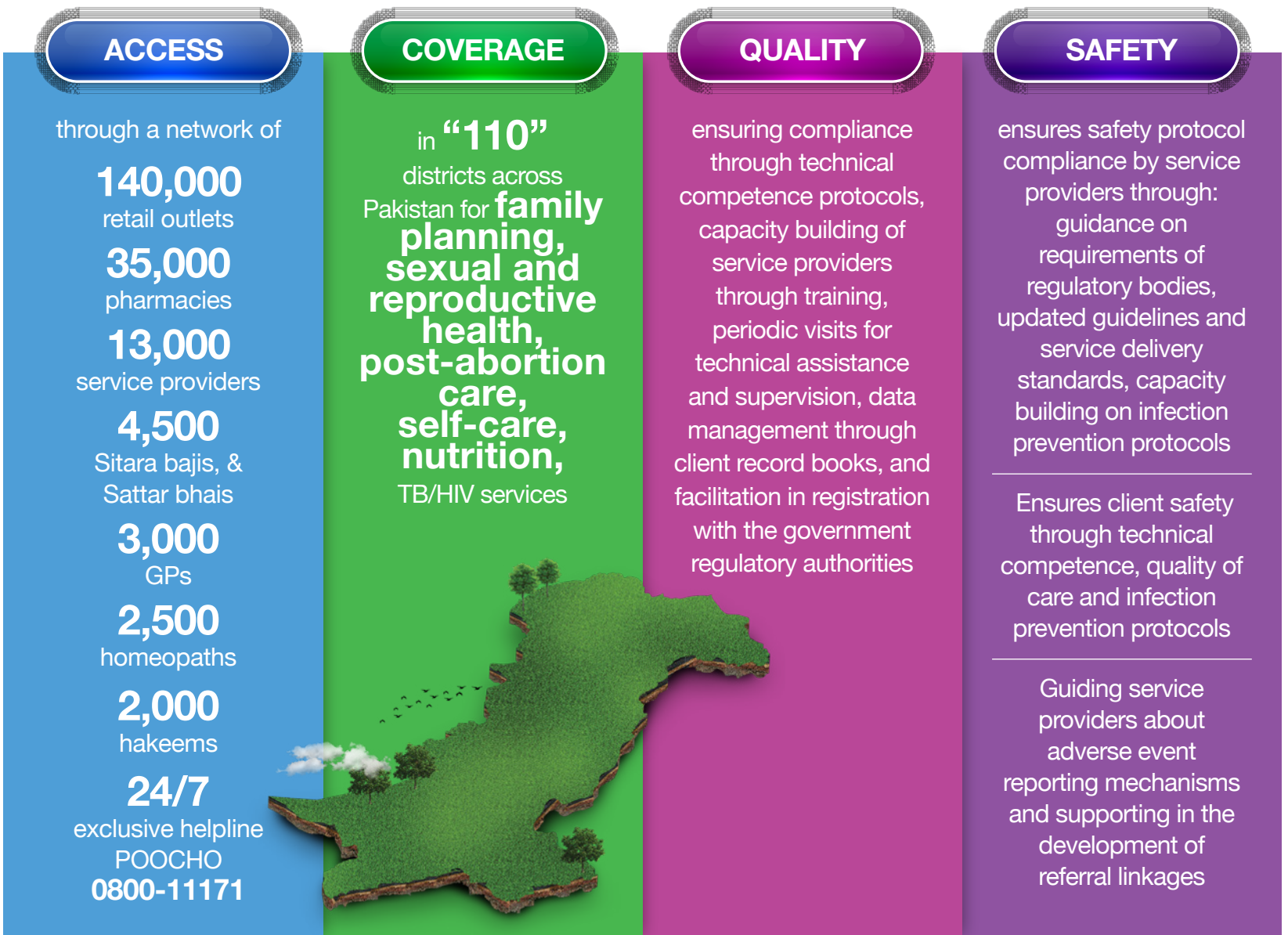
Role of Public-Private Partnership

- ✓ Rapid increase in human resource availability
- ✓ Expanded outreach of family planning services
- ✓ Improved client experiences of family planning services and reduced contraceptive discontinuation rates
- ✓ Additional demand for family planning through the dissemination of information
- ✓ Affordable and accessible quality products and services



How Greenstar is the best suited private sector organization for public-private partnerships?

Greenstar's Network of People (network) and Processes (systems)



- For providing holistic primary care services to women in communities
- For improving maternal and child health and
- For reducing maternal and child mortality and morbidity rate in Pakistan

What private sector needs from the public sector to achieve FP2030 goals:

- Inclusion of private sector touch-points into provincial ecosystems (through "Sehat Sahulat" card)
- Family planning products and technologies
- Nutrition based products like solutions for vitamin, iron and calcium deficiencies
- Financing (loans for improving services and quality)
- Leadership/Governance
- Commodity Security
- Enabling environment



Contributions to Federal and Provincial priority areas in health

Greenstar continues to join the vision of Honorable Begum Samina Arif Alvi to reduce the burden of breast cancer in Pakistan



Greenstar has been working in underserved communities for the early detection and diagnosis of breast cancer. Supporting the vision of honorable Begum Samina Arif Alvi, Greenstar organized awareness campaign for young girls and women educating them with self-examination techniques. Early diagnosis reduces mortality rate due to breast cancer menace.

Sponsored by:



Greenstar is proud to share the airing of the breast cancer awareness video made by Greenstar at **President House, Pakistan**. It was broadcasted live by **PTV News**. Aimed to reach masses, the initiative was supported by **Roche Pakistan**. Young girls and women are targeted in underserved areas across the country at **Sabz Sitara Clinics and Sabz Sitara Houses** with messages around signs and symptoms, self-examination techniques, early diagnosis, and referral mechanism for advance treatment.



Trained around **1,000** service providers on:

- self-examination and screening techniques
- the role of early detection in treatment
- creating referral mechanisms
- engaging social mobilization teams to create awareness through household visits



More than **90,000** women were reached through Greenstar's social franchise clinics, awareness camps, sessions in schools and communities during one year



Around **6,000** women were referred for advanced investigations and treatment from Sabz Sitara Centers

Reducing the burden of unwanted pregnancies by working with the Government of Sindh's Cost Implemented Plan (CIP) Unit

Pakistan ranks as the fifth most populous country in the world for its unaddressed issue of unwanted pregnancies every year. The population growth rate is increasing annually at 2.4% causing maternal deaths. According to United Nations Population Fund (UNFPA), there are 186 maternal deaths per 100,000 live births every year in Pakistan due to pregnancy related complications. Sindh is the first province to announce its active working group to address the worsening issue of maternal mortality and morbidity in Sindh.

Greenstar is an active member of the “**Post Abortion Care FP2030**” working group initiated by the Govt. of Sindh under the Costed Implementation Plan (CIP) Unit. To strengthen this public-private partnership, Greenstar organized capacity building workshops with the public sector healthcare providers for providing safe post-abortion care services to women in Sindh districts.

Capacity building of the public sector healthcare practitioners on post abortion care

Greenstar appreciates Govt. of Sindh's initiative to work actively on improving maternal health. Greenstar extends its support towards the sustainability and scalability of the initiative by building capacity of public healthcare providers through training.



Dr. Talib Lashari, Technical Advisor, CIP, and Focal Person FP2030 appreciated Greenstar's efforts of conducting capacity-building training of public sector healthcare service providers in Sindh. He acknowledged the urgent need for public-private interventions to combat the rising population issue in Pakistan deteriorating maternal and child health.



Dr. S. A. Rab presented token of thanks to Dr. Nariman Baloch, representative, Population Welfare Department, Sindh

Around **150** public sector providers are engaged through these sessions. These training are helpful in improving the quality of the post-abortion care services in the Sindh region with a positive impact on reducing maternal mortality rate (MMR) through safe post abortion care PAC and post abortion family planning PAC -FP services



Clinical and classroom training with service providers explaining them about improving the quality of the post-abortion care services



A group photo with public sector service providers during capacity building workshop

Greenstar has been constantly aligning its interventions through various programs sponsored by developmental partners in line with the “provincial requirements” to create the health impact

Consultative workshop on advance post-natal and post-abortion care with the Department of Health, Khyber Pakhtunkhwa

Greenstar conducted a one-day consultative workshop on advance post-natal and post-abortion care under its Reproductive Health and Family Planning Project, FATA. Representatives from the Department of Health, Khyber Pakhtunkhwa attended the event and appreciated Greenstar’s contributions towards improving maternal health.



Greenstar facilitates the Government of Khyber Pakhtunkhwa in reducing lead time for the procurement of high-quality condoms

Aligned with FP2030 goals of reducing the population burden in Pakistan, Greenstar is proud to announce another achievement that strengthens the public-private partnership with the KP government. Greenstar has partnered with the Population Welfare Department and Department of Health, KP to support the procurement of **23 million condoms**. Such collaborations are the roadmap to work together in empowering communities for the uptake of modern contraceptive methods.



Greenstar is thankful to the Government of Khyber Pakhtunkhwa for entrusting Sabz Sitara to serve women in hard-to-reach areas of KP by donating 500 “Jadelle” (free of cost implants). Greenstar is honored for its selection to cater to the health related issues of KP women through its network of implant trained providers. Our network is ready to partner with other provinces in ensuring availability and access to long-term methods of contraceptives of family planning.



Leveraging public-private partnerships for government engagements and advocacy

36 public sector providers have been trained on Manual Vacuum Aspiration (MVA) and post abortion care in two districts of Sindh (**Larkana and Shikarpur**)



Training with public health practitioners on Manual Vacuum Aspiration (MVA) and post-abortion care

New Beginnings

Utilizing Greenstar's potential to create impact in communities for the uptake of modern contraceptive methods through behavioral change communication



Greenstar Social Marketing is thankful to the Government of Punjab for reaffirming its trust in Greenstar's potential of creating impact in communities. Greenstar has successfully secured a grant from the Punjab Population Innovation Fund (PIIF) to execute social mobilization and demand generation activities in two districts of Punjab – **Okara, and Sargodha**. During this project, Greenstar will closely work with PPIF in implementing a social franchise model, supported by demand generation activities in the field to register almost **180,000 Married Women of Reproductive Age (MWRAs)** in two years. The program will develop an ecosystem of Family Health Center (FHCs) to target young girls through service providers, community workers, chemists, and digital platforms.



Creating demand of balanced energy protein (BEP) for malnourished women during pregnancy and lactation period through sustainable and scalable social marketing

BILL & MELINDA GATES foundation



Greenstar Social Marketing is proud to launch the testing of **Balanced Energy Protein (BEP)** for the Pregnant and Lactating Women (PLW) through its project **“WELLMA”**. BEP is a complementary supplement for the nutritional needs of women to bear healthy children and families. It is a grant awarded by Bill & Melinda Gates Foundation (BMGF). Under this project, BMGF would leverage from the **deeply entrenched and the largest private sector network** in Pakistan as Greenstar will be testing this product in communities through its healthcare providers and community mobilizers. The objective of this initiative is the **demand generation and research** to socially market the product to enable communities for a sustainable and scalable product offering, meeting the nutritional deficiencies in women. The project testing will be implemented in urban areas of two districts of Karachi and Rawalpindi.



Greenstar joins forces with The Challenge Initiative (TCI) to improve access to modern contraception in Pakistan's urban poor communities

The Challenge Initiative (TCI) is a \$170-million global platform by Bill & Melinda Gates Institute for Population and Reproductive Health (based at Johns Hopkins Bloomberg School of Public Health)



Pakistan is a fresh “The Challenge Initiative (TCI) Accelerator” hub to provide technical assistance to local governments in 16 highly populated urban cities in the provinces of Sindh, Punjab, and Islamabad Capital Territory. Proposed TCI supported cities have an urban population of approximately 49 million with many living in urban slums. This project is aimed to effectively scale up proven high-impact interventions to increase family planning users. TCI Pakistan Hub will act as a catalyst for speeding up family planning services at government facilities. It will work through a hand-holding approach for rapid capacity building of the technical and managerial staff of the government. This will facilitate in bringing new users, especially from the urban populations, and will contribute to improving mCPR.

TCI has partnered with Greenstar to execute this project in Pakistan and strengthen Public-Private Partnerships by 2025. Greenstar will support selected cities in implementing the high-impact interventions through a combination of technical assistance “coaching,” access to TCI University (TCI-U), and TCI’s “Challenge Fund.”



TCI's Planned Intervention in Pakistan

- Work with local governments and based on key priority areas, TCI would codify High Impact Interventions (HII) to support universal access to reproductive health and family planning along with advocacy for behavioral change
- Provide technical assistance and challenge fund to participating cities
- Undertake the available landscape to develop a potential list of High Impact Interventions (HII) that have worked in local context
- Conduct meetings of stakeholders for a quick assessment on what has worked in urban areas and what hasn't worked
- Provincial governments will be closely engaged throughout the process of working on High Impact Interventions (HII) and will be the key decision makers in developing the High Impact Interventions (HII) package
- Develop a TCI Pakistan toolkit in coordination with TCI KM team to be available on TCI-U for the local government use

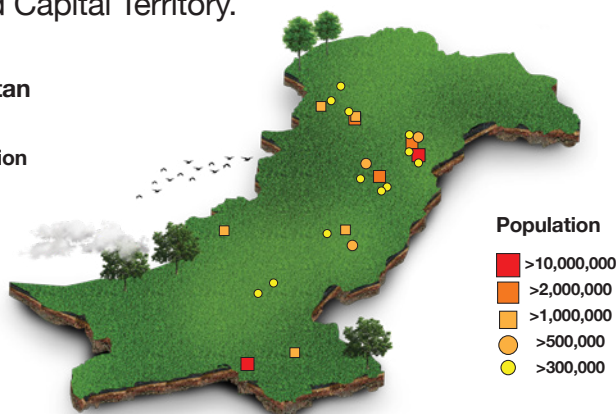
TCI's Potential Intervention Cities

In 16 highly populated urban cities in the provinces of Sindh, Punjab, and Islamabad Capital Territory.

Largest cities of Pakistan in 2017

All 26 cities with a population over 300,000 are shown

Populations include adjacent cantonments



Province	S #	City	Population 2017 census	Urban
Punjab	1	Lahore	11,119,985	11,119,985
	2	Faisalabad	7,882,444	3,766,866
	3	Rawalpindi	5,402,380	3,005,708
	4	Gujranwala	5,011,066	2,949,118
	5	Multan	4,746,166	2,058,920
	6	Bahawalpur	3,669,176	1,172,162
	7	Sargodha	3,696,212	1,088,205
	8	Sialkot	3,894,938	1,144,535
	9	Sheikhupura	3,460,004	1,201,513
	10	Rahim Yar Khan	3,776,779	1,030,983
Sindh	11	Hyderabad	2,199,928	1,826,518
	12	Karachi Central	2,971,382	2,971,382
	13	Karachi East District	2,875,315	2,875,315
	14	Karachi South District	1,769,230	1,769,230
	15	Karachi West District	3,907,065	3,907,065
	16	Korangi District	2,577,556	2,577,556
	17	Malir District	1,924,346	1,066,712
Islamabad	18	Islamabad	2,003,368	1,009,003

Source: Pakistan bureau of Statistics: Block-wise Provisional Summary Results of the 2017 Census



Kojo Lokko

Executive Director & Principal Investigator

The Challenge Initiative (TCI), Bill & Melinda Gates Institute for Population and Reproductive Health, Department of Population, Family and Reproductive Health, Johns Hopkins Bloomberg School of Public Health

“We are delighted to welcome Greenstar to the TCI family and look forward to supporting Pakistani city governments as they implement TCI’s interventions and improve the overall health and well-being of their urban residents. He further added that under TCI’s innovative “business unusual” approach, Greenstar will not be implementing family planning programs. Instead, Greenstar will coach city government health officials on how to select the most impactful interventions from TCI-U and then implement them successfully, so the effort will be sustained beyond the period of TCI support.”



Dr. Maheen Malik

Director Field Programs

Bill & Melinda Gates Institute for Population and Reproductive Health, Department of Population, Family and Reproductive Health, Johns Hopkins Bloomberg School of Public Health

“Greenstar will be developing its own Pakistan-specific toolkit by adapting TCI’s core package of key interventions that address family planning service delivery, demand generation, and advocacy issues. These interventions are based on globally accepted high-impact practices (HIPs) selected by the HIP Partnership of FP2030, IPPF, UNFPA, USAID, and WHO. As part of our TCI team, Greenstar will support and coach its city government counterparts to strengthen their capacity in implementing these interventions, which will also strengthen the local health system,” Malik said. “But more importantly, Greenstar will strengthen capacity in TCI ‘Essentials,’ or skills – such as leadership and program design, management and coordination – that all successful program implementers must know.”



Dr. S.A. Rab

Chief Executive Officer (CEO)
Greenstar Social Marketing

“Greenstar Social Marketing welcomes The Challenge Initiative (TCI) to Pakistan. It will be an impactful opportunity for the people in the country with a focus to urban population to receive access to quality FP products through strengthened public health system, stronger public-private partnership strengthened through Technical assistance from TCI. Greenstar will work in these communities using tools like social mobilization and youth engagement for rapid response. Greenstar will also engage professional bodies like The Society of Obstetricians & Gynecologists of Pakistan (SOGP), Chemist Association, Pakistan Medical Association (PMA), and similar ones through the City Coordination Committee to provide technical inputs and be part of the initiative of TCI Pakistan under the stewardship of the local government. Through coaching on monitoring and evaluation and data support by Greenstar, TCI Pakistan will train the Local Government leadership about on use of data for decision-making and measuring milestones achieved. This coaching support provided will ensure ownership, extensive use of data for decision making and use the learnings for continuous improvement. Greenstar will be the accelerator Hub come an extended arm of TCI Pakistan to support the local government to improve access to FP products and services through proven High impact interventions approaches. Greenstar will ensure client support through exclusive 24/7 POCCHO Helpline (0800-11171) that will yield good results especially for couples who want to discuss FP in a private manner. These interventions with engage the communities especially youth and urban slums to build a culture of continuous learning and improvement to rapidly progress towards FP2030 targets.”

Greenstar builds its first State-of-the-Art “Sabz Sitara Family Health” Hospital in Khyber Pakhtunkhwa

To symbolize partnership with the German Government & “KFW” for improving maternal and child health



Greenstar Social Marketing has gained the trust and confidence of the tribal community in KP by providing family planning and reproductive health solutions. This has only become possible with the support of the **Government of Germany and KFW** who have shown keen interest in improving women’s health in KP and have been facilitating Greenstar to create impact. Greenstar’s first state-of-the-art **10 bedded hospital** is a symbolic architecture of this winning partnership over the years. Located at the **Warshak road**, this hospital is easily accessible for the people residing in FATA (**Bajaur, Khyber, Kurram & Mohmand agencies**) including merged districts. Because of Greenstar’s extensive and persistent behavioral change communication activities to improve maternal and child health, Greenstar is expanding its buffet of services under the RH&FP project FATA. The state-of-the-art hospital will provide services in reproductive health, family planning, gynecology/obstetrics, and pediatrics. It will soon be ready to open its doors for beneficiaries in communities for providing quality services. A Greenstar branded fully functional mobile service unit (MSU) will be made available for referrals & emergencies.



Services:

- General OPD
- Pediatrics (OPD, nursery, and vaccination)
- Gynecology/obstetrics
- Reproductive health and family planning
- Specialized services consultation that includes ophthalmologist, orthopedic doctor, cardiologist, nephrologist, neurologist, pulmonologist, etc.
- Breast care unit (consultation, examination, and basic screening)
- Laboratory/diagnostic services
- Referral unit for complicated cases
- The local Greenstar’s providers network will be sensitized for improving referral to the hospital for maximum utilization of the services
- Operation theatre (minor/major)
- 24/7 pharmacy services in compliance with the health regulatory authority and DRAP



Creating Impact:

- Promotes Public-Private Partnership
- Increase demand for family planning services in the region
- Increase family planning services uptake especially long-acting contraceptives
- Availability of quality reproductive health, maternal and child health, family planning services at subsidized rates
- Efficient management of complicated cases, thus reducing maternal and newborn deaths
- Increased referrals
- Reduce burden on the tertiary care hospitals of the province
- Greenstar owned platform for offering social health protection services and other basic health and family planning services with the support of KFW

Ensuring financial empowerment to women in KP & Punjab through Socio Economic Development (SED) Project

The Problem

Lack of financial freedom for female healthcare providers resulting in inadequate access to quality healthcare systems for women and children in Khyber Pakhtunkhwa



Objectives of SED Project:

- To establish a network of self-employed healthcare providers offering reproductive health, maternal health, and family planning services in the underserved areas
- To create self-income generation jobs for trained, but currently unemployed female mid-level health services providers, such as Community Midwives (CMWs) and Lady Health Visitors (LHVs) contributing towards economic development of the country
- Strengthening public-private partnership through working with Departments of Health of KP and Punjab



Dr. S.A.Rab, CEO, Greenstar had a strategic meeting with a delegation of KFW discussing about project interventions and the impact SED project will create in the provinces



Consultative meeting between Dr. S.A.Rab, CEO, Greenstar and Department of Health, Punjab to discuss the way forward and the operational modalities of SED project

“Greenstar Social Marketing acknowledges the role of the Government of Khyber Pakhtunkhwa in providing an enabling environment to unleash the potential of the private sector for generating additional and new users of family planning in KP”

Institutionalizing Zinc & LOORS through Greenstar's Social Franchise network and Sitara Bajjis

Greenstar is the first and the largest private-sector organization to offer first-line treatment of diarrhoea in under-five aged children across Pakistan

Successful provincial launch events in Sindh, Punjab and Khyber Pakhtunkhwa attended by the key public health officials

Greenstar successfully organized the provincial project launch events in three provinces of Sindh, Punjab, and Khyber Pakhtunkhwa. The purpose of these launch events was to:

- advocate project objectives and major deliverables with provincial and district stakeholders to get their support
- promote social discourse, dialogue, and potential social change regarding child mortality in Pakistan due to diarrhoea
- discuss issues related to current practices of primary caretakers and healthcare providers, use and importance of Zinc and LOORS as a combination in diarrhoea management
- improve the access of diarrhoea management commodities in the community
- endorse the combination of Zinc and LOORS as the first-line of treatment for diarrhoea management in children under 5 years

The events brought together stakeholders from the public and the private sector on a single platform. Key public health officials appreciated Greenstar's efforts in reducing child mortality from Pakistan. Some of the key notable dignitaries include:

Khyber Pakhtunkhwa: Provincial Secretary of Health, Director General Health Services, Director Health Commissioner, District Health Officers, Khyber Pakhtunkhwa, Nutrition International representatives, Sabz Sitara providers and Sitara Bajjis

Punjab: Health Minister Punjab, Dr. Yasmin Rashid, Director General Health Services, Lahore and South Punjab (Multan), IRMNCH Program Representatives, UNFPA Representative, President-Elect Pediatric Association of Pakistan, Punjab Chapter, Population Welfare Department Representative, District Health Officers, Punjab Population Innovation Fund Representative, Nutrition International team along with Sabz Sitara providers and Sitara Bajjis

Sindh: Additional Director General Health Services, IRMNCH Program Directors, Director Health Education, Universal Health Coverage Coordinator, Director Child Survival Program, Population Welfare Department Representative, District Health Officers from 9 districts of Sindh, Nutrition International team, Sitara Bajjis and Sabz Sitara healthcare providers



Dr. Yasmin Rashid appreciated Greenstar and developmental partner Nutrition International for the initiative. She mentioned the government's support for interventions that contribute towards improving child health indicators of the Punjab province. She emphasized that the use of Zinc and LOORS at home can prevent hospital admissions and severe symptoms due to diarrhoea.



199,347 diarrhoea episodes treated by Sabz Sitara healthcare providers

Training of service providers

- Trained more than **2,000** Sabz Sitara providers on diarrhoea management through Zinc and LOORS.
- Conducted training sessions all over Pakistan with coverage in around **11** districts of KP, **32** districts of Punjab, and **18** districts of Sindh
- Conducted online training by effectively utilizing technology. The training curriculum included hands-on exercises and video demonstration on diagnosis, identification of danger signs and treatment regimen



Community-based interventions through Social Mobilization

Sold **223,529** dozes of Zinc and LOORS

Sabz Sitara community health educators, Sitara Bajis work in underserved communities across Pakistan for the awareness and education of mothers about early symptoms and the treatment regime of diarrhoea. They conduct neighborhood meetings and door-to-door visits for counseling.

During interventions for diarrhoea management project:

- Enrolled **63,105** children under 5 years during household visits
- Conducted **5,148** neighborhoods meetings (NHMs)
- Treated **22,861** children under 5 with diarrhoea with Zinc and LOORS

Training of field teams

- Trained field teams for providing technical support to healthcare providers and Sitara Bajis about diarrhoea management
- Conducted **6** training sessions at Multan, Faisalabad, Lahore, Peshawar, Islamabad, and Karachi
- Modified and translated the training content in the Urdu language
- **70** participants from **9** regional teams attended the sessions



Provider recognition events

In order to recognize the efforts of service providers for adding value against pediatric diarrhoea menace in under-five-aged children, Greenstar initiated service providers' recognition events to honor their contributions. The recognition events were hosted at service provider clinics where they were presented with non-monetary gifts during different camping activities. To date, around **88** service provider recognition events are conducted at Sabz Sitara healthcare provider clinics and almost **8,100** diarrhoea cases are treated with a combination of Zinc and LOORS.



Free medical camps on diarrhoea management

Addressing the medical needs of underserved communities, Greenstar planned free diarrhoea camps through its Sabz Sitara healthcare providers and medical doctors. Beneficiaries were provided with free medicines. "First camp was organized in Orangi town 'Bangali Para', where Bangali speaking community resides. Around **66** children were treated for diarrhoea with the combination of Zinc and LOORS. Awareness sessions were given to mothers for diarrhoea management techniques at an early stage and other preventive measures like hand washing and hygiene."

Improving access to modern contraceptive methods for the uptake of family planning

Greenstar has been working in communities for providing access to users with family planning products and services. Social Marketing at Greenstar ensures the availability and accessibility of affordable contraceptive choices to beneficiaries across Pakistan with the support of the Foreign Common Wealth & Development Office (FCDO) and Population Services International (PSI). Under the DAFPAK program, this project is aimed to synchronize with FP2030 goals for achieving Contraceptive Prevalence Rate (CPR) and generating Couple Years of Protection (CYP). The program is implemented nationwide in **27** districts.



Outputs:

- Output 1** - Increase access to family planning services
- Output 2** - Improved quality of client-centered family planning services
- Output 3** - Enabling environment for family planning

DAFPAK's achievements (December 2017 - September 2021)*

SR. #	DESCRIPTION OF DELIVERABLES	PROGRAMME ACHIEVEMENTS TILL SEP 2021
1.	Couple Years of Protection (CYP) generated	2,635,183
2.	Family planning users generated	2,149,838
3.	Added new social marketing outlets	19,691
OUTLETS REPORTING NO STOCK OUT/ ENSURED PRODUCT AVAILABILITY		
1.	Maintained universe of outlets	31,239
2.	Network of services providers	1,360
3.	Pharmacies	13,778
4.	FMCG (Fast-Moving Consumer Goods) outlets	16,101
5.	New family planning users through service providers	185,488

* low-hanging fruits! The government urged to scale up donor-supported programs for generating Couple Years of Protection (CYPs), new users, and additional users in the private sector

Interventions resulting in achievements and impact

1. Continuing awareness of private service providers, pharmacists, fast-moving consumer goods (FMCGs) stores & wholesalers/distributors on family planning products
2. Ensuring advocacy and brand recognition for Greenstar's products
3. Ensuring availability and access of family planning products and services for local communities via engaging the local family planning outlets, comprising of private providers, pharmacies, and FMCGs stores via distribution networks
4. Engaging federal, provincial, and district public/government teams to formulate better public-private partnerships for family planning access and availability

Health Impact Deliverables

SR. #	DESCRIPTION OF DELIVERABLES	PROGRAMME ACHIEVEMENTS TILL SEPTEMBER 2021
1.	Maternal deaths averted	509
2.	Unintended pregnancies averted	570,256
3.	Unsafe abortions averted	173,381
4.	Disability Adjusted Life Years (DALYs) averted	520,318



Behavioral change communication campaigns by Greenstar create awareness in communities to improve access to modern contraceptive family planning methods for healthier and happier mothers and families



Scaling diverse scope of Reproductive Health & Family Planning Project – FATA in reducing maternal mortality

The RH&FP Project FATA is a 3-year KFW funded project (2017-2021) with the main focus on strengthening the public healthcare system ultimately contributing to the improvement of mother and child health status in the Newly Merged Districts of KP.

Public-Private Partnership

This project showcases one of the best examples of public-private partnerships. The project is implemented under the umbrella of the **Directorate of Health, FATA** with a valid **No Objection Certificate (NOC)** granted by the **11th corps** after thorough verification. Greenstar with the support of the government is working on community education and improving the access to quality services.



Key achievements during the reporting period (January 2021 - October 2021)

1. Refresher training of around **200** healthcare providers and traditional birth attendants on essential maternal and newborn care, clean and safe deliveries, and family planning (basic and advanced).
2. **2,400** MWRAs have been reached with the key health messages during **240** community-based awareness sessions conducted by Greenstar trained public sector Lady Health Workers (LHWs)
3. Generated **90,770** Couple Years of Protection (CYPs) in the reporting period



Impact during the reporting period

(January 2021 - October 2021)

Sold units of IUD (05 Years)	Sold units of IUD (10 Years)	DALYs* Averted
15,000	8,950	22,708
Deaths Averted	Unintended Pregnancies Averted	Generated Couple Years of Protection (CYP)
278	42,291	90,670



* Total Disability Adjusted Life Years (DALYs)

Treating Tuberculosis in Pakistan through Public-Private Mix

Greenstar enters into new TB Control Grant NFM-III 2021-2023

Becomes the largest and the only NGO working at scale in implementing the TB Project in Pakistan

Scaling new heights of ending TB in Pakistan

- Over **15 years** of implementing Greenstar's signature PPM model in the country
- Providing quality TB preventive, diagnostic & curative services in **28 districts** across the 4 provinces
- Accounts for **14%** contribution in the National database of TB notified cases
- Rich network of over **4,000 GPs** trained on the National TB DOTS guidelines
- Expanding the PPM network to include **formal and informal health care service providers, private hospitals, laboratories & pharmacies**



Greenstar - PPM Design (Public Private Mix)



Greenstar contributes 14% in National PPM Data of TB

Highlights of TB Project



Network of **3000** General Practitioners

15 Gene experts & **8** digital X-Ray unit with CAD-4 providing rapid TB diagnosis as per WHO protocols to the target population

Around **160** private labs on board for diagnosis within communities

TB screening-on-wheels - Mobile Van installed with GX & Xray units providing contact screening and active case finding services to the target population in community settings across **26 districts**

Network of almost **6000** pharmacies to reach cases coming to pharmacies with TB Symptoms

Sputum transport mechanism bringing efficiencies in diagnosis and timely initiation of TB treatment

TB preventive therapy for susceptible populations including contacts of TB positive cases, PLHIV, and other vulnerable/ at risk groups



Free of cost TB diagnostics, preventive & curative services in a patient friendly environment, in community settings and in far-flung areas of the country

Working in collaboration with National and Provincial TB Control Program with support of Mercy Corps

Visits of World Health Organization (WHO) High Level Mission at PPM-1 Facilities

under the umbrella of Provincial TB Control Program in Sindh & Punjab

A high level WHO mission visited OJHA institute and a private provider facility of Greenstar in Sind province headed by Dr. Martin Van De Boom, Regional Director EMRO Region accompanied by Dr. Laeeq Khawaja, National Professional Officer (TB), WHO Pakistan, Dr. Ershad Kazmi, DG Sind, Dr. Saleem Kazmi & Dr. Abid (PTP SIND), Mr. Nazaar, MercyCorps, Dr. Khalid Farough, Greenstar and Noman Amir from Sind.

Mission also visited Gulab Devi hospital and a private provider facility (PPM) in Lahore, Punjab, accompanied by Dr. Muhammad Asif, Provincial Manager Punjab, Dr. Usman and his team. Dr. Martin appreciated the efforts of service providers, field staff and community workers for their rigorous patient follow-up and facilitating patients' access to TB diagnostic, preventive and curative services.

Strengthening healthcare systems through Social Franchising

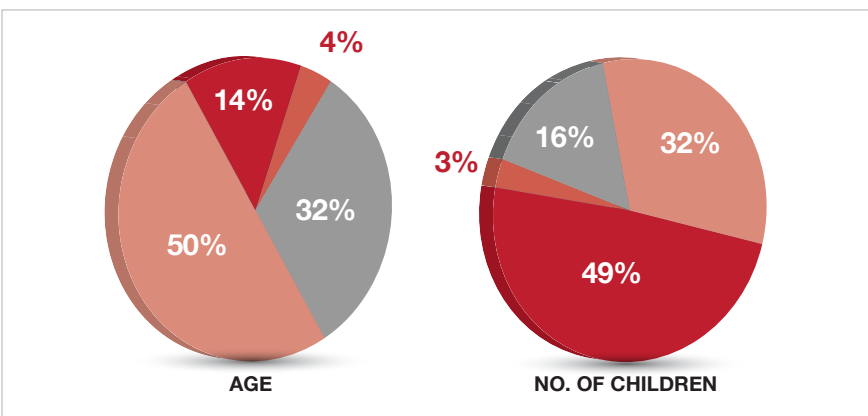
1 Problem statement

- Pakistan’s Contraceptive Prevalence Rate (CPR) is extremely low at 34.5% and remains stagnant (PDHS)
- Public sector commodities are running critically low!
- Private sector is also facing commodity shortages due to import bans and delayed supply
- Private sector potential is underutilized due to major funding cuts

2 The ultimate impact!



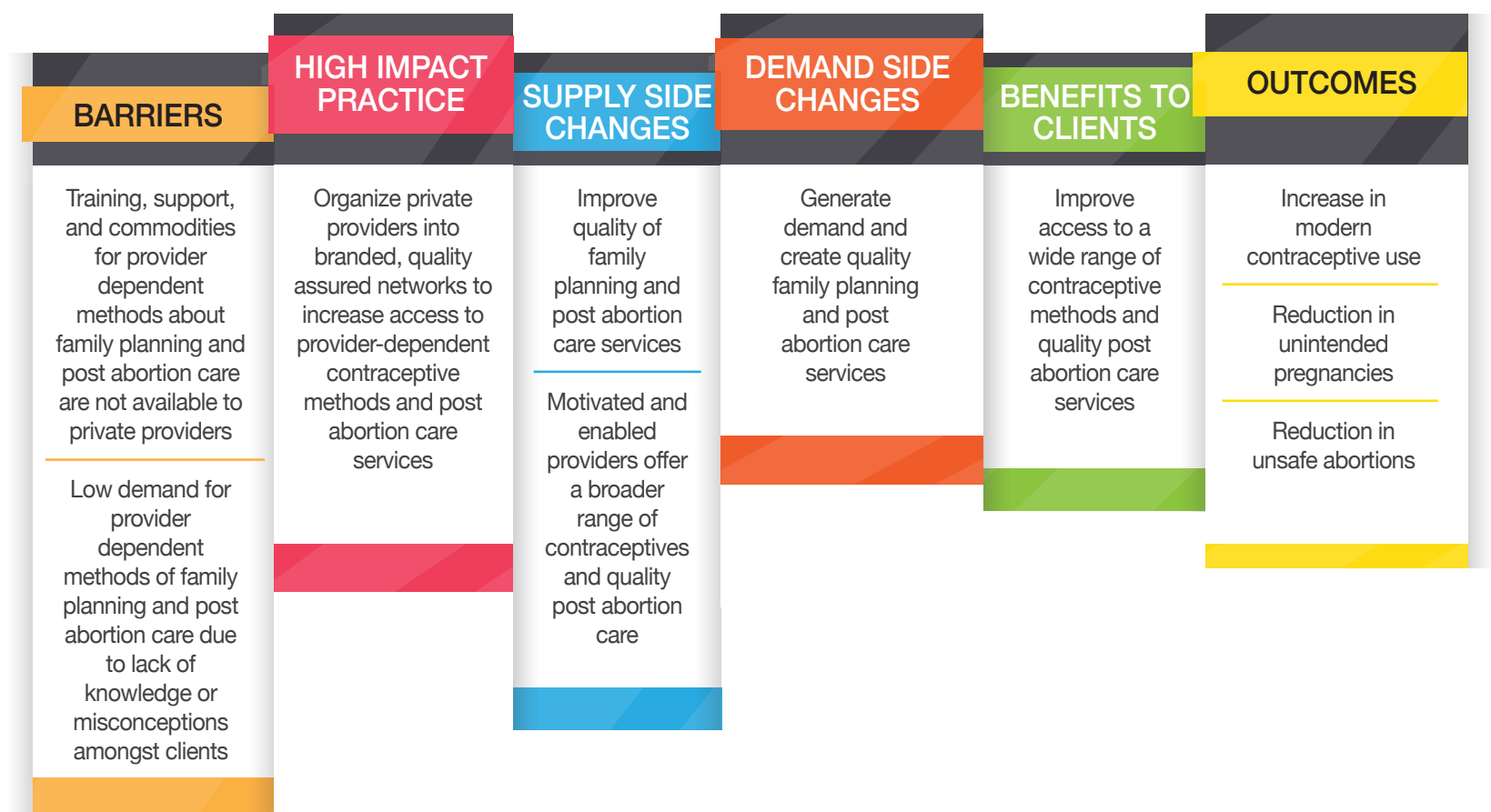
3 Women who access abortion



- Pakistan has one of the highest abortion rates in the world
- Around 50 are done per 1,000 pregnancies
- Around 80% of women are between 20 – 39 years and already have 2 – 4 children
- A large percentage of abortions are administered by untrained providers
- Women face discrimination, low quality of care, low post abortion family planning

Source: <https://www.gutmacher.org/report/abortion-pakistan>

4 How Greenstar’s interventions create impact in communities?



Greenstar's impact in communities for improving maternal & child health

Over a decade of serving the underserved: July-June 2010 - 2021

Total service lifespan impacts	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12
Demographic impacts												
Unintended pregnancies averted	761,536	626,631	552,449	624,626	623,280	395,795	461,220	443,650	463,298	534,919	502,256	6,522,323
Live births averted	302,539	248,945	219,474	248,148	247,613	157,239	183,231	176,251	184,056	212,510	199,534	2,591,151
Abortions averted	357,922	294,517	259,651	293,574	292,942	186,024	216,773	208,515	217,750	251,412	236,060	3,065,492
Health impacts												
Maternal deaths averted	927	745	643	702	675	417	465	410	410	454	431	6,792
Child deaths averted*	7,721	6,353	5,601	6,333	6,319	4,013	4,676	4,498	4,697	5,423	5,092	66,125
Unsafe abortions averted	231,538	190,522	167,967	189,912	189,503	120,338	140,230	134,888	140,862	162,637	152,706	1,983,053
DALYs and economic impacts												
Maternal DALYs averted (mortality & morbidity)	57,391	46,076	39,799	43,445	41,774	25,803	28,791	25,370	25,376	28,076	26,656	420,254
Child DALYs averted (mortality)*	652,778	537,139	473,551	535,420	534,267	339,270	395,351	380,290	397,132	458,525	430,527	5,590,843
Total DALYs averted	710,169	583,216	513,350	578,866	576,041	365,073	424,142	405,660	422,508	486,601	457,183	6,011,097

Greenstar's Social Franchising landscape

July 2011 - December 2021

- **7,475** healthcare providers are being given family planning commodity support at the doorstep
- **4,252** providers trained on family planning post abortion care centers
- **923** quality assured
- **79** Family Health Centers
- **39** Sabz Sitara Homes
- **416** providers receive business support through social entrepreneurship program
- **2,160** NI trained out of **4,868** NI tagged providers are providing diarrhoea management in under-five children

Greenstar's Social Franchising services over 10 years

July 2011 - December 2021)

- **10,027,858** family planning services by **6,235** service providers
- **1,748,478** Insertions by **4,566** IUD trained providers
- **1,078,514** new users by **6,235** service providers (Jul 2017 - Jun 2021)
- **324,528** post abortion services by **4,252** MVA trained providers (Jul 2017 - Jun 2021)
- **283,373** post abortion family planning services by **4,252** MVA trained providers (Jul 2017 - Jun 2021)
- **153,092** (PPIUCD) postpartum family planning by **831** PPIUCD trained providers
- **154,685** diarrhoea cases treated in under-five aged children by **2,160** NI trained providers

Unveiling Sabz Sitara Family Health Centres for the provision of holistic primary healthcare services

Empowering Sabz Sitara service providers with:

- Quality services/products
- Training supervision and regular monitoring/evaluation visits
- Social entrepreneurship training to service providers to build business acumen
- Quality and affordable products
- Infrastructural support by converting clinics into Family Health Centres



Sabz Sitara products/services menu:

- Child nutrition and diarrhoea management
- Puberty counseling
- Menstrual hygiene counseling
- Newly wed couple counseling
- Pregnancy care family planning and post abortion care
- Prevention from sexually transmitted infections
- Mental health screening
- Maternal nutrition counseling and advice
- Early detection of cancers (breast & cervical)



Children's corner in Family Health Centres (FHCs) to provide access to family health solutions along with family planning services



Sabz Sitara service providers provide quality of care to young girls and women while one-on-one sessions in their Family Health Centres (FHC)

How to become a Greenstar Social Franchisee?

- Are you a healthcare provider with one or more of the following qualifications?
 - FCPS
 - MBBS
 - LHV
 - CMW
- Do you have a license to practice?
- Are you running a clinic currently?

SCAN HERE:



If your answer is **YES** to all the above questions, you can also join the Sabz Sitara team. Key benefits of joining Sabz Sitara social franchise include training on reproductive health services, supportive supervision, networking, marketing, business support, health care commission approvals.

Call us at **POOCHO Helpline 0800-11171** or sign up at se.greenstar.org.pk

Empowering community counselors/educators (Sitara Bajis) through Sabz Sitara Houses

Greenstar has established forty health houses for community women. These houses are called “**Sabz Sitara Houses.**” These houses are not only a **safe space** for community women, they also ensure economic empowerment of Sitara Bajis who generate income through sales of women's health and hygiene products.

What happens at the Sabz Sitara House:

- Community networking meetings with married women of reproductive age (MWRAs) for family planning, sexual & reproductive health, self-care, post abortion care, and nutrition
- Basic healthcare services for maternal and child health



Sabz Sitara products/ services menu:

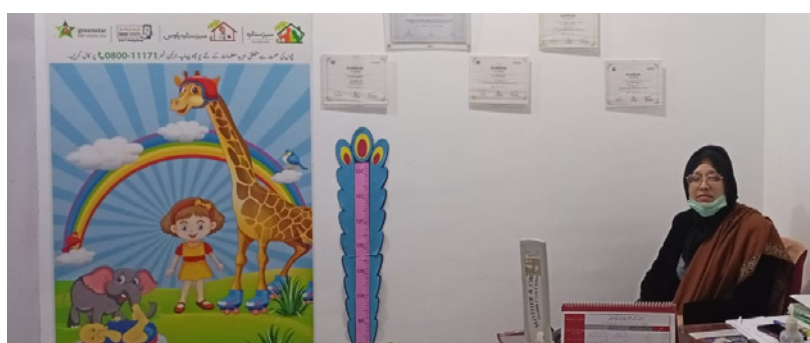
- Child nutrition and diarrhoea management
- Puberty counseling
- Menstrual hygiene counseling
- Newly wed couple counseling
- Pregnancy care family planning and post abortion care
- Prevention from sexually transmitted infections
- Mental health screening
- Maternal nutrition counseling and advice
- Early detection of cancers (breast & cervical)



Sabz Sitara House becomes the information care center for maternal and child health



Antenatal counseling with a client



Children's corner in Sabz Sitara House for the treatment of paediatric diarrhoea in under five aged children



Mother and child health Information care counseling session during a neighborhood meeting



Community educator - Sitara Baji conducts door-to-door visits in her community for FP/RH counseling and education

Building capacity of healthcare practitioners for providing quality of care in public and private sectors

Training On Self-Care Initiatives

Greenstar organized exclusive self-care training sessions in collaboration with Pathfinder International for field teams, enabling them to engage communities on:

- health promotion
- disease prevention, and control
- providing care to dependent persons
- seeking hospital/specialist care if necessary
- rehabilitation including palliative care

Through such interventions, with the support of community mobilizers (Sitara Bajis), Greenstar empowers common women to assess and align their healthcare needs with possible solutions.



Free Implant Camps

Greenstar conducted free-of-cost implant camps in collaboration with Population Welfare Department, Khyber Pakhtunkhwa. Around **500** implant clients were catered. Greenstar regularly conducts such activities to actively contribute to Contraceptive Prevalence Rate (CPR) for achieving desired FP2030 goals and fill the gap of unmet needs for long-term family planning methods.



Using virtual mediums to enhance service providers' quality and business practices

Strengthening the narrative of social entrepreneurship amongst Greenstar's service providers, Greenstar initiated a series of videos on the key quality indicators. Videos on technical competence, client safety, continuity of care, informed choice, privacy, and confidentiality are recorded in local languages and have been shared on digital media to reach mass audience, using audio-visual tools for better understanding.



Strengthening Sabz Sitara service providers through partnerships for promoting holistic primary healthcare

Greenstar inked a partnership with a sanitary napkin brand for Menstrual Health and Hygiene Project

Greenstar collaborated with a sanitary napkin brand through its Social Mobilization initiative. Under this partnership, Greenstar's field health educators, Sitara bajis will be trained on Menstrual Health and Hygiene (MHH) to engage young girls in Pakistan. A research by Real Medicine Foundation in 2017 reported that around 79 percent of Pakistani girls do not properly manage their menstrual hygiene due to lack of information, unavailability of sanitary napkins, and myths and misconceptions. Greenstar remains committed to empowering young girls and women in communities with the essential self-care tools by guiding them about periods, how to dispose of a used sanitary napkin, related infections, and how to prevent them and bust the myths associated with menstruation. The pilot project will be implemented in the Okara district and will be accelerated across Pakistan.



Greenstar prepares its service providers, the first line of defense by joining hands with a leading laboratory for providing discounted lab tests facilities in underserved communities

In line with the vision to convert Sabz Sitara Centers to a one-stop health access point for families in Pakistan, Greenstar has signed a Memorandum of Understanding (MoU) with a leading laboratory in the country. Greenstar's service providers can now have a lab collection point at their clinic with discounts for their clients. It's another initiative to provide access to quality services.



Greenstar collaborated with a technical skills academy for capacity building of its service providers through technical courses certification

To enhance the technical competence of Greenstar's network of service providers, it strives to bring world-class skill courses and continuing medical education opportunities for its service providers. An MoU has been signed with a leading technical skills academy to provide discounts to healthcare providers on courses such as Ultrasonology, Phlebotomy, and customized continued medical education (CME) courses. Greenstar's 24/7 POOCHO Helpline provides information related to the courses availability and registration.



Expanding community outreach and engagement program through Social Mobilization approach

Empowering communities through self-care and referral linkages

Duration: June 2020 -July 2021

- Total **54,090/300,000** women registered
- **12,873** were given individual visits
- **11,228** self-care services
- **1,843** IUCD insertions were referred to nearby clinics

Information care and counseling help!

Method discontinuation in areas supported by Social Mobilization stands at 8% compared to 23% reported nationally by PDHS.

Greenstar's sustainable Sitara Baji model for improving women health initiatives in Pakistan - building an ecosystem of self-care via promoting menstrual hygiene and breast cancer awareness



Discrete personal education at Sabz Sitara clinic

Number of self-care camps
217

Number of participants
6,703



Sitara Baji explaining about available contraceptive methods for healthy birth spacing

Misoprostol Units Sold
136,853



Women learning self-examination of breast

IUCD Insertions
889

IUCD Sales
1,883

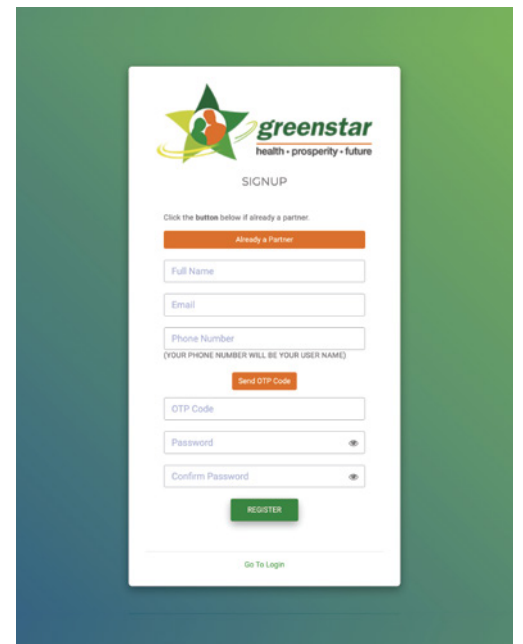


Workshops at community level to learn ways of increasing retention rate of long-acting reversible contraceptives (LARC)

Strengthening women empowerment through social entrepreneurship training using technology

Greenstar is proud to launch the social entrepreneurship website that is another step to empower its network of healthcare practitioners with latest technological tools. In order to strengthen women with business acumen, Greenstar strives to provide continuous **quality training and supportive supervision**. With the introduction of this new tool, service providers can now utilize technology that is fast, reliable, and flexible to get training regularly and manage their business that will help in increasing their clientele.

Converting service providers into “Social Entrepreneurs”



Become a Franchisee

1 Step 1 2 Step 2 3 Step 3

Take control of your professional development by becoming a “service provider.” Join Greenstar Social Franchise!

General Information

MIS CODE (SALES / IPC / HS) DATE

REGION ZONE

TENSIL TOWN

[Previous](#) [Next](#)

An innovative method of making “Service Delivery Quality self-sustaining”



416 providers receive business support through Social Entrepreneurship program

Strengthening self-care ecosystem in communities



Breaking silence on menstruation!

Facts:

- Consumer survey's report that > 80% women use cloth for menstrual hygiene
- 49% had no knowledge of menstruation prior to their first period
- 44% of the girls do not have access to basic menstrual hygiene facilities at home, their workplace or school
- An additional 28 % of respondents said they missed school or work while on their period mainly because they were ashamed of getting stains on their clothes/uniform

UNICEF U-report (PakAvaz): <https://www.unicef.org/pakistan/stories/debunking-menstrual-hygiene-myths-one-school-time>

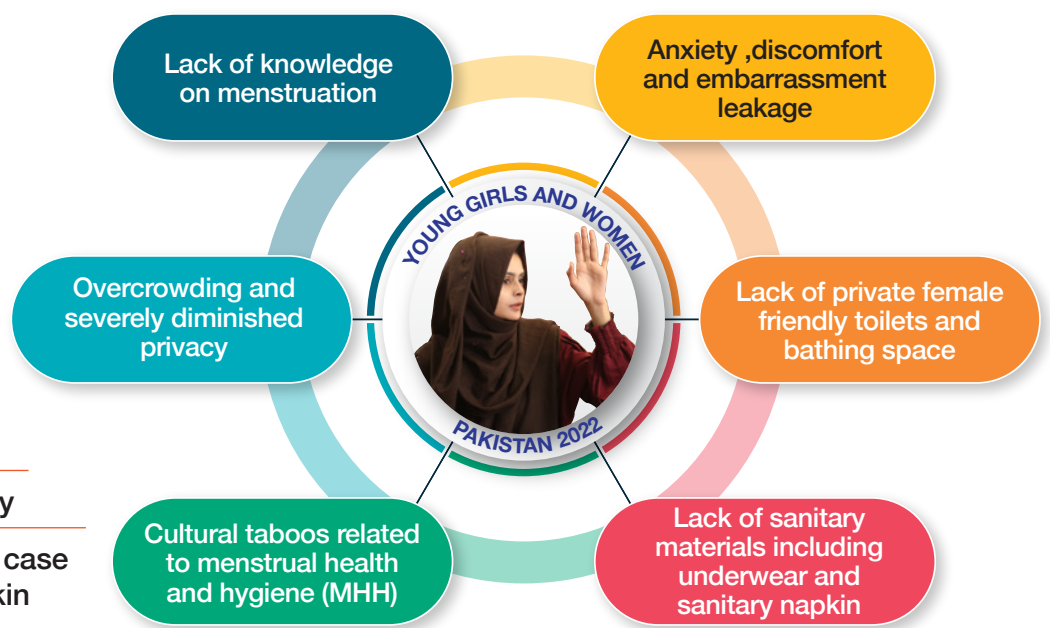
Greenstar has engaged young girls and women in communities with a self-care ecosystem. To promote personal health and hygiene. Greenstar works closely with beneficiaries introducing them with the basic self-care tools. Menstrual health and hygiene (MHH) is one of the most neglected subjects in Pakistan especially in underserved communities as it is labelled as a societal taboo that needs awareness. Greenstar encourages discussions between mothers and daughters on menstrual hygiene for basic awareness. Let's give voice to young girls to speak about their periods, bust myths and misconceptions and live their lives with confidence.



Educating retailer to facilitate women while purchasing sanitary napkins

Greenstar's menstrual hygiene tips:

- ✓ Change your pads frequently
- ✓ Try to use cotton sanitary pads
- ✓ Clean reusable pads properly
- ✓ Keep your vaginal area clean
- ✓ Wear comfortable clean underwear
- ✓ Use right washing techniques
- ✓ Discard used sanitary products properly
- ✓ Consult Sabz Sitara service provider in case of any allergies/irritation on sensitive skin



Engaging community young girls and women about period education for better menstruation health & hygiene



Information care: counseling at school/college

Male engagement at Greenstar advocates for change towards family planning and reproductive health

Greenstar shows its commitment through “**active male engagement**” in family planning and reproductive health. Men’s role is as **crucial** as it is for the family to make informed decisions in life. Greenstar provides avenues to couples for **spousal communication** and empowers them with access to quality and affordable products and services that liberate them to make the right decisions about family planning and birth spacing.



Sattar bhai conducts neighbourhood meeting with men in his area for awareness about family planning, reproductive health, self-care and nutrition



Dr. S.A.Rab, CEO, Greenstar supports family planning. Do you?



Area sales manager engages local community chemists and retailers for behavioral change communication that is educating them to allow women and men both to purchase contraceptives without the fear of being judged

One of the projects “Mil ker faisla, khushhali ka waseela” by Punjab Population Innovation Fund (PIIF) had designed the male engagement model that included hakeems and homeopaths for community-level outreach programs. Through this network, Greenstar reached out to men and introduced them with FP products and services.

- 45 pharmacies
- 50 female service providers (including providers at polyclinics)
- 40 male general practitioners (including GPs at polyclinics)
- 20 hakims
- 20 homeopaths and formal referral linkages in 9 Union Councils of the districts of Faisalabad and Bahawalpur.

Engaging Key Opinion Leaders (KOLs) on World Contraception Day

Every year, September 26 marks World Contraception Day. Working in the family planning industry to improve maternal and child health, Greenstar organized a series of events to engage key opinion leaders across Pakistan. Participants were briefed about all contraceptive methods available and trained to enable young people to make informed choices on their sexual and reproductive health.

- **3** symposia on World Contraception Day in Multan, Lahore, and Faisalabad
- **5** provider regional World Contraception Day sessions in Bahawalpur, Gujranwala, Sargodha, Peshawar, and Islamabad
- Engaged **524** service providers



Utilizing the e-commerce space to connect users with FP solutions

Post-COVID, in Pakistan, and around the globe, consumer shopping behavior and lifestyle have changed drastically. Speed and convenience are becoming more important than ever before; hence-why, the retail landscape of the country has seen a shift and move towards online shopping. For Greenstar, it is now time to offer choice and value right at our customers' doorsteps.

Earlier this year Greenstar launched its flagship e-com store on Daraz which in just 6 short months has generated over **Rs. 3.5 million** sales and entertained a total of 10,000+ customer orders. During the biggest sale of the year, Daraz 11.11 Greenstar's flagship store generated **Rs. 450,000**

Similarly, Greenstar has partnered with Foodpanda – Pandamart's "Quick commerce" platform, with an initial order of **Rs. 5 million!** This marks a significant step towards providing people with a greater contraceptive choice right in the palms of their hands with a delivery time of less than 20 minutes.

Another Quick commerce platform, Kravemart is on board and promises to deliver goods in less than 10 minutes.

This new initiative also highlights our strategy to promote performance-based condoms DO, DO Silk Ultra-Thin, Touch Delay, Touch Strawberry & Sathi plus. This is evident from the fact that these SKUs make up 60% of our online portfolio.

There are more exciting projects in the pipeline and more good news to follow soon...

NEW BUSINESS DEVELOPMENT INITIATIVES

Flagship e-com store on daraz is generating online sales worth **Rs. 4 million**

Greenstar's partnership with Foodpanda begins with an initial order of **Rs. 5 million**

MORE INITIATIVES TO FOLLOW...

11.11 BIGGEST SALE OF THE YEAR

GSM stands out in the biggest sale of the year

GSM flagship store on daraz generated over PKR 450,000 on 11th November

MORE GOOD NEWS TO FOLLOW...



Greenstar's 24/7 POOCHO Helpline contributes towards the national FP awareness campaign

Greenstar's 24/7 exclusive helpline **POOCHO (0800-11171)** has made a huge contribution in national awareness campaign **"Khairkhwah."** Focused on making family planning a choice and educating the masses with the rising population issues, Khairkhwa got hyped in print, electronic and digital media. The campaign is based on FP services, awareness, and advocacy. At the end of each ad, Greenstar POOCHO Helpline's number was shared. The success and popularity of this behavioral change communication was noticed by the **President of Pakistan, Mr. Arif Alvi** who appreciated teams' efforts and endorsed the importance of FP in Pakistan.



In 2021, approximately 49, 057 clients' queries were managed on POOCHO Helpline



Combating Gender-based Violence through POOCHO Helpline Counseling

Greenstar team attended a 3 days' gender-based violence (GBV) online training, organized by Aahung. Types of violences were thoroughly discussed and how such calls can be dealt by a call center agent on the helpline. It also includes the refresher for AYSRH and family planning. Participants from Greenstar, POOCHO Helpline, Aman, Panah Trust, and the Family Planning Association of Pakistan attended.

Role of family planning as a resolution to combat environmental corrosion

Greenstar Social Marketing has always been an environmentally responsible company. Through our HR activities and overall services for beneficiaries in communities, we promote a greener Pakistan. This year on Pakistan Independence Day, Greenstar ran a nationwide campaign **"Khushhal Khandaan, Sar Sabz Pakistan."** Greenstar organized tree plantation drives across Pakistan at its head office, regional offices, provider clinics, Sitara Bajis houses, chemist stores, retail outlets, and warehouse. Every employee at Greenstar took a pledge to promote **"Family planning is only the solution to save Pakistan from environmental degradation."**



Unleashing the power of youth in creating awareness about sexual and reproductive health & family planning

Celebrating young change-makers at Greenstar - the future leaders of tomorrow

Aiman Haroon – Rise Up Leader and Youth Champion, Pakistan

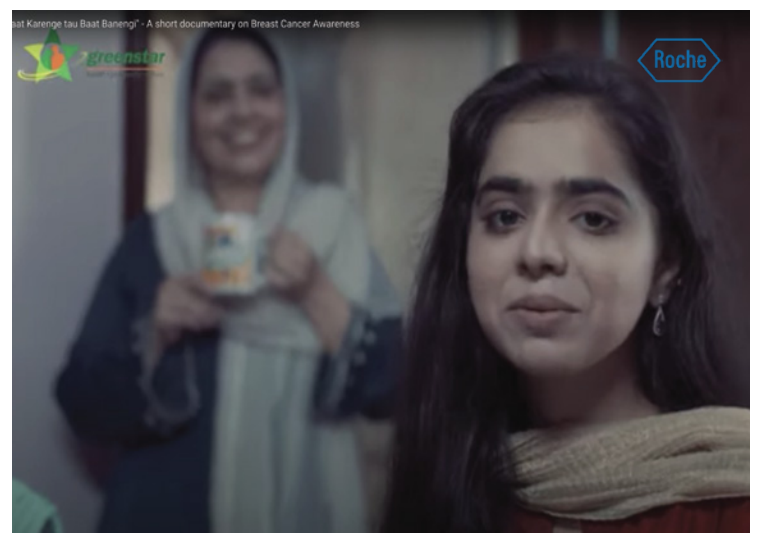
Aiman Haroon has been associated with Greenstar Social Marketing since April 2020. As Greenstar believes in empowering youth and supports them as young advocates, her immediate supervisors encouraged her to apply for the Rise Up Leader and Youth Champions Initiative by the David and Lucile Packard Foundation and Public Health Institute. Despite tight deadlines and an extremely rigorous process of submissions, Aiman completed the application and has been selected as the next representative from Pakistan for the fellowship. She competed against 422 global leaders to represent Pakistan on Sexual and Reproductive Health and Rights (SRHR) and advocacy. This year's cohort comprises 33 individuals from Pakistan, India, Ethiopia, Rwanda, and the United States of America. Through this fellowship, Aiman will be sharing the SRHR and family planning experience that she has gained at Greenstar and continuing to augment her work through the YCI learning. She aims at empowering individuals regarding SRHR, body autonomy, and the ability to make an informed decision about their lives.



"I am extremely humbled to Greenstar for trusting me with the opportunities that were navigated my way. The company is giving me 100% leverage and support while I am participating in this fellowship and bringing the invaluable network and knowledge from YCI."

Greenstar pays tribute to the late Alishba Tariq who has gone too soon but will always be remembered

Greenstar's young champion Alishba Tariq passed away of a sudden death which is a tragic loss. Alishba was a miraculous young girl always in the forefront for Greenstar. She took personal interest in all our campaigns and worked pro bono to spread the message of Breast Cancer and Diarrhea management. Greenstar will always keep her in its special prayers. Her last work with Greenstar was showcased at Aiwane Sadar and Governor Houses across Pakistan.



Providing opportunities to young indigenous talent Samreen Solangi from Mohenjodaro, one of the ancient civilizations in Sindh

Samreen Solangi, a clay artist from Mohenjodaro is the only bread earner of her family with six younger female siblings. She makes clay art pieces to support her father. Battling with the financial crisis with no male support, she has started working from a very young age. Greenstar has empowered Samreen by providing her with a new business opportunity. Samreen has joined Greenstar's network as "Sitara Baji." She will be a young advocate of behavioral change communications in her community. She will educate MWRAs about sexual and reproductive health, family planning, self-care, nutrition, and post-care for the better health of women and children of Moenjodaro.



Greenstar won two awards for “Best Place to Work in 2021”

Greenstar Social Marketing is proud to bag two awards as "Best Place to Work in 2021" by the Pakistan Society of Human Resource Management (PSHRM) - the highest HR Council in Pakistan in the categories of **Non-Governmental Organization (NGO) and Medium-Sized Organization**. Greenstar has contended against 160 companies from different industries in Pakistan for this survey. Greenstar is thankful to its valuable network of service providers, Sitara bajis, and all associated staff and functions for their hard work and dedication!

This is just the beginning, Greenstar is eagerly looking forward to fulfilling its future commitments and will keep doing wonders in every new phase. We strive to become better every day to provide the best practices and promote a healthy culture at Greenstar to serve women in communities.



Utilizing digital space to empower beneficiaries with the right SRHR & FP knowledge and choices

Knowledge is power! Communications at Greenstar efficiently reach its relevant stakeholders through Facebook, Twitter, Instagram, You Tube and Whats App. The department is ambitious to utilize the digital space for sharing knowledge, empowering communities, breaking societal taboos and providing them with right choices to make informed decisions about their sexual and reproductive health, family planning, nutrition, self-care and mental health needs.

<p>People Reached 164,631</p> <p>Total Likes 12,000</p> <p>Engagement 23,000</p>		<p>Total views 43,075</p> <p>Subscribers 7,000</p> <p>Total watch hours 12,000</p>	<p>WORLD HEART DAY</p> <p>Have hearty discussions with your life partner about your future plans like family planning, number of children, career goals, birth spacing.</p> <p>USE HEART TO CONNECT</p> <p>For information & counselling, call at POCCHO Helpline 0800-11171</p>	<p>Impressions during 2021 135,600</p> <p>Profiles reached 23,651</p>	<p>International Day of Girl Child</p>	<p>Accounts Reached 96,500</p> <p>Content Interactions 15,438</p>
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GOOD NEWS

Now you can reach out to Greenstar's team through Whats App for all your FP/SRHR needs!

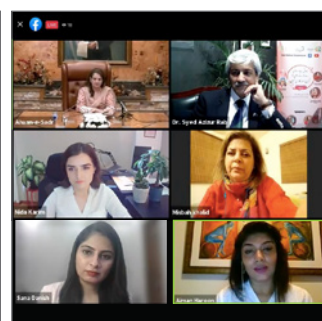
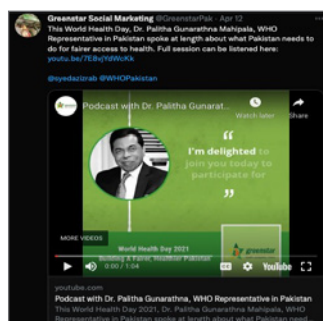
Message us at:

0300 0211553



Greenstar Social Marketing-Communication's Success

A video presentation of Sabz Sitara network's work around breast cancer awareness was played on PTV News live at Aiwane Sadar. The video was produced with the financial support from Roche, Pakistan using in-house talent of Greenstar.



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