

# BRANDTA

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CONNECTING FOR **IMPACT**

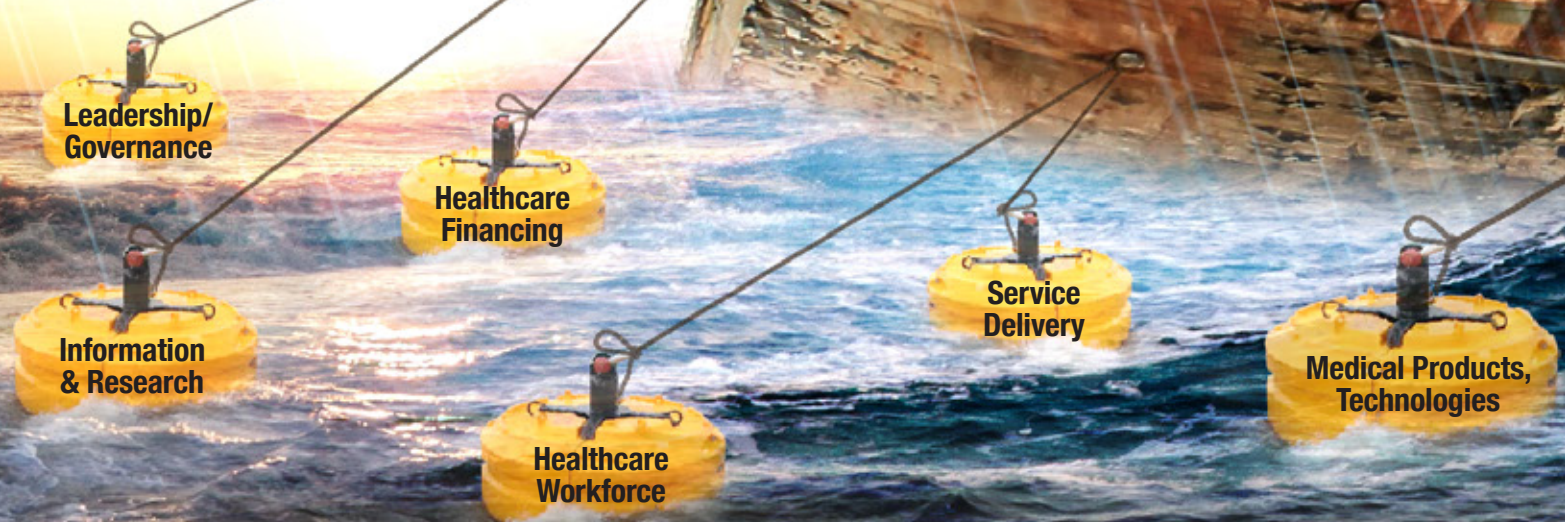
# Health Systems Strengthening In Turbulent Times *Through*

**INNOVATION**

**COLLABORATION**

**ACCELERATION**

**Stabilizing Blocks  
Of Resilient Health  
Systems\***



\* Reference adapted from WHO.



## MESSAGE FROM THE CEO

The acceleration of climate change has posed new challenges to systems that already endure stress to provide healthcare for those struggling to meet their basic needs. The monsoon period observed in Pakistan this year from September 1, 2022 onwards has witnessed rainfall equivalent to **2.9** times the national 30-year average. This unprecedented rain and the resulting flood have impacted an estimated thirty-three million, a third of the country. From this, the UNFPA has identified that at least **73,000** pregnant women and girls are expected to deliver next month. They lack access to healthcare facilities and support to deliver their children safely. Moreover, the water-flooded localities present a higher chance for spreading infections, further compounding the population's vulnerability and the chances of witnessing a higher mortality rate in women and children.

These times of struggle demand quick action and assistance to ensure the safe delivery and management of maternal and child health, & to reduce potential chances of an increase in the disease burden. Using cost-effective, proven, and scalable High Impact Interventions, Greenstar has mobilized a network of **7,000** service providers, **140,000** FMCG outlets, **35,000** pharmacies, and Sabz Sitara healthcare clinicians as the first line of defense. The joint efforts of the public and private sectors not only strengthen the capacity for health crisis management but also ensure that the affected individuals receive priority care.

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

# Our Impact Over a Decade 2012-2022

## Demographic Impacts

**4,947,777** Unintended pregnancies averted

**1,922,739** Live births averted

**2,375,976** Abortions averted

## Health Impacts

**4,839** Maternal deaths averted

**49,067** Child deaths averted

**1,570,856** Unsafe abortions averted

## DALYs & Economic Impacts

**4,447,995** Total Disability-adjusted life years (DALYs) averted

## Couple Years of Protection (CYPs)

**20,177,635** Total CYPs (FP only)

**692,984** Diarrhoea cases treated - children <5

**202,785** TB cases treated in selected communities

## KEY HIGHLIGHTS

# International Conference on Family Planning (ICFP) emphasizes family planning & universal health coverage

INNOVATION

COLLABORATION

ACCELERATION



Participants from the Family Planning sector promising their support to the cause of FP at ICFP 2022



Greenstar and TCI Global Teams at ICFP 2022



Greenstar congratulates Dr. Talib Lashari, Technical Advisor CIP & Focal Person FP2030, PWD, Govt. of Sindh, for recognition of his outstanding services for the cause of FP at ICFP 2022



Congratulations Dr. Irshad Ahmed, Secretary, Primary and Secondary Health Department, Punjab, for recognition of outstanding services for the cause of FP at ICFP 2022



Dr. Talib Lashari, Technical Advisor CIP & Focal Person FP2030, PWD, Govt. of Sindh, sharing Sindh's progress at ICFP 2022

# Greenstar at ICFP

## Shifting to a Platform Mindset: Locally led solutions for scaling sustainable high-impact practices

The Challenge Initiative (TCI) is conceived and built around new ways of thinking and doing – what is called ‘business unusual’ – in the development space. It is not just another time-bound project for reproductive health and family planning programming. TCI is conceptualized as a platform to sustainably address the healthcare needs of the urban slum areas of Sindh & Punjab. This is stated by Mr. Kojo Lokko, Executive Director TCI at a pre-conference session organized by the TCI team at the Gates Institute for Population and Reproductive Health held at Bloomberg School of Public Health, Johns Hopkins University, Baltimore, Maryland (USA).

This multi-layered platform facilitates the implementation of high-impact practices by supporting local governments (cities, states, counties) within urban underserved areas across 12 countries in Africa and Asia (Benin, Burkina Faso, Cote d’Ivoire, India, Kenya, Niger, Nigeria, Pakistan, Philippines, Senegal, Tanzania and Uganda). Local governments lead the adaptation and rapid scale up of these interventions. More than 140 local governments have joined TCI’s platform movement to lead, finance and own implementation.



Mr. Kojo Lokko, Executive Director, TCI & Dr. S. A. Rab, CEO Greenstar are rejuvenating after event to strengthen alliance

## Reflections from FP2020 initiative in Sindh and Pakistan to build a drive for FP2030

This session was organized jointly by Dr. Talib Lashari – Head of CIP Cell Sindh and Technical Advisor PWD Government of Sindh, TCI Global and Greenstar Social Marketing Pakistan.

The Federal and Provincial Governments have worked to increase Contraceptive Prevalence Rate (CPR) as per FP2020 commitment earlier and now a road map for FP2030 has also been made to rapidly increase CPR. Federal and Provincial Governments of Pakistan have set an aspiring target to increase CPR up to 50% by 2025 and up to 60% by 2030. Sindh government particularly made significant progress towards achieving the province’s family planning goals through execution of a Costed Implementation Plan (CIP). A multi-year roadmap is designed to help government achieving family planning goals by prioritizing interventions, engaging stakeholders, forecasting costs, and mobilizing resources to meet gaps in health services.

Pakistan, despite of strong efforts, was not able to meet FP2020 targets. This is not a failure, rather a learning opportunity how to better navigate the course of action to achieve the newly set goals for FP2030. Considering examples of neighboring countries like Bangladesh, India and Iran, Pakistan can also enhance CPR and accomplish the set goals.

Speaking on the occasion, Jose “Oying” G. Rimon II, Director Bill & Melinda Gates Institute for Population and Reproductive Health, said that FP programs succeed through ownership of the political leadership and the government. He also emphasized moving from program to platform approach and on quality of data. The platform is highlighted for a jump start in CYPs in the urban underserved areas using existing resources and infra structure to implement high-impact practices.

The program ended with a vote of thanks by Dr. Syed Azizur Rab, CEO Greenstar Social Marketing Pakistan.



Jose “Oying” G. Rimon II, Director Bill & Melinda Gates Institute for Population and Reproductive Health with Dr. S. A. Rab, CEO Greenstar



ICFP Event 2022 attended by Greenstar team, donors, TCI global staff, Pakistan government officials and NGO/INGO delegates at Pattaya, Thailand

## KEY HIGHLIGHTS

### THE CHALLENGE INITIATIVE (TCI)

# Problem Statement

Pakistan's population is about one-third urban and will rise to nearly 50% by 2025. Evidence suggests that many slum dwellers in low- and middle-income (LMIC) countries have the most difficulty accessing family planning (FP) services. In Pakistan, approximately 11.4 million MWRAs are using any contraceptive method, of which 8.3 million are using modern methods. To meet the FP2030 goal and CPR of 50%, Pakistan needs an additional 7 million Family Planning users. To meet this need, the Challenge Initiative provides a unique opportunity to rapidly and sustainably scale high-impact family planning and reproductive health solutions for women and girls living in urban poverty in Sindh, Punjab, and ICT through Public-Private Partnerships. TCI is working with the Federal and provincial governments to generate additional users and institutionalize High Impact Interventions in the urban underserved population.\*

The Challenge Initiative (TCI) formally launched its **6th hub** in Pakistan by the honorable President of Pakistan, **Dr. Arif Alvi**, in a high-level event held at the **Aiwan-E-Sadr**. The event included participation from a number of government stakeholders, including representatives from UN agencies, as well as partners from the family planning sector.

Dr. Arif Alvi accentuated effective **Family Planning** in light of the challenges experienced in **maternal, newborn, and child healthcare** via engagement of media and religious scholars to create more awareness on the said subject, which has proven successful in other **Muslim countries** such as **Egypt, Bangladesh, Indonesia, and Iran**. Moreover, both the President and Special Assistant to PM on Health **Dr. Faisal Sultan** recognized how valuable an asset the large population can be with the right education and access to family planning, within which TCI will become a great asset, especially at a provincial level.

The TCI 6th hub's four-year strategy was developed and approved under the guidance of **TCI Global**, which encompasses the **Population Welfare Department (PWD)** and the **Department of Health (DoH)**. Parallel to the strategy development for Pakistan, the marketing of TCI to the public sector continued. The political leadership showed their commitment towards the cause, i.e meeting the unmet need, and assured their support to TCI. **Two** provinces of Pakistan (**Sindh and Punjab**) and **Islamabad Capital Territory (ICT)** are the implementation geographies for the next four years.

## Delivering High Impact Practices (HIPs)



PAKISTAN



President Dr. Arif Alvi and Dr. S. A. Rab, CEO, Greenstar officiating the Launch event of TCI Pakistan



From left to right: Kojo Lokko with Dr. Shama Jawed, Women Medical Officer, Health Department Government of Sindh, and Dr. S. A. Rab



Dr. Sabina Durrani, Dr. Talib Lashari, Mrs. Shahnaz Wazir Ali and TCI-GSM team attending pre-conference at ICFP organized by TCI global



The Challenge Initiative and Greenstar Social Marketing teams at the Launch Event in the President House

\* Source: UNDP 2022

In **March 2022**, Program Design (PD) workshops were held in four districts of Punjab (Rawalpindi, Faisalabad, Lahore, and Gujranwala) facilitated by the COPs of East Africa and Nigeria Hubs along with the TCI Global Team.

In **May 2022**, TCI Pakistan conducted PD workshops in Sindh with seven districts in Karachi (Korangi, Malir, District East, West, Central, Keamari) and Hyderabad. The Program Design was chaired by Technical Advisor CIP, Dr. Talib Lashari, and co-chaired by DG PWD Mr. Shahid Abdul Salam, and Dr. Yasmeen Qazi. DG Health Dr. Muhammad Juman Bahoto concluded the 3 days workshop at the closing ceremony. Teams from the Departments of Health and Population Welfare actively participated in the program design workshops, identified the existing and pressing gaps, and engaged in problem-solving solutions from the High Impact Interventions (HIIs) available at TCI-University.



Mobile service unit camp for district campaign in Punjab

TCI's High Impact Interventions from Sep – Dec 2022			
	FHD	FP	TOTAL
Sindh	102	5,987	14,621
Islamabad	1	33	115
Punjab	36	488	907
<b>G. Total</b>	<b>139</b>	<b>6,508</b>	<b>15,643</b>



Family Health Day organized by Govt. of Sindh, Punjab and Islamabad, facilitated by TCI Pakistan

**CONTRIBUTION OF TCI UNIVERSITY (TCI-U):**

**258** Registered TCI-U users

**1,301** Certificates earned



Capacity building sessions organized by Govt. of Sindh, facilitated by TCI Pakistan



A Diplomatic and Strategic meeting at Greenstar to initiate TCI Pakistan in Sindh province

“In Pakistan, we are pleased to have a formidable partner, Greenstar Social Marketing to lead TCI’s operations. Greenstar has been at the forefront of health programs including family planning for more than three decades. With their extensive footprint across the country and outstanding operational model, we are confident they will be able to lead the delivery of the TCI model in Pakistan.



**Kojo Lokko,**  
Executive Director,  
The Challenge Initiative (TCI)

# Devastating floods in Pakistan put women and children at most risk

Around 3.3 million people have been affected by the floods so far, which is almost 15% of the country's 220 million population



UNICEF estimates severe flooding in Pakistan left almost 10 million children at increased risk of waterborne diseases and malnutrition. As the floodwaters have receded, children are fighting against severe acute malnutrition, diarrhea, malaria, dengue fever, typhoid, respiratory infections, and painful skin conditions. The longer the crisis continues, the greater the risk to children's mental health.



UNFPA estimates that 650,000 women in flood-affected areas in Pakistan need access to maternal health services



Over 1,400 health facilities have been damaged or destroyed across Baluchistan and Sindh provinces. The damage to roads and bridges has also compromised girls' and women's access to health facilities.



Many women and girls are at an increased risk of gender-based violence (GBV), as almost 1 million houses are damaged

# Greenstar extends support for flood-affected people of Sindh & KPK

People lost their homes and the lives of their loved ones during this natural disaster

According to Provincial Disaster Management Authority (PDMA):

**10,802,252** people were affected during recent floods & rains

**2,643,882** were infected with Malaria, Dengue Virus, Gastrointestinal & Skin Diseases

**309** people lost their lives

**650,000** were pregnant women and girls

**73,000** women were due to deliver after a month



Through extended support & joint efforts of Dr. Azra Fazal Pechuho, honorable Provincial Minister of Sindh for Health & Population Welfare, along with CIP Sindh & Department of Health, Greenstar Social Marketing organized free medical camps for flood affected people at Village Mehar Khan Khaskheli, Village Qaimuddin Mubjeo, Village Budul Khan Gopang & Village Meeranpur, Darya Khan Mari of district Noshero Feroz.

A team of professional doctors led by the Greenstar team provided free-of-cost medications, counselling, contraceptives, and primary health facilities to women, men & children of all ages.



CEO Greenstar Dr. S. A. Rab donated free Zinc and LO-ORS in KPK for flood affected people



Greenstar distributes family planning products and provides services at medical camps



Medical camps registration and distribution of Zinc & LO-ORS for flood affected people of Sindh



Greenstar team supporting the flood victims during the calamity



# How is Greenstar Contributing to The Health Building Blocks In Pakistan?

## Leadership/ Governance

Greenstar is the strongest voice from private sector and an active member of civil society movements and advocacy platforms for Health Systems strengthening. The organization promotes equity, accessibility, and quality in health care. Greenstar has a strong governance system which is often used as a learning opportunity by many other organizations and public sector.



## Healthcare Financing

Greenstar uses a social marketing approach hence those who can pay self-finance while also implementing demand side financing programs. We advocate for empanelment of Sabz Sitara clinics in government's health financing programs for primary health care access close to communities. Greenstar is also currently exploring partnerships with insurance and finance providers to support women's health providers and beneficiaries.



## Health Workforce

Greenstar offers its nationwide network of 15,000 healthcare providers and 35,000 pharmacies, 6000 general practitioners, 2500 community health workers, 406 hakeems and 776 homeopaths to ensure quality healthcare access to every household.





## Medical Products, Technologies

To reduce maternal and child mortality and morbidity, Greenstar markets a wide range of contraceptives, nutrition and health products available in the remotest areas of Pakistan. Using technology, Greenstar has a virtual franchise management system and training program. Greenstar also makes family-planning products available on E-Commerce channels.



## Information and Research

Greenstar shares performance data with the government generated by Family Planning and Tuberculosis program. The organization also invests in evidence-generation activities for high impact interventions for example male engagement, integrating family planning and nutrition programs, self-care initiatives and social behavior change communication. The organization has a robust information system.

J Pak Med Assoc. 2021 Nov;71 (Suppl 7)(11):S45-S49

### Effectiveness of community-based interpersonal communication for generating family planning demand in key groups

M. Ahmed Siddiqui, M. Ishaque, Syed Azizur Rab, Dr. Sana Durvesh, Fawad Shamim, Tabinda Sarosh, M. Alam

Affiliations + expand  
PMID: 34793428

## Service Delivery

Greenstar's service delivery channel comprises **15,000** women service providers of various cadres and **3,000** male GPs covering **110** districts across Pakistan to provide quality products & services to improve maternal & child health in underserved communities.



# Problem Statement

Pakistan's development road map "Vision 2025" sets an ambitious target of increasing female labor force participation (FLFP) from 25 percent to 45 percent by 2025. Women's labor force participation is rising across the country; however, significant challenges remain.

## Facilitating women empowerment in the private health sector with Portable Container Health Clinic (PCHC)

Empowerment and Self-Employment of Women (SEW) in the health sector is a gap that needs to be addressed. Many female healthcare providers pass out yearly in different cadres but remain unemployed. Greenstar in partnership with the Government Health departments of **KP** and **Punjab** with the support of **KFW (Bank of the Federal Republic of Germany)** works for the financial empowerment of private sector female healthcare providers in **13** districts of Punjab and **7** districts of KP through Portable Container Health Clinic. Installed and managed by Greenstar since 2017 - KFW - and the high-level German delegations from both the German State Secretary for Economic Cooperation and Development highly applauded Greenstar's achievement. They appreciated women via optimization of the clinic, ensuring availability of **24/7** primary healthcare services in the deepest rural part of the country.



### Deliverables:

- Establish a network of **200** self-employed female healthcare providers and **200** female community health workers by building their capacity to offer reproductive health, maternal health, and family planning services in the underserved areas
- Create self-income generation for trained, but currently unemployed female mid-level health services providers, such as **Community Midwives (CMWs)** and **Lady Health Visitors (LHVs)** by establishing **170** one-room clinics (**110** in Punjab and **60** in KP) and 30 portable container clinics (**20** in Punjab and **10** in KP) while contributing towards economic development of the country
- Strengthen public-private partnership through working in close collaboration with the Department of Health in Punjab and KP



Greenstar team meeting with Dr. Bilal Ahmed, CEO of Health, Faisalabad



Project implementation team at Multan



Briefing on Women empowerment project to Secretary Health-KPK and staff of DOH-KPK whereas highlighting challenges of the field as well



KFW team along with Greenstar KPK team members



KPK government officials, KFW and Greenstar teams for the way forward of the project and meeting at the office of Greenstar at DOH

# Expanding Healthcare Opportunities

## Ensuring maternal & child health to deep rural areas in FATA

Collaborating with KFW, Greenstar aims to carry out social empowerment of women (SEW) in healthcare to make their own informed choices about health. The project serves to turn unemployed female healthcare providers such as Doctors, Lady Health Visitors (LHVs), and community youth into self-entrepreneurs. This is especially to be done in deep rural areas to improve access to and ensure provision and quality of Reproductive Health (RH), Maternal & Child Health (MCH) services to the community. Increasing awareness of the community about the available health and family planning services and regulate the unregulated services and data of private sector into the mainstream of departments of health thus promote Public-Private Partnership (PPP).



The project covers 4 districts - (Swabi, Mardan, Mohmand, Bajaur), and 2 divisions (Malakand, and Hazara) in KP. This was done with the support of the District Health Management offices of the Department of Health (DOH). A total of 90 providers have been mapped and assessed on the Greenstar designed assessment tool. Moreover, architectural drawings of clinics with Bill of Quantities (BOQ's) first draft have been submitted to Worldwide Consultants (GOPA).

### Deliverables:

- Establishment of clinics (Refurbishment/Construction and Equipping) with **60 one-room clinics** and **10 portable container clinics**
- Training of **70 providers** and **70 Sitara bajis** on family planning/ reproductive health/ mother & child health/ counselling/ business entrepreneurship
- Continued supportive supervision through Greenstar quality assurance teams
- Increase awareness of the community through community /muhallah meetings



Sabz Sitara community health educators providing information on maternal and child health



Information on essential and new born care to KP women

## Problem Statement

In 2002, Pakistani women experienced about 2.4 million unintended pregnancies; nearly 900,000 of these pregnancies were terminated by induced abortions. This amounts to 29 abortions per 1,000 women of reproductive age. Of every 100 pregnancies, 14 ended in induced abortion.\*



One day training of project “Ba Ikhtiyaar Sitara, Sehat Mand Muashira” with Sitara Bajis on V-CAT

Lyari is a densely populated area with diverse cultures and religions in a single town. Like other low socio-economic urban areas of Karachi, the young girls and women in Lyari experience difficulties in accessing self-care solutions especially the safe abortion care. These clients are usually overcharged, judged, blackmailed and provided poor quality services leading them towards adverse health-related complications. It affects health of women through discouraging follow-up care, compromising safety, respect, privacy, and potentially resorting to unsafe methods that put both mother and child at risk.

### Creating impact by delivering self-care to women and younger girls at their doorstep

For this initiative, Greenstar collaborated with a Canadian developmental partner, further expanded on the tried and tested model of social mobilization. Greenstar developed Community Worker (Sitara Baji) Houses. A designated confined home based solution for women and young girls seeking information and care in privacy and confidentiality.

Sitara Bajis are trained to deliver a holistic self-care package. They give counselling and refer clients to nearby service providers for the provision of quality services.

The social mobilization strategy has been applied as a way to improve women’s sexual and reproductive health, family planning, post abortion care and self-care needs and to foster demand generation in communities. This necessitates Sitara Bajis to conduct door-to-door visits, neighbourhood meetings and invite girls and women at their Sitara Houses to share information regarding contraceptive choices, availability of family planning products, post-abortion care, self breast examination techniques, early diagnosis of women related cancers and menstrual hygiene. These Sitara Bajis, however, offer basic screening services at their Sitara Houses including checking blood pressure, blood sugar, weight and height, HB levels and pregnancy testing. They do regular follow-ups and ensure after-care support to clients.

Additionally, a telehealth model has been set up in Sitara Houses that connects clients with expert doctors through video-based consultation. The specialties include gynecologists, pediatricians, psychologists, and dermatologists. Greenstar has also built social entrepreneurship model that empowers Sitara Bajis with financial sustainability and social empowerment.



Training of Sitara Bajis on baseline survey



Self-care training of Sitara Bajis



Sitara Bajis appreciated activities and role plays which gave them clarity and confidence to conduct field activities in District Lyari



Social entrepreneurship training of Sitara Bajis



Training of Sitara Bajis on IPC

\* Source: <https://www.guttmacher.org/report/abortion-pakistan>

# Problem Statement

The current Health Sector Strategy of Khyber Pakhtunkhwa identifies many weaknesses and challenges, including poor access to and utilization of health services, low quality and effectiveness of care, limited managerial capacity and weak accountability at all levels, systematic underfunding of the public health system, inefficient and inequitable resource allocation, low financial protection, and fragmented and discontinued reform initiatives.\*



Contributing to maternal and child health

## Increasing access and quality of maternal and newborn child health (MNCH) & family planning (FP) services through a self-sustained health ecosystem

Greenstar works with the Palladium Group to improve community-based access to FP and MNCH services based on the gaps and weaknesses identified in the client-centered **quality of care**, **referral system**, and **health information system**. The proposed solution to tackle the problem is strengthening the health delivery system through a women-centric ecosystem in targeted communities. Moreover, capacity building of public and private sectors providers on family planning - both basic and advanced, alongside training of Sabz Sitara providers on **communication** and **counselling** will be conducted to ensure smooth progress and flow of the project. The project is to be carried out within **District Buner, Khyber Pakhtunkhwa**.

### Deliverables:



## Improving healthcare systems in Upper Dir

Strengthening healthcare systems of Department of Health (DOH) & Population Welfare Department (PWD) in District Upper Dir of KPK to make quality health services accessible, thus ensure decline in maternal mortality & morbidity in the region. The project focuses on improving quality health facilities related to family planning & MNCH by joint efforts of DOH & PWD representatives. Capacity building of healthcare providers and district officials will also be extended. This program will deal with identification & improvement of gaps in data management system, linking government data reporting system with private HCPs, training of public & private HCPs on FP & MNCH, hence ensuring quality health services through dynamic Quality Assurance system.



A joint initiative of Greenstar and Palladium Group for improvement of FP and MNCH services in Buner & Upper Dir

\* Source: Khyber Pakhtunkhwa Health Sector Strategy 2018 – 2025

## Problem Statement

An estimated 64% of Pakistan's population is under 30. Meeting the family planning needs of this large youth population is critical if Pakistan is to achieve its family planning goals. Unfortunately, young people face considerable barriers to accessing and using family planning methods.

Greenstar, in collaboration with Punjab Population Innovation Fund - PPIF, launches a new project titled "**Khud Ko Pehchaano**," which is to be carried out in **30** public and private universities in **Punjab**, with **600** master trainers and a target number of **12,000** beneficiaries. The project serves to empower beneficiaries about their **sexual** and **reproductive health** and **rights**, premarital counselling, awareness of family planning and modern **contraceptives**, and elucidation on **gender-based violence**. This serves to make informed choices about sexual and reproductive health and rights (SRHR), family planning (FP) commodities more accessible in the community and empower decision-making ability among the target audience, which ultimately contributes towards the achievement of SDGs to eliminate **AIDS**, **maternal mortality**, and **gender-based violence**.

Since June 2022, the program has been in development. The program team has created a list of 30 universities, and pre-sensitization sessions have already started. Till December 2022, we have covered **27** universities and trained **558** teachers. Greenstar is honored to take on board influential personalities like **Mrs. Moneeza Hashmi** (daughter of Faiz Ahmed Faiz) who is supporting Greenstar in establishing contacts with universities and reaching them out. The implementation of this program is scheduled from September onwards.



Punjab Population  
Innovation Fund



Greenstar team with the Vice Chancellor of Health Services Academy, Professor Dr. Shahzad Ali Khan



Public-private sector meeting with the PPIF team and DPWO of Rawalpindi Shireen Sukhan



Dr. Rana Malik, Head of the Department of Gender Studies at the University of Punjab



Discussion with Aamna Akhshid, General Manager and Ali Imran, Head of Program, PPIF



Professor Javed Akram, a former vice chancellor of the University of Health Sciences, is seen on the left, and Dr. Tazeem, the project's main figure, is present on the right



Greenstar welcomes Mrs. Moneeza Hashmi as our Board of Director

# Youth engagement in Communities

## Addressing demand-side barriers for family planning uptake in Okara and Sargodha, Punjab

An important barrier to adopting family planning methods is lack of male involvement and women’s lack of awareness of the health risks engendered by the rapid succession of pregnancies. Greenstar proposed a redesign of the current community-based Social & Behavior Change Communication model utilizing male and female community educators (Sitara Bajis and Sattar Bhais) that are in line with PPIF’s aim to reduce the proportion and number of women with unmet needs for Family Planning, particularly that falling in the age group of 15-29 years.

The proposed interventions - titled **Bahami Mushawarat, Behtar Sehat** (Okara), and **Khushhali Ke Dastak** (Sargodha) - are addressing demand-side barriers for family planning uptake, namely limited information and fear of side effects. As a result of these interventions, fertility rate will reduce using correct and complete information about Family Planning methods, addressing myths and misconceptions using Social & Behavior Change Communication tools like Edutainment, Individual and Group sessions with targeted communities, and providing a back-up support through 24/7 POOCHO Helpline. This includes creating a community-based sustainable youth friendly ecosystem. This ecosystem will comprise of **Sitara Houses (youth-friendly space), Sabz Sitara clinics/public healthcare facilities, chemists, and FMCG retailers (kiriyana/general store).**



Social Mobilizers are engaged with young MWRAs of community



neighbourhood meeting about family planning by Sitara Bajis





# Problem Statement

Diarrhoea remains one of the leading public health issues in Pakistan and is a major contributor to morbidity and mortality in children under five years of age. Each year, approximately 53,000 children die from diarrhoea. These deaths can be prevented by simple interventions at the household level, if all children suffering from diarrhoea receive timely and appropriate treatment. PDHS (2017-2018) revealed 19% prevalence of diarrhoea; of these 41% received ORS and only 8% of children received the recommended treatment of zinc and LO-ORS.\*

## Institutionalization of Zinc and Low Osmolarity ORS Intervention in Private Health Sector for the Treatment of Diarrhoea in children under 5 years

Greenstar aims to contribute towards reducing child mortality due to diarrhoea by promoting combination therapy of zinc and low osmolarity ORS as first line treatment for diarrhoea in children under 5 years. During this 18-months intervention, Greenstar has trained **3,085** Sabz Sitara healthcare providers on diarrhoea management through zinc and low osmolarity ORS. More than **700,000** diarrhoea cases in children under 5-year age have been treated in selected areas of Sindh, Punjab, and Khyber Pakhtunkhwa with this regimen.

## Contributed towards reducing the child mortality due to diarrhoea in Pakistan



A network of

**50** Master trainers | **350** Sitara bajis

and **3,085** Service providers

**700,000+** Diarrhoea cases successfully treated

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



Neighbourhood meeting for diarrhoea awareness



Diarrhoea treatment at Sabz Sitara Family Health Centre



Door to door meeting for information on diarrhoea treatment

\* Source: Pakistan Demographic and Health Survey 2017-18. Islamabad, Pakistan, and Rockville, Maryland, USA: NIPS and ICF.



Roll out meetings conducted on the implementation of Zinc and LO-ORS



Healthcare providers receiving certification for training on diarrhoea management and treatment



Information care counselling on diarrhoea management



A meeting was held to discuss the implementation of Zinc and LO-ORS as treatment regime



Counselling with client on diarrhoea management



Training of master trainers on management of diarrhoea through Zinc and LO-ORS in children under 5 years

# Problem Statement

The National Nutrition Survey (NNS) 2018 confirms that macro and micronutrient deficiencies are alarming in women of reproductive age – 14.4 percent were underweight, and there is a very high prevalence (41.7 percent) of anemia. The high rates of undernutrition and micronutrient deficiencies among women of reproductive age indicate a vicious cycle of malnutrition in the country. Maternal undernutrition is a treatable widespread problem in many low and middle-income countries such as Pakistan. It has devastating consequences on maternal and infant health resulting in substantial loss of productivity and human capital. In light of this, Greenstar Social Marketing in partnership with Bill and Melinda Gates Foundation (BMGF) has funded efficacy testing of WELLMA, a Balanced Energy Protein (BEP) for Pregnant and Lactating Women (PLW).

BILL & MELINDA  
GATES foundation

## Balanced Energy Protein (BEP) for malnourished women during the pregnancy and lactation period (PLW) to improve nutrition outcomes

The supplement serves to improve maternal health and pregnancy outcomes. Greenstar's business strategy is to institutionalize and commercialize BEP supplements through four channels (Greenstar healthcare providers, healthcare practitioners, social mobilization, and chemists) within the urban market in selected districts - **Rawalpindi** and **Korangi**.



### Progress update till December 2022:

A population of

**240,000**

has been covered by Sitara bajis

**9,600**

PLWs have been registered

More than

**61%**

have been converted to Wellma users

A total of

**76,270**

sachets have been sold till December 2022



Pregnant and lactating women registration is being done by Sitara Baji



Launch Ceremony at Greenstar Head Office



Balanced Energy Protein (BEP) sachet distribution



Roll out meeting regarding the implementation and distribution of BEP

## Continued Medical Education (CME) on “Women wellness during pregnancy and lactation”

Greenstar has been working on nutrient-specific intervention trials to show that changes in maternal nutrition can and do result in positive health benefits.

With its initiative Wellma, Greenstar is pleased to introduce a Balanced Energy Protein (BEP) for expecting and nursing mothers. Nutritional needs rise during pregnancy and lactation to maintain maternal metabolism and the development of tissues essential for reproduction as well as for fetal and newborn growth and development. Our nationwide plan for health promotion and disease prevention defines quantifiable goals for child and mother nutrition improvement. The health of mothers and their newborns is our top priority.



Training session on pregnant and lactating mothers (Wellma)



CME session conducted on maternal and child nutrition



Group photo of Greenstar team with service providers



CEO Greenstar conducting training session on maternal malnutrition and how Wellma contributes to improve nutritional deficiencies of PLWs of Pakistan



Round table discussion with Greenstar healthcare providers



Visit at a provider's clinic by donor team members and Wellma team of Greenstar



Refresher training session for healthcare providers on Wellma



Training session about the need of better nutritional requirements for pregnant and breastfeeding mothers

# Increasing Access to and Use of Safe Post-Abortion Care and Long-Term Methods (LTM) of Family Planning

## Problem Statement

According to the World Bank, more than **70** percent of people in Pakistan reach the private sector for their health needs. Thus, ensuring access to trained providers and quality products for more than **2.2 million** abortions each year remains a challenge\*.

## Impact

Greenstar has been delivering High-quality **Post-Abortion Care (PAC)** and **Family Planning (FP)** services for the past **13** years through a network of more than **2,300** social franchise providers. Moreover, Greenstar has begun to shift and incorporate more intentionally sustainable ways of working to ensure long-lasting access to post-abortion care services in Pakistan. These interventions are aimed to reduce the burden on healthcare system and promote quality of care to women and young girls across Pakistan.

KEY PERFORMANCE INDICATORS	ACHIEVEMENTS UNTIL JULY 2022
Increasing access to Long Term Family Planning: Sales of Intrauterine Contraceptive Device (IUCD)	<b>34,293</b>
IUCD Insertions	<b>33,906</b>
Postpartum IUCD Services	<b>4,855</b>
Sales of Misoprostol	<b>71,507</b>
Ensuring quality post-abortion services, manual vacuum aspiration services	<b>33,616</b>
FP method within 24 hours of abortion	<b>30,479</b>
Long term FP method within 7 days of abortion	<b>4,105</b>



Clinical and class room training of service providers explaining them about improving the quality of post abortion care services

\* Sources: <https://www.globalhealthlearning.org/course/postabortion-care-pac>

## Training service providers as “Social Entrepreneurs”

Social entrepreneurship has been one of Greenstar’s well known efforts to provide its network of service providers and community mobilizers with pathways to their financial sustainability and social empowerment. Greenstar conducts regular social entrepreneurship training to equip participants with basic business and technical skills that help them grow their business and run their clinics. This effort is aimed to support healthcare practitioners in sustaining and thus, continue serving communities with quality services.

## Reaching masses with Greenstar’s message of a “Happier and Healthier Pakistan”

Greenstar releases corporate documentaries to project Greenstar’s legacy of serving the underserved for the last three decades in communities. Greenstar will continue playing its role to provide essential health-related services to the people of Pakistan including reproductive health, family planning, post-abortion care, mother & child health, self-care, nutrition, Tuberculosis, and HIV. Working through social marketing, social franchise, social mobilization, and portable health container clinic (PHCC) approaches, Greenstar engages its network of Service Providers, Sitara Bajis, Sattar Bhais, Hakeems, Homeopaths, & Chemists to improve Maternal & Child Health (MCH).



Healthy mother means happy family








**Empowering healthcare providers with business acumen through social entrepreneurship training**

### AN INNOVATIVE WAY OF MAKING “SERVICE DELIVERY QUALITY” SELF-SUSTAINING

**Background**

Greenstar Social Marketing is one of Pakistan’s largest social franchising organizations working on family planning and maternal health services. The organization has 25 years of success with major initiatives spearheaded at local and international levels. The organization provides quality assurance assistance, healthcare services, and affordable/viable family planning services, especially to the underserved men and women (young and adults) in rural, urban, and the most remote areas of Pakistan. These services are provided through more than 7,000 trained women healthcare providers located in multiple clinics (franchises) while adhering to the quality standards defined by Greenstar. The healthcare providers are given supplies, training, knowledge, information, channelizing, and quality assurance assistance, all of which are funded by major international donor organizations and Government of Pakistan. However, in 2017, an evaluation report shared that many healthcare providers lack the business acumen and societal support to run financially sustainable businesses and need training and access to multiple technical and financial resources to ensure investing in the sustainability, quality, and expansion of healthcare services.

**Program’s Aim**

Greenstar Social Marketing engaged health care providers through Social Entrepreneurship training. Greenstar initiated this program to develop the concept of equipping Greenstar franchise providers with business and profit-making skills as an equal priority to social good and to bring self-sustainability and empowerment for Greenstar social franchise providers.

**Methodology**

- Greenstar selected service providers received five-day business training on entrepreneurial skills and business planning
- Monitored progress and impact of skills set building during the activity
- Impact was taken through Baseline and Endline activity conducted by Monitoring & Evaluation (M&E) in collaboration with program team to ensure the compliance of SE criteria



**CONVERTING SERVICE PROVIDERS INTO “SOCIAL ENTREPRENEURS”**





Participants are engaged in experiential learning through different activities for a better understanding of SE modules

**Training Modules**

- ✓ Business Planning
- ✓ Funding of Business
- ✓ Managing Finances & Monitoring of Progress
- ✓ Marketing of Services
- ✓ Quality of Services and Business Growth
- ✓ Leveraging Partnerships
- ✓ Communication Skills
- ✓ Personal Grooming
- ✓ Branding of Clinics


**415** healthcare providers have been trained all over Pakistan. Cities include Karachi, Lahore, Islamabad, Peshawar, Okara, Pakpattan, Gujranwala, Multan, Faisalabad, Abbottabad.




Group photo of service providers with Trainer Dr. Ayesha after completing social entrepreneurship training

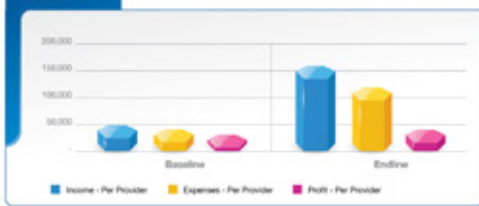
### CREATED IMPACT THROUGH SOCIAL ENTREPRENEURSHIP

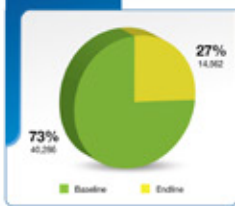
**Average Number of Client Per Day - Per Provider**



**Average Number of FP Clients Per Day - Per Provider**








**Knowledge Management**

- Provider entrepreneurship programs assist healthcare providers in understanding and adapting traditional small-scale marketing practices
- Impact shows positive trend in creating to serve family planning clients, developing a positive correlation between a provider’s social economic well-being and uptake of FP services along with the positive trend in revenue generation, expense management, and record keeping practices
- Enhancing their ability to improve their economic well-being and personal dignity through opportunity

**A success story!**

One of Greenstar’s healthcare providers Kashifa Salman from Lahore, attended social entrepreneurship training. She is associated with Greenstar Social Marketing for last nine years. During a conversation with her, she mentioned specific challenges she faced before she participated in Social Entrepreneurship training. One of the major factors includes location and accessibility. She faced a problem in client reach as her clinic locates in a congested area. Hygiene at work was another issue that caused hindrance in having clients. Social entrepreneurship training by Greenstar was a turning point in her professional career. With an ambition to empower communities through its vast network of service providers across Pakistan, Greenstar is on the go to equip them with essential business rules. Under this program, service providers are trained on client management retention and enhancement, financial management, inventory management, quality assurance and marketing of their skills, and marketing of their place of practice. She brought this learning into practice. Today, it gave us a transformational story. She shifted her clinic to the main road in a marketplace where patients can now reach easily, and it’s very convenient for others to visit her. The clinic complies with basic hygiene protocols, OPD and delivery rooms are separate. She ensures client confidentiality and privacy and attends to each patient with full attention. She follows personal grooming with proper dress code wearing a lab coat.

“I want to say thanks to Greenstar, who arranged social entrepreneurship training. They keep a close follow-up after completing the program to check if we need any further guidance. I have learned many things which I did not know earlier. It brought me clients, revenue, and a good reputation. Today, I find myself and my work better than ever before.”



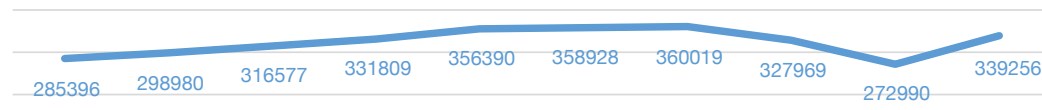
# Problem Statement

Pakistan falls at number five among the Global disease burden countries for Tuberculosis. There is an estimated incidence of 264 and prevalence ratio of 347 cases per 100,000 individuals. More than 611,000 cases occur every year, while approximately 48,000 people die annually with this infectious disease. In addition, 36,000 cases of MDR TB are reported each year, whereas program hardly reach around 10%.

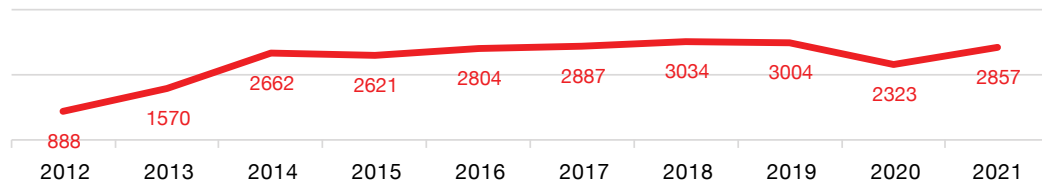
## Current TB situation in Pakistan, Role of PPM (Public Private Mix) & Contribution of Greenstar

An estimated number of around 611,000 cases of Drug Sensitive TB (DS TB) and around 36,000 Drug Resistant TB (DR TB) cases are seen in Pakistan. We are still facing huge burden of the missed cases of around 45% in DS TB and around 91% in DR TB. This is despite the fact that TB is a treatable disease even with the free support of drugs and diagnostics across the country in both public and private sectors. COVID-19 crisis has severely damaged the efforts to control TB in 2020 but the program has substantially recovered in 2021 and now exceeding pre-COVID achievements this year 2022.

DS TB Cases Notification



DR TB Cases Notification



### Key Interventions Include:

- Trained GPs network
- Active case finding through chest camps
- Trainings at Tertiary Care Private Hospitals including counselling of registered cases and families.
- TB contacts tracing
- Modern diagnostic support of Gene Expert, digital & mobile/portable X-Ray machines.
- Sputum transport mechanism to diagnostic facilities.
- Follow-up with Pharmacies.



Active case finding chest camp, District Ghotki, Sindh



National TB Guidelines – training of general physicians, Lahore



Public Private Mix (PPM) is now contributing around 47% in the national data as per Third Quarter (Q3) of 2022. Greenstar is a key player in private sector with contribution of enrolling almost 18,000 TB cases of all types i.e. 43% which accounts for almost 18-20% of the national data.



Active case finding chest camp, Goth Shah Mohammad, District Bahawalpur

# Problem Statement

Pakistan is the fifth most populous country in the world with a population growing at 2.4% annually. Despite considerable political will, including a national commitment that was endorsed by the President to raise contraceptive prevalence rate (CPR) to 50% by 2025, it has stagnated around 30-35%.

## Facilitating Improvement in Contraceptive Prevalence Rate (CPR)

Greenstar continues its commitment to meeting the country's family planning (FP) needs and improving the Contraceptive Prevalence Rate (CPR) through means of "Delivering Accelerated Family Planning in Pakistan," also known as DAFPAK.



DAFPAK is funded by the Foreign Commonwealth & Development Office (FCDO) in collaboration with Population Services International (PSI). Its original duration was 49 months (December 2017 to December 2021), but it has been extended until February 2024. It was initially implemented in 54 districts of Pakistan from Sindh, Punjab & KPK provinces, but for the extended period its domain of operations was reduced to 4 districts of Punjab province. This is done through social marketing on multiple channels like pharmacies, fast-moving consumer goods (FMCGs) stores, and private family planning service providers.

With sustained promotion and advocacy, the program has strengthened family planning products and services utilization at community level populations along with enabling collaborations with federal, provincial, and district government representatives to formulate stronger public-private networks for family planning accessibility and convenience.

DESCRIPTION OF DELIVERABLES	PTD ACH SEP-2022
Generated CYP	2,822,814
Total FP Users	2,307,695
Additional SM Outlets	20,666
HEALTH IMPACT DELIVERABLES	
Maternal Deaths Averted	544
Unintended Pregnancies Averted	612,328
Unsafe Abortions Averted	186,603
DALYS Averted	556,212



Behavior change communication in communities on contraceptives and healthy birth spacing

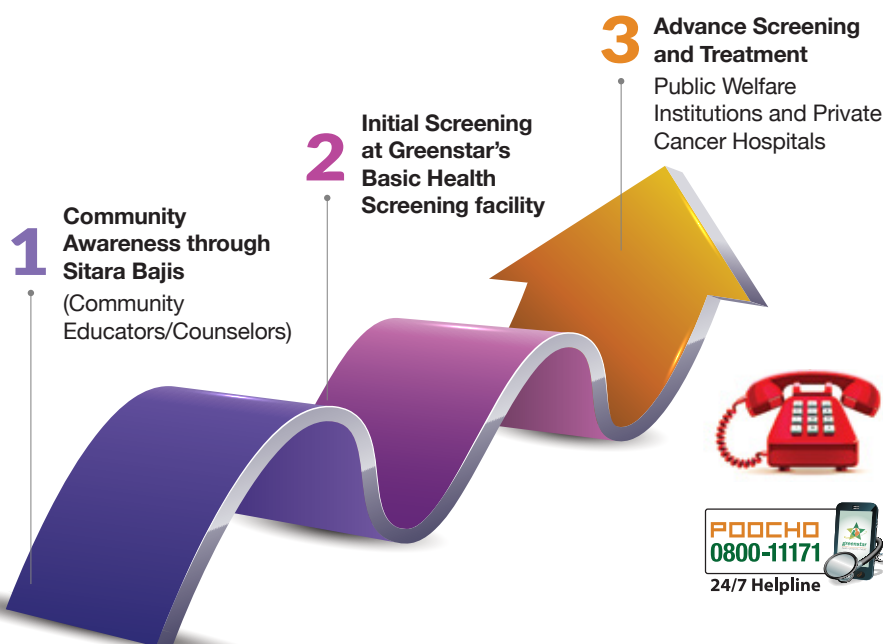


# Problem Statement

Pakistan has the highest rate of breast cancer in Asia, and trends suggest that this is likely to increase unless more is done to remove barriers to early screening. According to the World Health Organization (WHO), nearly 26,000 new breast cancer cases were diagnosed in Pakistan, and over 13,500 women died of the disease, in 2020. Many women in Pakistan are reluctant to get screened early for breast cancer because of social taboos about female bodies. By the time cancers are diagnosed, it is often too late.\*

## Improving access to early diagnosis & referrals of women-related cancers in Pakistan

Women-related cancers such as **Ovarian**, **Breast**, and **Cervical Cancers** are the most common in Pakistan and are rated in the list of top **five** cancers in women in the country. Key contributing factors include lack of information and lack of affordability. Greenstar tackles these barriers through the community educators/counselors “**Sitara Bajis.**” Their household visits not only generate data on the disease area but also serve to educate women and identify those with low/ high risk factors for any of these cancers and motivate them for further **Screening** and **Diagnosis** by referring them to a nearby Greenstar Family Health Centers at Karachi (Safoora Goth) and Lahore. From there Greenstar staff will refer them for advanced diagnostics and treatment if needed.



### Integrating Helpline

- A call center agent will ensure follow up with clients (after their consent) and hospital to maintain the patient's history log (doctor visits, chemotherapy, surgery, radiotherapy.)
- Responds to client's calls for information related to ovarian, breast and cervical cancer
- Refer clients to Greenstar's facilities/service provider clinics for initial screening and refer for advance treatment

\* Source: Globocan 2020

## Following activities are conducted by Greenstar Social Marketing

### Self-Care Awareness Sessions

Greenstar conducted self-care session in various institutions and healthcare centers including Happy Home School campuses in Karachi, DUHS Ojha Campus, Shaheed Zulfiqar Ali Bhutto University of Law, Midciti Hospital and Greenstar regional offices. Also CMEs are conducted in Faisalabad and Okara. These sessions are attended by students, support staff and health care providers.

### Self-Care Clinics

- Greenstar in collaboration with Roche Pakistan has developed screening clinics in Lahore and Karachi.
- **2 screening clinics** of Greenstar are in inception phase, **20 service providers** along with **10 community mobilizers** are trained on breast, cervical and ovarian cancers to promote early screening and develop referrals.

### Service providers engagement through field visits

- Greenstar quality team visited and engaged **200 service providers** and trained them on self-breast examination.

### Self-care awareness in Lyari through Sitara Bajjis

- Sitara Bajjis in Lyari project conducted neighbourhood meetings with women and young girls in Lyari
- They have shared information about self-care including breast, ovarian & cervical cancers, post abortion care, menstrual hygiene, personal grooming & hygiene, self breast examination techniques as well as diarrhea management for children under 5 years of age within Lyari community.
- To provide self-care awareness, **10 Sitara Bajjis** during October conducted **22 NHMs** and trained around **200 women** in the community

### Greenstar's contribution in communities through Breast Cancer Awareness Drive across Pakistan – Press Conference

- Greenstar organized a press conference on 18th October at Karachi Press Club to engage media and informed them about Greenstar's contribution on breast cancer awareness in Pakistan
- **Dr. Syed Azizur Rab** (CEO Greenstar), **Sheema Kermani** (Performing Theater Artist) and **Misbah Khalid** (Producer/Social Activist) were the panelists for the press meet
- Around 15 media persons have attended the press conference with 4 TV channels and 7 newspapers have given the coverage

### Social Media Engagement

Greenstar engaged specialists and KOLs through webinars and social media activities to create awareness about breast cancer in communities.

- Webinar conducted with Dr. Naila Zahid (Head of Oncology, Liaquat National Hospital)
- Greenstar also arranged a webinar with country's top surgeons and oncologists along with representatives from national and provincial assemblies. The webinar was chaired by Begum Samina Arif Alvi. List of panelists included:
  1. **Dr. Syed Azizur Rab**, CEO, Greenstar Social Marketing
  2. **Dr. Rufina Soomro**, Surgeon
  3. **Dr. Mah Munir Khan**, Surgeon/oncologist
  4. **Ms. Aisha Bano**, Member of the Provincial Assembly, Khyber Pakhtunkhwa
  5. **Dr. Shazia Sobia Aslam Soomro**, Parliamentary Secretary Health
  6. **Begum Mrs. Samina Arif Alvi**
- These webinars were streamed live on Greenstar Social Marketing Facebook page and were cross shared on different platforms including Sabz Sitara Facebook page, Greenstar Twitter account and through the moderator Nusrat Haris's FB page. Around 2500 followers have viewed the webinars.

# Awareness for early detection of Breast Cancer & promoting self examination to reduce morbidity & mortality in women of Pakistan



Greenstar social marketing has a history of 30+ years of excellence for serving the underserved through Family Planning & Family Health Solutions in Pakistan. Greenstar has a rich portfolio of services for communities including Family Planning, Mother & Child Health, TB & HIV/AIDS and Nutrition. Also, since past few years a holistic approach including self-care model is adapted to create awareness about breast cancer in communities. Since Pakistan is among the countries with highest reported cases of breast cancer in Asia and month of October is breast cancer awareness month, Greenstar social marketing has played its part by conducting activities in communities and social media to create awareness about the disease and also promoted self-breast examination and significance of early detection.



Self-care sessions held at regional offices of Greenstar



Capacity building session for healthcare providers on breast cancer, cervical cancer & ovarian cancer in collaboration with Roche Pakistan



Breast cancer awareness drive press conference at Karachi Press Club



Self-care session for Greenstar providers at Faisalabad



Self-care session for Greenstar healthcare providers

# Greenstar 24/7 POOCHO Helpline

POOCHO Helpline has answered

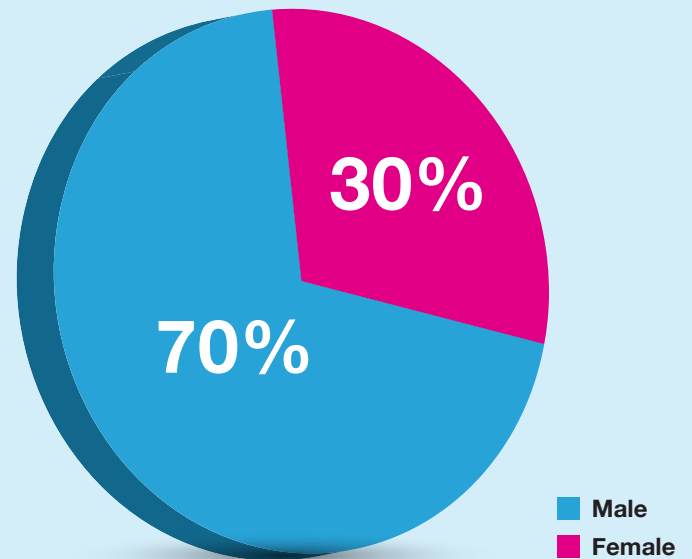
**246,254** calls from Jan. 2015 to Oct. 2022

**10,851** queries were handled by the trained representatives

**4,126** clients listened family planning recorded messages.

**5,957** robocalls about family planning

## Jan to Oct 2022 - Caller's Ratio



**Khairkhwah** is a Family Planning (FP) based Behavior Change Communication (BCC) campaign which was carried out by the support of Foreign, Commonwealth and Development Office (FCDO) formerly known as DFID.

Source of Referrals	Jan-Oct 2022	Percentage
Khairkhwah - Social Media (FB, Twitter, Instagram)	745	79%
Khairkhwah - TV	79	8%
Khairkhwah - YouTube - Digital Media	59	6%
Khairkhwah - SMS	22	2%
Khairkhwah - Radio	19	2%
Khairkhwah - Community Outreach activity	16	2%
<b>Grand Total</b>	<b>940</b>	<b>100%</b>



Trained representatives of POOCHO helpline

# Capacity building of Greenstar service providers through Social Franchise

## Self-care camps

Self-care camps were conducted at Greenstar social franchise clinics, engaging healthcare providers and communities by promoting family planning and reproductive health services.

Awareness of screening and early detection of breast cancer and preventing child mortality due to diarrhea by **Zinc** and **LO-ORS** were also components of these community engagements.

**79** Family Health Centers are established across Pakistan

**917** Service Delivery Centers are established across Pakistan

**39** Sitara Houses are established across Pakistan



A group photo of youth engagement of AKU students with Dr. S. A. Rab (CEO Greenstar)

## Community engagement on sensitization of post-abortion care in Kharadar

Greenstar continues to work and advocate for improving sexual and reproductive health of women. In **District South Karachi**, community engagement on sensitization of post-abortion care was carried out in Kharadar. The event included a discussion on population scenarios, maternal mortality, and post-abortion care as well as a briefing on Greenstar's product portfolio for ensuring easy access by the community to contraceptive products.



Community engagement on post-abortion care at Kharadar

## Health camp and youth engagement through boxing match in Lyari

Greenstar celebrated **14th August** not only for the sake of Independence Day of the country but also to promote young talent serving as a future of thriving Pakistan, particularly focusing health and well-being of youth. In this context, Greenstar organized a healthcare camp at Lyari where affordable healthcare services were provided to the community. The camp also shared information on sexual and reproductive health for the benefit of women and children.

Moreover, a boxing match "**Jashan e Azadi Girls Boxing Event 2022**" between the resident young girls was organized by Karachi District Boxing Association and supported by Greenstar.

Greenstar facilitates women and youth empowerment by providing different opportunities for them to explore themselves. The event was attended by **Mr. M. Asghar Baloch** (Senior Vice President of Pakistan Boxing Federation), **Mr. M. Sadiq Achakzai** (President Balochistan Boxing Association), **Syed Hafeez Agha** (General Secretary BBA), **Molvi Ishaq Hajiz** (Vice President BBA), **Mr. Abid Hussain Brohi** (Senior Vice President SBA), **Mr. Naseem Ahmed** (Sports Coordinator KDA), **Mr. Abdur Razak** (General Secretary SBA), **Mr. A. Hameed** (Vice President Sindh Karate Association) and others at **Lyari Project Boxing Club**, Molvi Usman Park Lyari South. Greenstar promotes youth initiatives focusing on health and well-being. Government dignitaries expressed their appreciation through their presence in the event and acknowledged Greenstar's efforts in communities for youth empowerment.



Dr. Kiran Asif (Head of Technical Unit) conducting free of cost health camp



Boxing event at Lyari on 14th August, 2022

# Greenstar's new product launch



Greenstar has launched an Iron Sucrose Complex **“Feravi.”** This will serve to act as **1st Line therapy for Iron Deficiency Anemia during Pregnancy and Postpartum Hemorrhage (PPH).** Feravi plays an important role in the maintenance of hemoglobin in blood, which in turn, reduces the need for blood transfusion and minimizes the risk of infection like Hepatitis and Human Immunodeficiency Virus (HIV).



Dr. S. A. Rab (CEO) addressing the Greenstar team on Feravi launch



Dr. Sana Durvesh (Head of Social Franchise) giving product description on Feravi



Area manager during Q/A session

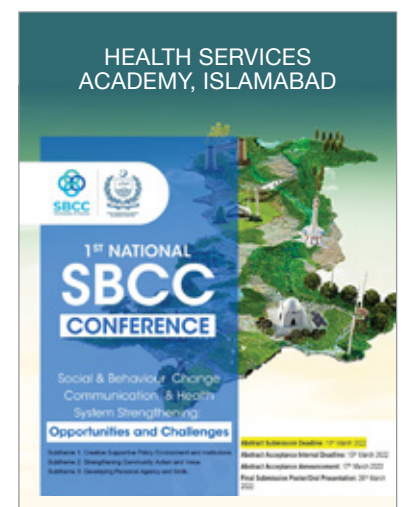


## Participation in 1st National Social & Behavior Change Communication (SBCC) Conference

Greenstar participated in the 1st National SBCC conference held at Health Services Academy, Islamabad. This was organized jointly by **Pathfinder, HSA, and BMGF.** Other participants of the event include **HANDS, USAID, NCMNH, Jhpiego, JSI, PPIF, Dkt, Rahnuma FPAP, Ipas, Aahung, RDS** and **CCP.**

Greenstar presented the impact of self-care initiatives on uptake of contraceptive services in Greenstar social franchise clinics. The study reflected the Greenstar's initiative of incorporating self-care services in Greenstar social franchise clinics and its positive impact on the uptake of contraceptive services highlighting the need of imparting a holistic healthcare model for women in communities.

Attendants were representatives from the Departments of Health and Population Welfare of all **04** provinces & **AJK, CIP Sindh, FCDO, UNFPA, Riz Consultants, UNICEF, Academia, PSI, M&C Saatchi, MSS,** and other NGOs, INGOs, donors, and public health specialists.



# Promoting health initiatives

## LUMS live session 118 – youth as partners

The LUMS live session 118, which is held in perspective of International Youth Day 2022, includes speakers from the academic, Philanthropic, and social entrepreneurial fields. Starting an essential discussion about family planning, climate change, and social mobility under the theme of "Intergenerational Solidarity." The event, which was organized in conjunction with the Center for Business and Society (CBS), was moderated by lawyer and founder of the Charity Doings Foundation Mr. Altamush Saeed. He was joined by Dr. Asghar Zaidi, (Vice Chancellor Government College University), Dr. Syed Azizur Rab (CEO, Greenstar Social Marketing), Aiman Haroon (Manager Communications Greenstar Social Marketing), Habib Akram (Senior Journalist), Muhammad Sarim Raza (Social Entrepreneur and Founder), Sophia Farooqui (President LUMS Environmental Action Forum Society), and Huzaifa Mirza (Founder Kaavish Foundation).



## Serving in more ways than one – Dr. Zainab Malik

Dr. Zainab Malik is a FCPS certified doctor who works to educate clients on family planning methods in the community. She is a Consultant Gynecologist, Obstetrician, and Intrauterine Insemination (IUI) expert at Zainab Subfertility Clinic, Bahawalpur. Alongside her practice, Doctor Zainab Malik runs an active blog on maternal and child healthcare as another means to interact and educate the masses. Upon our conversation with her about the objectives of this blog, Zainab said “I am using my influence as a young person to help my fellow youth knowing their choices and be independent in making the right decisions about their health.”



### Dr. Zainab Malik (MBBS, FCPS) is a healthcare provider at Greenstar from Bahawalpur District, Punjab

She advocates the transformation of people's lives by helping them unravel their own stories, find the precursors to their health, and understand their unique bio-individuality. She does this to improve physical, mental, emotional, and spiritual health and the wellbeing of women in her community. Being a healthcare provider, she basically counsels patients on improving family planning, birth spacing and preventing unintended pregnancies. She has been associated with Greenstar Social Marketing from the last two years. She motivates clients on family planning and family health solutions. She also educates patients about how their reproductive life plan impacts contraceptive and medical decision-making.

## Greenstar's youth champions for behavior change



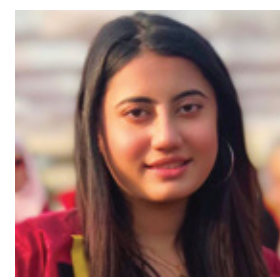
Aseela Abdullah

Youth Advocate of Behavior Change Communication in Lyari



Filza Fawad

Youth Advocate of Social Development and Policy



Marriam Khan

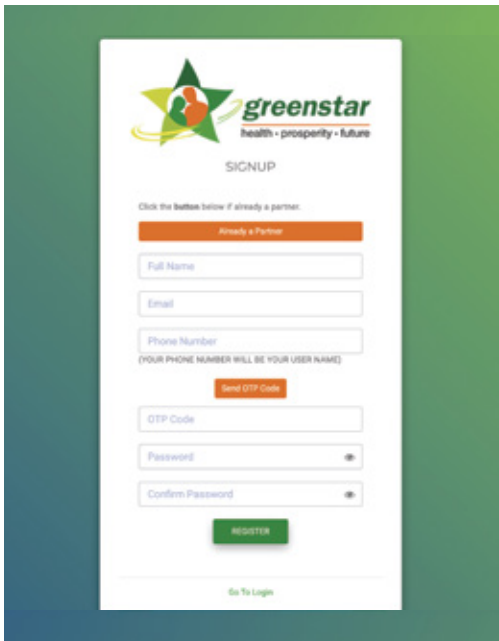
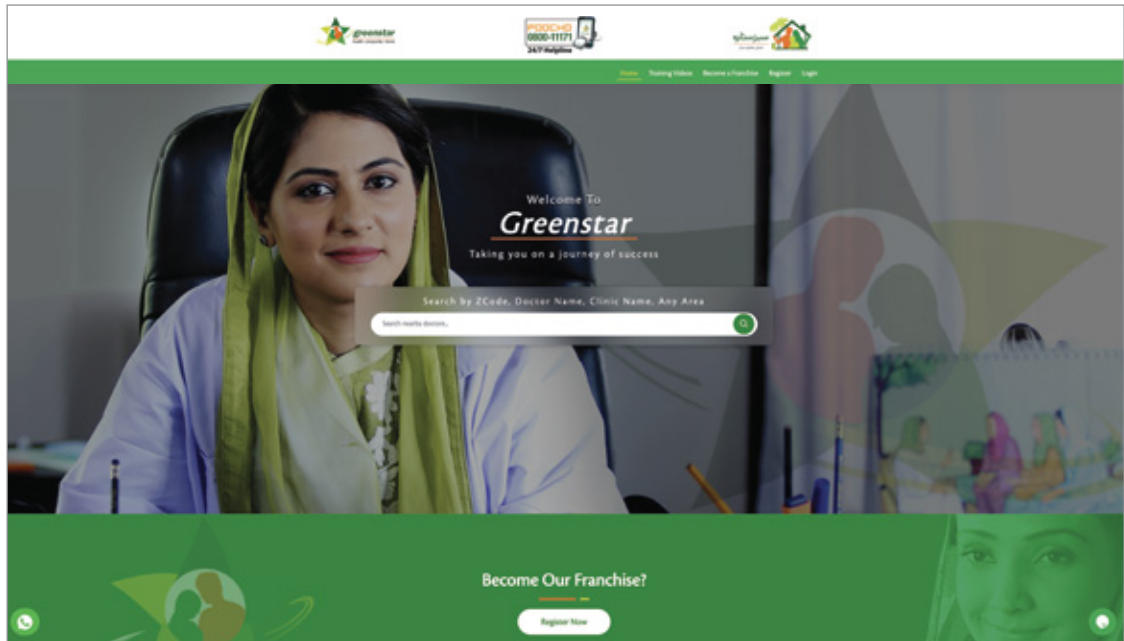
Youth Advocate and Healthcare Professional

# Integrating telehealth to expand & improve healthcare services

During the COVID pandemic, when everything was closed and shut, Greenstar’s teams were on the ground working and continuing operations through the use of various virtual networks. This served to showcase how precarious external circumstances can be, and how valuable technology is to counter such circumstances to continue running smooth operations and serve the underserved and underprivileged of the country. Greenstar is actively incorporating telehealth services, wherever appropriate in different programs.

- **Ba Ikhtiar Sitara, Sehat Mand Muashira** project provides Sitara Bajis with tablets that enable connectivity with a doctor housed at Greenstar's 24/7 call center to provide counselling to women and young girls in Lyari about self-care. They are provided virtual reality goggles to help guide women get awareness on self-care packages.
- **Roche** project provides clients access to Greenstar’s 24/7 call center which connects them with Greenstar’s doctors who will guide and counsel them, answer queries regarding women related cancers (breast, cervical and ovarian) and ensure client follow-ups.
- Greenstar partnered with **MED IQ**, a health technology company that develops digital platforms. They are offering tele/video consultation with (32 specialties) for Greenstar’s clients via means of mobile application (iOS & Android), web application, and IVR/ call center.

Scan the QR code to read online



## Training Programs

### At Greenstar we focus on your Goals

For more than 30 years, we have been applying our substantial expertise, experience, and capacity for innovation to help you achieve your goals, understand cultures, and build the leadership skills. We work with you to analyze the specific needs of the training group and set realistic goals to achieve the desired learning results. Optimum implementation of the training programs are ensured through our internal quality processes.

We work with Public Sector ,Sabz Sitara social franchise service providers & course participants to help them build a successful professional future based on their individual patterns of behavior, personal presence, persuasiveness, and strengths. Our experience and leadership in Pakistan helps keep us one-step ahead of the pack that offers you tailored continuing training solutions.

We prepare you to address the competitive challenges of the future through innovation, productivity and operational excellence. The Greenstar programs are designed to help you enhance your technical, managerial and leadership effectiveness as well as your interpersonal skills to achieve a consistently higher level of performance.

*“Tell me and I forget, teach me and I may remember, involve me and I learn.”*



# Improving field force capacity in Pakistan

## Skills development of service providers through Public Private Partnership (PPP)

In January 2022, moving closer towards Public-Private Partnership (PPP), in collaboration with Society of Obstetricians and Gynecologists of Pakistan (SOGP), Greenstar service providers were trained on “Postpartum Family Planning (PPFP), labor care and delivery, and modern contraceptive methods” in pre-conference workshops on the occasion of the 19th International Scientific Conference. **Prof. Dr. Nusrat Shah**, Dow University of Health Sciences Karachi, **Prof. Dr. Shahid Rao**, Nishtar Medical University Hospital, Multan and **Assistant Prof. Dr. Saima**, The Lady Reading Hospital, Peshawar were the esteemed speakers of the conference. Certificate of participation were awarded to Greenstar service providers from the Society of Obstetricians and Gynecologists of Pakistan (SOGP).



19th International Scientific Conference on modern contraceptive methods, labor care, and postpartum family planning

## Iron Deficiency Anemia (IDA) Symposia for Iron ladies

Greenstar organized a symposium on the theme “**Make Strong Blood Relationship**” with **ENOFER**. Around 90 service providers were gathered and attended training about iron deficiency anemia by Consultant Gynecologist Dr. Aneeqa Mohammed.

Participants appreciated efforts of Greenstar that engages its network with regular refresher trainings to better serve communities with quality services.



Trainer while explaining health related complications about Anemia

Capacity Building Workshop & Training Session was held at Shamsi Hospital, Karachi by Dr. Ashfaq Mian for the paramedical and technical staff of the hospital.



Greenstar arranged capacity building workshop at Shamsi Hospital

## Session on capacity building to promote leadership and accomplish goals

Following the current year's theme "Expanding Horizon", capacity building sessions of sales teams at Greenstar were held in the month of January 2022 under the leadership of **Dr. Syed Saeedul Hoda**, Chief Marketing Officer. The 4-day motivational session was led by **Dr. Syed Azizur Rab** (CEO Greenstar) on the topic "Living a life for purpose". The whole sales team was energized which helped to achieve the desired goals based on personal and organizational success. The sessions were followed by the rewards distribution to the highest sales achievers.



The robust energy of Dr. Aziz inspired the entire sales team till the conclusion of the day, which also assisted in achieving the intended outcomes based on individual and organizational success

## Performance Recognition – International Trip

An international trip to **Dubai** was organized for the sales team and management in recognition of their performance. The sales team throughout the pandemic kept going above and beyond in achieving targets. Even under strict lockdowns, the staff ensured that services and stocks are delivered on timely basis. Staff with **100%** or more achievements were qualified for the trip. The tour rejuvenated the staff and further charged them for achieving their targets in the post-pandemic period.



The staff members were revitalized by the trip and were further motivated to meet their goals for the post-pandemic period

## Connecting users with family planning solutions through the usage of the E-commerce

By establishing first flagship store on **Daraz** and forming partnerships with companies like **Foodpanda**, and **Kravemart**. Greenstar Social Marketing launched its **E-commerce** channel in 2021–2022. With less than **20** minutes throughout Pakistan, this move has allowed Greenstar Social Marketing (GSM) to offer people a wider range of contraceptives in the palms of their hands. In addition to giving consumers access, Greenstar has also partnered with **Retailo Pakistan** to broaden its retailer coverage. It is noteworthy to highlight that Greenstar enabled to produce sales worth **11.8** million Pakistani rupees in its first year.

This new promotion also demonstrates how Greenstar is promoting condoms that are based on performance, such as the **DO, DO Silk Ultra-Thin**, **DO Extra Delay**, **Touch Delay**, and **Touch Strawberry**.

### E-commerce coverage across Pakistan

Delivery within 20 minutes via **Daraz, Foodpanda, and Kravemart**



# Utilizing social media space for Behavior Change Communication



## International Women’s Day

Greenstar has been contributing to women’s health by providing awareness on family planning and maternal health and empowering women in the country to make informed choices for their sexual and reproductive health. The international theme of **#BreaktheBias** was very much in line with Greenstar’s mandate of enabling women by educating them on sexual and reproductive health (SRH) to make their own decisions and breaking the taboos and biases in communities. The day was zealously celebrated at Greenstar across the board.



# Greenstar offices in new geographies

## Lahore and Peshawar Offices Inauguration

Investing in our strategic locations, Greenstar Social Marketing acquired its very first self-owned offices in Lahore and Peshawar. The multi-story offices were inaugurated by Greenstar’s Chairperson, **Dr. Rehana Ahmed**. The offices, comprising various floors, will have dedicated service delivery clinics and training centers on ground floors while other floors will be utilized as office spaces.



The first independently owned office of Greenstar Social Marketing is opened in Lahore



Glimpses from the inauguration of Peshawar office and hospital

## Discovering new talent – career fairs

The goal of human resources is to “**recruit, develop, inspire, and retain best in class performers.**” Every year, Greenstar Social Marketing participates in a number of career fairs to implement aspects of this plan. This year, the talent acquisition team has connected with youthful and vivacious people at career fairs held at **SZABIST University, Bahria University, and Habib University.**



Greenstar Social Marketing organizes a number of career fairs, to put some of the strategies into achievable actions

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