

# BRANDTA

December 2020

CONNECTING FOR **IMPACT**

## Accelerating Service In The **“New Normal”**



### MESSAGE FROM THE CEO

Dear Friends,

2020 will go down as a year of challenges, changes & immense learnings. It has helped us appreciate the criticality of constant innovation if we are to serve the communities in line with our mission to build healthier and happier families. As a social marketing and franchising enterprise deeply entrenched in communities, Greenstar was able to respond to the reproductive health challenges during the pandemic. We were able to maintain access to reproductive health services in the private sector.

Technology enabled Greenstar & its highly dedicated team to stay connected to & build capacities of its Sabz-Sitara healthcare clinicians across Pakistan. Our new client relationship management system, a proficient supply chain, and a very passionate field team helped the service providers' network emerge as the first line of defence with timely training in infection control and personal protective equipment availability. As a result, the private sector catered to approximately eighty percent of patients diverted due to public health facilities closure during the COVID-19 chaos. Our communicable diseases control program managing Tuberculosis and HIV control & 24/7 POOCHO helpline quickly integrated the COVID-19 response algorithms. We saw a surge in demand for care at our community-based clinics and for our contraceptives.

Greenstar also partnered with First Lady in her call for creating awareness on early detection of breast cancer and we beamed our integrated digital mediums to create awareness on nutrition, menstrual hygiene, gender-based violence, and youth involvement in pandemic response.

I am very proud of my teams who prevailed in the face of challenges and are innovating to transform the primary-care into self-sustaining ecosystem. Moreover, I am grateful for the partners, the government, and most of all the women especially the underserved, who inspire us to go that extra mile .

Best Wishes for an exciting 2021!

**Dr. Syed Azizur Rab**

Chief Executive Officer - Greenstar Social Marketing



# Greenstar's Mission

To Contribute To The Development Of Pakistan Through  
**Family Planning & Family Health Solutions**



## Greenstar's Enabling Ecosystem Of Primary Care

To Complement The National Efforts For Achieving Universal Health Coverage



### Why does Greenstar promote choices in reproductive health?

Because Pakistan is one of the six countries where 50% of the world's maternal deaths occur. Pakistan's abortion rate increased by 90% from 2002 to 2012 (27/1000 to 50/1000), while the rate of post-abortion complications rose from 9/1000 to 15/1000.

### Why does Greenstar promote nutrition of mother and children?

Because Pakistan has been reported to have one of the highest levels of prevalence of child malnutrition compared to other developing countries. According to the National Nutrition Survey, 33% of all children were underweight, nearly 44% were stunted, 15% were wasted, and 33% were anemic (iron deficiency). In the last two decades, there has been a little reduction in the prevalence of child malnutrition in Pakistan compared to other developing countries.

### Why does Greenstar promote resilience against communicable diseases?

Because communicable diseases are found to be the prime cause of mortality in Pakistan. Major reason for the rapid spread of the disease includes over-crowded cities, low health awareness, unsafe drinking water, inadequate sanitation and poor socioeconomic condition.

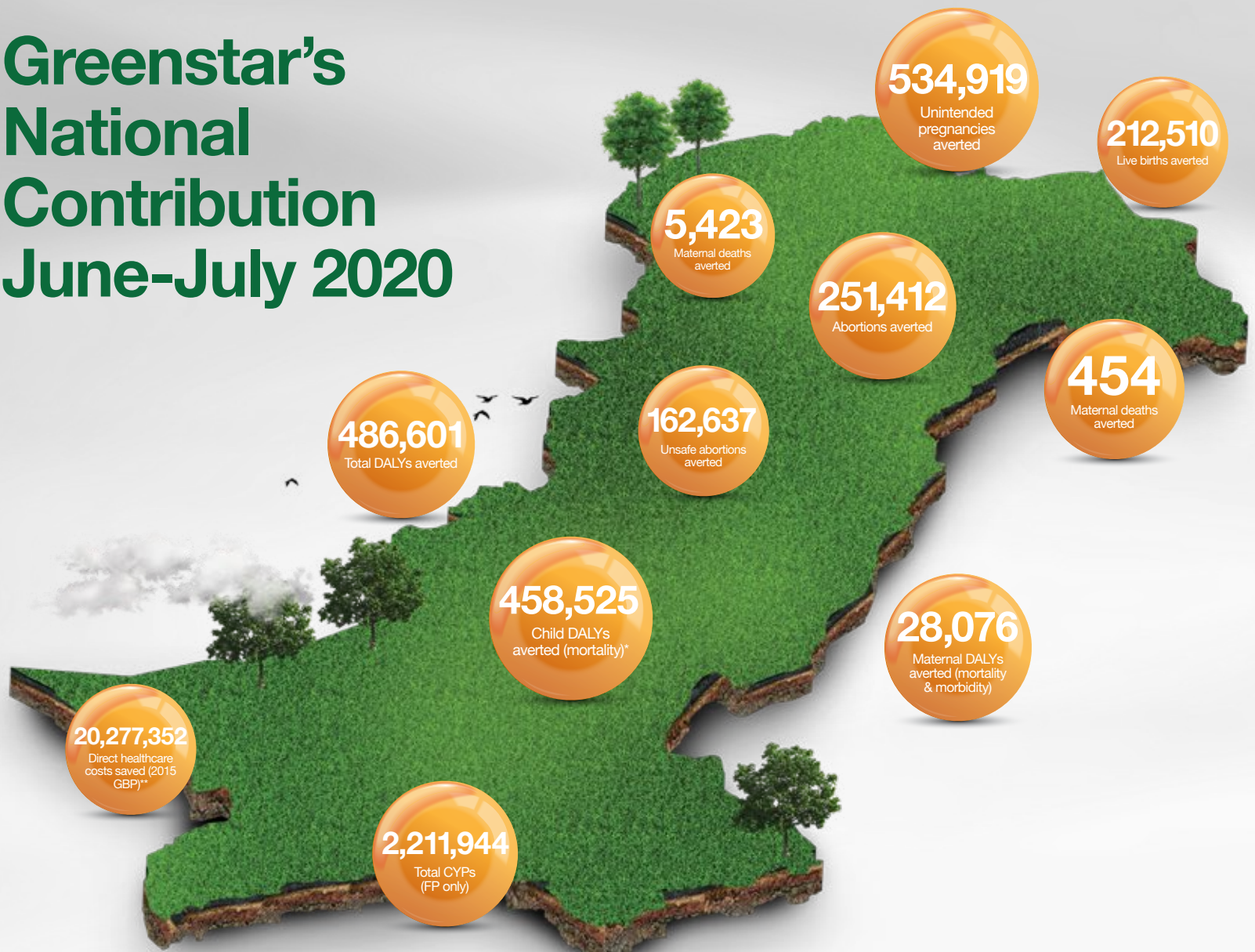
### Why does Greenstar promote self-care?

Because self-care empowers communities. It enhances the ability of individuals, families and communities to promote and maintain health, prevent disease and to cope with illness and disability with or without the support of a healthcare provider.

### Why does Greenstar believe in social entrepreneurship?

Because private sector health care providers have demonstrated great deal of responsiveness to Pakistan's health challenges by creating a relation of trust with the consumers of health in Pakistan, majority of whom spend out of their pockets to buy 'health'. Only 32% of health expenditure in Pakistan is funded by the public sector, and around 67% of health expenditures are provided through the private sector. There is certainly a prospect to absorb private and non-state entities in the overall health care system to build their capacities and institute regulatory frameworks.

# Greenstar's National Contribution June-July 2020





# Greenstar Marches Forward On First Lady's Call For Breast Cancer Awareness Across Pakistan



**7,000** Service Providers at  
Sabz Sitara Clinics

**3,000** Primary Care  
Physicians

**24/7** Exclusive POCCHO Helpline  
with 21,000 Robo Calls

Greenstar took another step to strengthen Public Private Partnership through Breast Cancer Awareness Campaign with First Lady Begum Samina Arif Alvi. Greenstar launched a country wide awareness campaign through retail outlets, pharmacies, Sabz Sitara clinics, primary care physicians, 24/7 POCCHO helpline, and social media engagements. Public awareness messages, training, seminars and printed materials on early detection and treatment options were arranged in all 4 provinces of Pakistan to ensure that information is reaching to every corner and referral systems are strengthened.



عورتوں کی صحت اور زندگی کی حفاظت کے لئے  
آئیے حکومت پاکستان کا ساتھ دیں!

”بروقت تشخیص ضروری ہے  
صحت مند زندگی کے لئے“

اہلیہ صدر پاکستان بیگم شمیمہ عارف علوی

نازوں سے پتی کو ہم کیسے جانے دیں!





# Diversity Of Greenstar's National Reach On Breast Cancer Awareness



Governor House, Peshawar



Governor House, Baluchistan



Mazar-e-Quaid, Karachi



Minar-e-Pakistan, Lahore



Faisal Mosque, Islamabad

Awareness among masses through symbolic lighting of buildings in pink across major cities of Pakistan



MoU Signing Ceremony between Greenstar Social Marketing & Shaukat Khanum Memorial Trust



Pink Pedal cycling ride in collaboration with partner organization



Under this partnership, SKMT will train a network of female medical staff of Greenstar across Pakistan and equip them with self-examination techniques

Nationwide campaigns through Qingqi, rickshaw, poster activities on ATM machines, beauty parlors, packaging industry and nursing schools



Partnering with multinationals to create impact on early detection and self-examination



Greenstar and Roche partnered for a self-care community mobilization using virtual reality headsets and develop referral mechanisms for breast cancer awareness



National webinar series with the top breast surgeons, oncologists and survivors



A network deeply entrenched in communities across Pakistan

supports Breast Cancer Awareness

0800-11171 24/7 Helpline

- REGIONAL LANGUAGES: Breast Cancer Awareness is provided in URDU, SINDHI and PUNJABI
- SMS: Monthly Awareness SMS About Health Care
- VIDEOS: Awareness Videos about Breast Cancer Awareness
- ROBOCALLS: Robocalls on Breast Cancer Awareness
- REFERRAL MECHANISM: Referral Mechanism to Cancer Hospitals across Pakistan
- HELPLINE'S PROMOTION: POCCHO 24/7 Helpline Promotion Through BC Material

Access to 54 Referral sites in Pakistan

پہلے وقت تشخیص ضروری ہے صحت مند زندگی کے لئے

پیشہ زانیان کی کوششوں سے

Call POCCHO Helpline 0800-11171 for more information



## Women Expanding Self-Care Through Misoprostol

Misoprostol is a drug of choice for post abortion care and postpartum hemorrhage. Greenstar's brand **Misotal** is available to communities and connects them to aftercare support through 24/7 POOCHO helpline.

**57,183**  
unit sold in 2020



Backed up by tele information care and pharmacovigilance



Chemist and drugstore owners awareness campaign on use of Misoprostol



## Engaging Youth On Importance Of Self-Care!

Young girls are the future of Pakistan. Awareness sessions were conducted in girls schools, colleges and universities for self-care on improving personal hygiene and manage their Sexual & Reproductive Health needs



Menstrual hygiene is key to empowerment and well-being of women and girls. Access to sanitary products is every girl's right!

Education material distribution among women in villages during self-care awareness camps





Throughout the year, Greenstar's men demonstrated their commitment to women's health by actively participating in women centered health campaigns and initiatives.

Engaging men in Family Planning and Reproductive Health at Greenstar's regional offices and distribution office

**MEN WHO STAND FOR WOMEN**





# Serving Women In Pakistan For Their Sexual & Reproductive Health, Family Planning, Post-Abortion Care

Greenstar Social Marketing through its programs aims to promote mother, child and family health services in Pakistan and strengthen the network of its service providers with commodities supplies, quality assurance training and behavioral change communication model for quality service delivery to clients.



Greenstar served **564,439** clients for family planning and post-abortion care during 2020.



## Naya Qadam Sabz Sitara Social Franchisees And Social Entrepreneurs Are Improving Access To Quality Family Planning In Post Pregnancy Period



A provider network of more than 600 individuals are now providing PFPF & PAFP family planning services in Larkana, Nawabshah, Rawalpindi, Okara, Pakpattan and Karachi.



More Than **84,000** New Users Generated For FP & PAC Services

More Than **250,000** Married Women Of Reproductive Age (MWRAs) Sensitized

Through Naya Qadam consortium resources, Greenstar has trained and provided supportive supervision to 600 Sabz Sitara franchisees in 6 districts of Pakistan.

The Naya Qadam program enhanced the capacity of Sabz Sitara franchisees on youth friendly services, gender sensitive care and financial sustainability through social entrepreneurship approach.



**12,982** Youth-Based Clientele

**16,306** Post Abortion Care & Postpartum Care

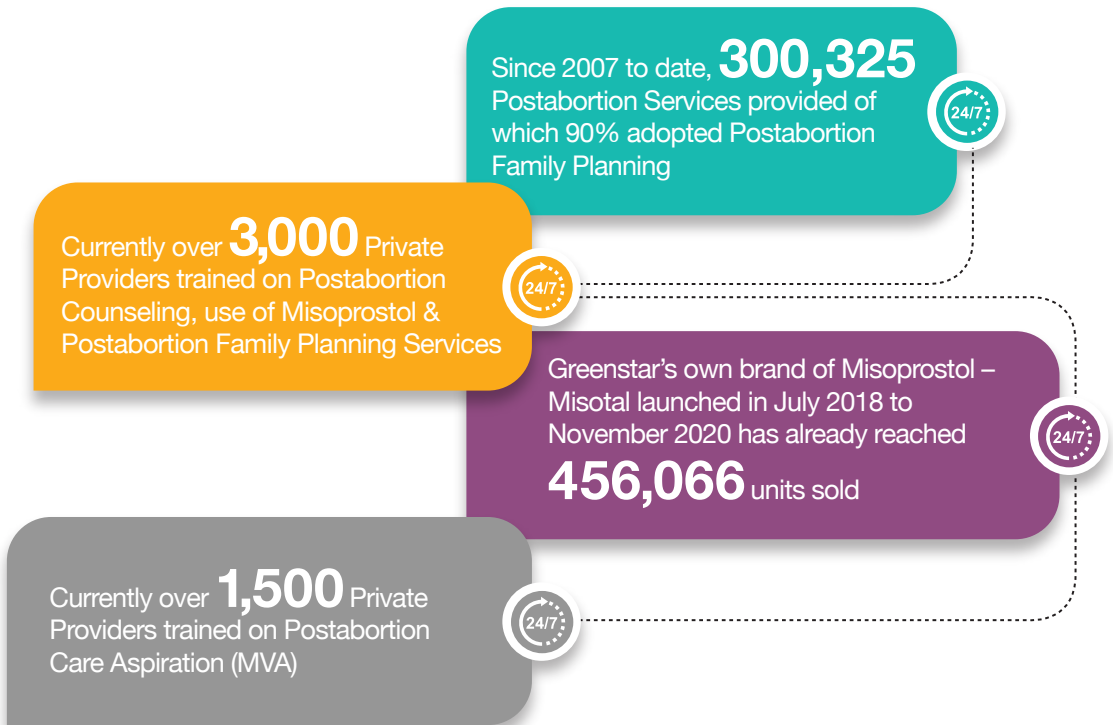
Oct 2018 - Sept 2020



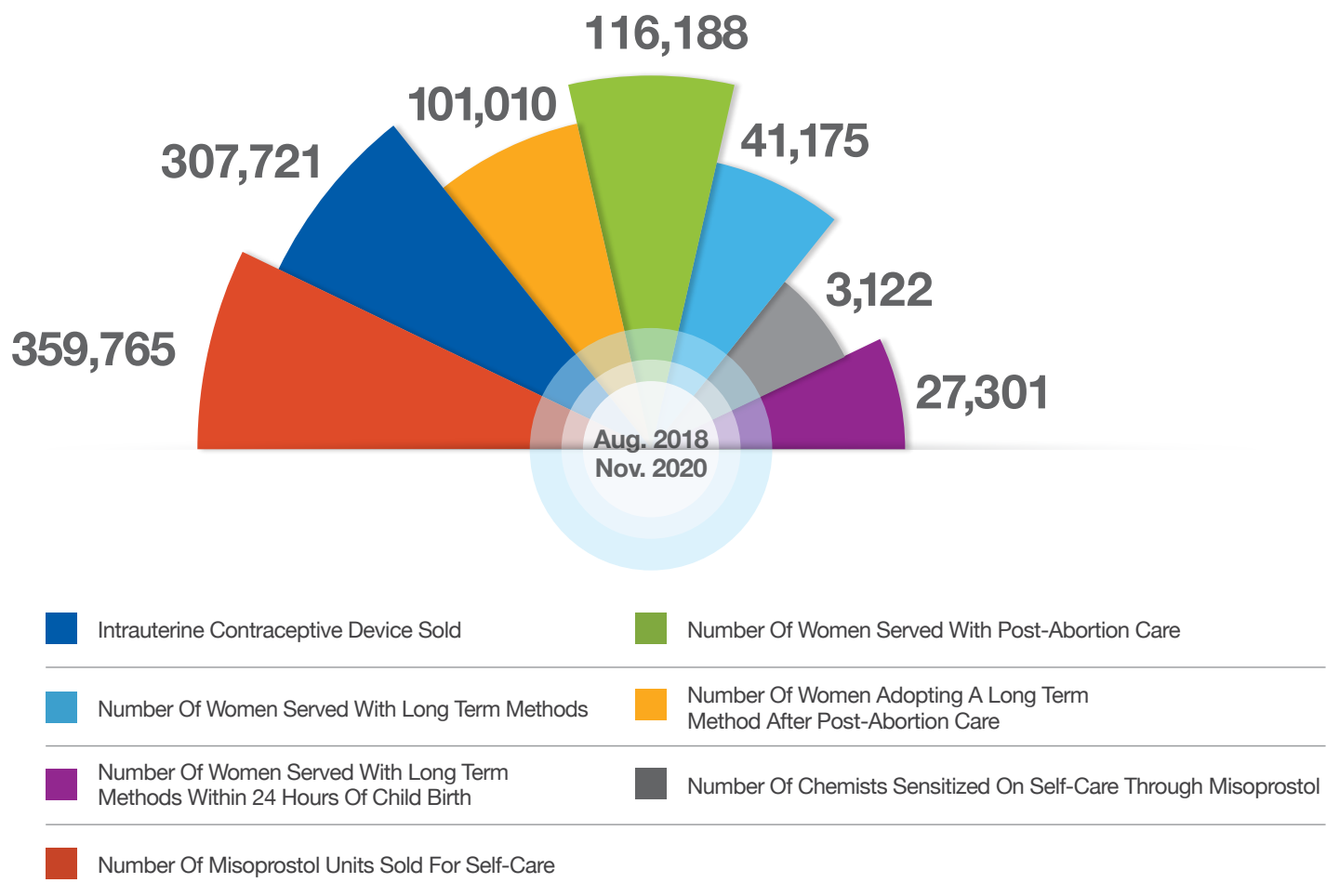


# Increasing Access To And Use Of Post-Abortion Care And Long Term Methods Of Family Planning

National Post-Abortion Care & Family Planning Program In



No woman or girl should suffer from consequences of unsafe abortion





# Serving At The Highest Altitudes

Greenstar with support from KfW is providing quality reproductive health and family planning services in Khyber, Mohmand, Bajaur, Kurram), in close collaboration with the Directorate of Health Services Merged Areas.

Improving the quality of services by capacity building

## Ensuring The Availability Of Basic Health Services For The Community Through System Strengthening



**437** Doctors/LHVs Trained On Essential Maternal & New-Born Care

**880** TBAs Trained On Safe And Clean Delivery Practices

100 health houses of lady health workers of national program and 30 public health services delivery units have been renovated, repaired and restored with power and water supply. They have been equipped with the complete package of medical equipment and essential furniture for proper functioning and provision of quality health care services.



Essential maternal & new-born care and FP advance refresher training in progress at Mohmand Tribal district. Practical demonstration with the help of mannequins is given to public healthcare providers by Dr Faiza Rehman. Precautionary measures including masking, sanitization and social distancing were taken by all the participants to avoid exposure to COVID-19.

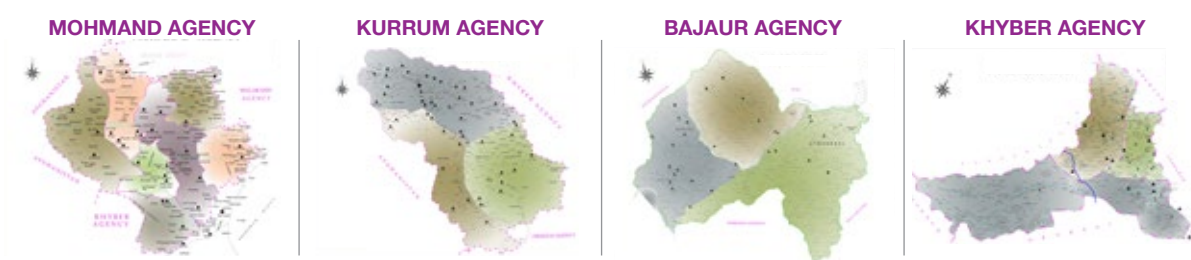
Maria is a mother from the merged areas of AFPAK border. She was served by one of the trained birth attendants after having lost two newly born children. The birth attendant was able to manage her pregnancy and post-natal period successfully. Maria's son is now three months old and absolutely healthy. Maria says, "Losing my children one after another for unknown reasons was so disheartening that I lost hope of having live babies again. Thank you Haleema for taking me through this and thank you Greenstar for preparing Haleema to serve her community."

Behavior Change Communication Beneficiaries  
**33,300**



Capacity building of the public healthcare providers on essential maternal & new-born care and advanced FP at Kurram Tribal district. Lecture on the subject is in progress. Compliance with the COVID-19 SOPs is ensured.

## Agencies Constituting AFPAK Border



## Construction Of RH&FP Center

The project is in the process of constructing Greenstar's first ever 10 bedded maternity hospital named RH&FP center in Peshawar.

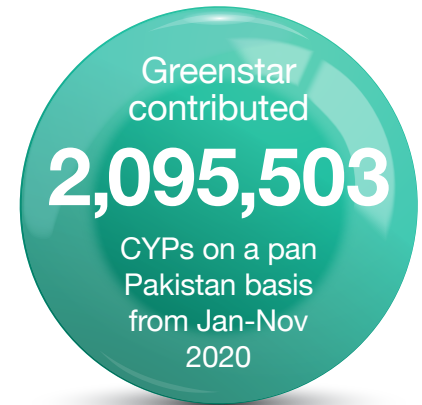




## Delivering Accelerated Family Planning In Pakistan (DAFPAK)



Greenstar's story of sustainable efforts for promoting family planning (FP) in collaboration with Population Services International (PSI) and Foreign, Commonwealth and Development Office (FCDO)



### KEY FEATURES

Rural penetration of DAFPAK

**60%** Couples Yearly Protection Are Being Generated From The Rural Areas

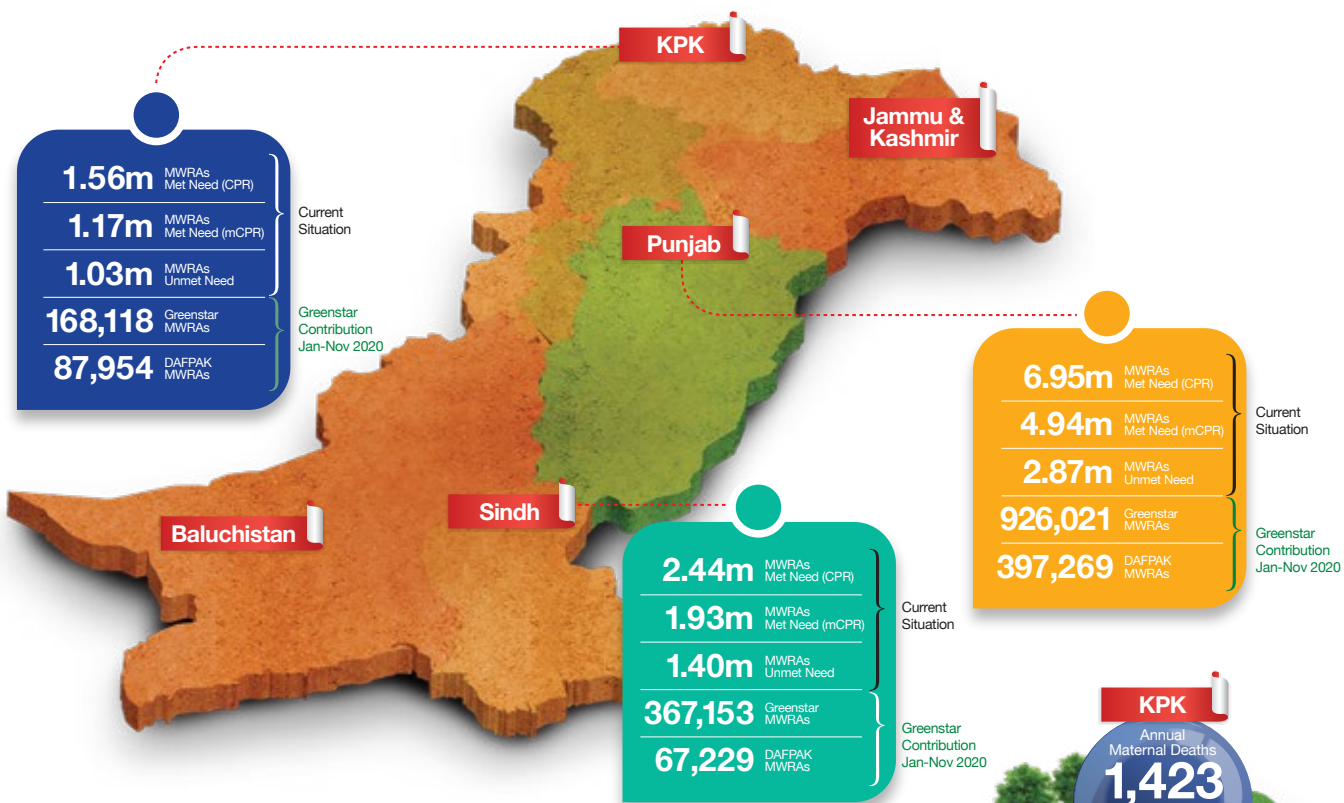
**54** Districts Across Pakistan

**24/7** Major Support To POOCHO Helpline

Participation In District Technical Committee Meetings

Comprehensive Business Plan for 'Sustainability' And 'Self-Reliance'

## Greenstar & DAFPAK Annual Contributions Towards Improving Family Planning Situation in Pakistan<sup>1</sup>



## Greenstar & DAFPAK Contributions to Averting Maternal Mortality<sup>2</sup>



### References:

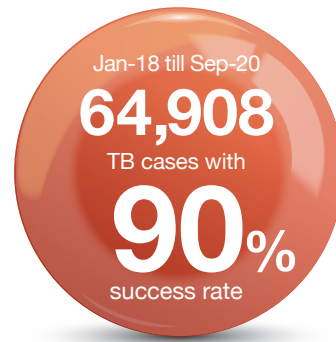
1. Met and unmet need estimates based on PDHS 17/18 & Census 2017. Greenstar contributions are estimated based on program data for 2019-20
2. Estimated numbers are based on Crude National Birth Rate & Population Census 2017
3. Maternal deaths that will be averted as a result of Greenstar contributions made during 2019-20



# Building Resilience Against Communicable Diseases

## TB Free Pakistan

Greenstar has been working for tuberculosis control and management from the last 15 years. Under the current grant with Global Fund, Greenstar is working with a network of around 1700 doctors. It has successfully notified 64,908 TB cases with a treatment success rate of 90% from Jan-2018 till Sep-20. In addition, Greenstar has conducted more than 1,495 community meetings and 1,487 neighborhood meetings to sensitize communities about TB prevention and treatment. More than 3,000 patients have been registered through chest camps who otherwise might not get a chance to get the required treatment and might remain a source of disease transmission among the community.

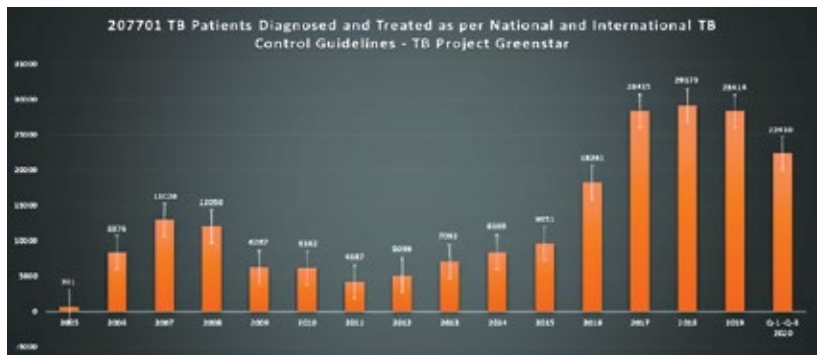


**1,495**  
 Community Meetings

**1,487**  
 Neighborhood Meetings



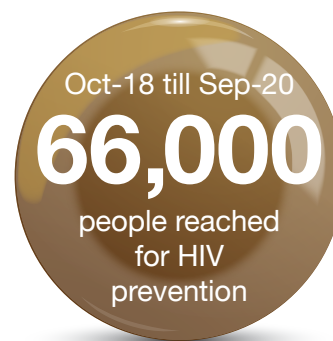
Chest examination camps in communities for initial screening of TB



## HIV Prevention Program

Greenstar's HIV program is working to reduce new HIV infections and increase uptake of HIV preventive and treatment services. Project also focuses on improving the health and quality of life for people living with HIV in Pakistan.

This project is proudly serving the marginalized transgender community in the country. Amid COVID-19, this community specifically faced the financial crisis. With the help of a few community activists, Greenstar supported them with 1,300 bags of basic food items. Another highlight was a walk arranged by transgender community activist Miss Bindya Rana to raise awareness for COVID-19 Prevention.



**37,885**  
 Tested For HIV

**16,149**  
 Received Treatment For  
 Sexually Transmitted  
 Infections (STIs)



**2,216,468**  
 condoms have also  
 been distributed



**13,000**  
 food bags  
 distributed



# Creating Demand And Changing Behaviors Through Community Mobilizers (Sitara Bajis And Sattar Bhais)

Interpersonal Communication model (IPC) for behavior change at the community has proven to be successful in improving contraception continuation rate. IPC works with community workers who are identified and deployed in the same community to generate demand through house to house visits and neighborhood meetings. The Sitara Bajis (SB) and Sattar Bhais are also responsible to identify and facilitate men & women of reproductive age for referrals to providers in the community.

Male engagement of IPC focuses on married man of reproductive age working in Industrial centers for improved awareness and access to family planning services.

The IPC model has also been integrated with telemedicine to connect communities with health ecosystem (including doctors, FP healthcare providers, and an online pharmacy).



<b>69,225</b>	MWRAs Aailed Family Planning Services
<b>199,817</b>	Visits To Potential Clients
<b>9,574</b>	MWRAs Group Sessions (Neighborhood Meetings)
<b>278,963</b>	MWRAs Registered



**ACCORDING TO AN INDEPENDENT EVALUATION STUDY CONDUCTED, LONG TERM METHOD DISCONTINUATION RATE IN COMMUNITIES PROVIDED WITH IPC SUPPORT, IS 8% AS COMPARED TO 30% REPORTED NATIONALLY BY PDHS.**

## Counseling & Education

to improve family planning adoption and continuation



Sitara Baji with a group of women in a far flung village in Punjab, is educating them about contraceptive choices and handing over referral tokens for subsidized services.

## Serving In Hard-To-Reach Communities

through digital platforms to improve health of women and families



## Engaging Men And Boys

in addition to women is more effective

Sattar Bhai is educating men about a man's role in nurturing a healthy family through family planning.





# Harnessing Public-Private Partnerships

## Launched DMPA-SC In Greenstar Network Of Service Providers



DMPA-SC is the new innovative product for self-care, providing convenience of self injection to women using 3 months injection.

**7,000** Service Providers At Sabz Sitara Clinics



Greenstar conducted training of healthcare providers under Punjab Population Innovation Fund project, facilitated by the Population Welfare Department, Government of Punjab.

## Greenstar Social Marketing And doctHERs Partnered For “Kar Buland” Initiative



Mr. Khaqan Sikander  
Chief Executive Officer  
DoctHERs.

Community based health educators ‘Sitara Bajis’ and ‘Sattar Bhaijs’ are equipped with technology to build linkages between the community and healthcare ecosystem.



Greenstar and doctHERs joined hands for the “Kar Buland” (Rise Above) initiative supported by Punjab Population Innovation Fund to increase awareness and accessibility to family planning services. Project is focused on:

- male engagement at **168 industrial centers** in **8 districts** of Punjab
- community sensitization in **72 villages** in **4 districts** of Punjab
- integration of Interpersonal Behavioral Change Communication model (IPC) with telemedicine – a video assisted teleconsultation for the uptake of family planning services



## A Project By Greenstar “Mil Kar Faisla; Khushali Ka Waseela” - Supported By Punjab Population Innovation Fund (PPIF)

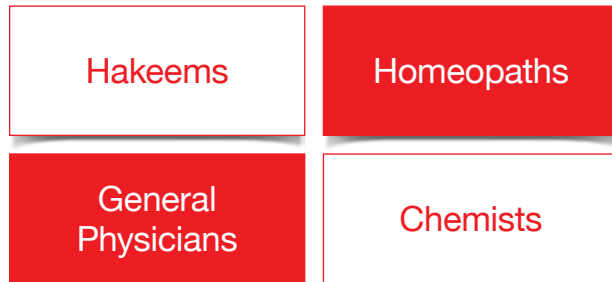
Greenstar with support from Punjab Population Innovation Fund (PPIF) launched an innovative project- “Mil Kar Faisla; Khushali Ka Waseela” in district Bahawalpur & Faisalabad.

The project aims to involve the formal and traditional cadres of male healthcare providers, female healthcare providers and chemists/pharmacies to create an effective family planning ecosystem to increase the uptake of modern family planning methods.

Greenstar has developed an effective male counseling and referral mechanism through capacity building of male healthcare providers (general practitioners, hakeems, homeopaths and chemists) for FP counseling, and by facilitating them with male focused BCC materials and short-term contraceptives.



### PPIF Mobilizers Informal Channels



## Public – Private District Technical Committee Meetings

Greenstar field teams ensure participation in district technical committee meetings on a regular basis. Team shares program progress update, impact of activities conducted, planned activities for upcoming quarter and events planned in the respective districts. This platform is an opportunity to advocate program objectives at district and provincial level with all relevant stakeholders.



Bahawalpur	Multan	Kasur	Buner	Peshawar
Dera Ghazi Khan	Muzaffargarh	Nankana Sahib	Kohat	Lahore
Khanewal	Faisalabad	Sheikhupura	Malakand	Rawalpindi



Greenstar utilizes DTC meetings to further reinforce their network with government officials.



These meetings also provide prospects to highlight Greenstar's impact and learn about activities being carried out by other public and private organizations.





# Building Partnerships To Maximize Impact In Health & Development

## Greenstar Social Marketing Is Pleased To Announce Its Partnership With Shaukat Khanum Memorial Trust



**Pakistan has the highest incidence of breast cancer in Asia. An estimate of 1 in 10 women may develop breast cancer in their lifetime.**

Under this partnership, Shaukat Khanum Memorial Trust will train Greenstar's female medical staff about self-examination techniques for early detection of breast cancer. Shaukat Khanum Memorial Trust will also provide technical assistance for development of Information Education Communication (IEC) material and will jointly work for advocacy of breast cancer awareness.

**This initiative will increase Greenstar's technical capacity on early detection of breast cancer and timely referrals.**

## Greenstar Social Marketing Partners With Roche Pakistan Limited

To create awareness on early detection of Breast Cancer, Greenstar and Roche have partnered for community education sessions on breast self-examination and early referrals. To ensure privacy and impact, virtual reality headsets will be used during the community sessions.



**85,000**

women will be reached through this intervention in the next 6 months





## Greenstar Social Marketing Expands Its Horizon By Joining Hands With Nutrition International



Greenstar has entered into a partnership with Nutrition International for awareness regarding use of “Zinc” and “Low-Osmolarity ORS (LOORS)” for treatment of diarrhea in children under 5 years age.



**Dr. Shabina Raza**  
Country Director, Pakistan  
Nutrition International

“ I hope this partnership would be a good example of resource leveraging and program sustainability and will contribute in reducing child morbidity and mortality in Pakistan. The specific objectives of this project are to: institutionalize Zinc and LOORS in Greenstar system as a product for diarrhea treatment in children under 2 to 59 months of age; train Sabz Sitara healthcare providers on treatment of diarrhea using Zinc and LOORS; and increase community awareness and knowledge on diarrhea prevention and the use of zinc and LOORS as the first line treatment of diarrhea through Sitara Bajis and Sabz Sitara Healthcare Providers ”

## Promoting Diversity & Inclusion By Partnering With Christian Community For Sharing Knowledge On Self-Care



Inclusion is the key to development. Greenstar and Helpline- A Christian Community NGO came together

to conduct a self-care awareness session for Christian community led school in Malir district of Karachi.





# Empowering Healthcare Providers Through Social Entrepreneurship

## Social Entrepreneurship Training

Greenstar trained **233** service providers in **Karachi, Lahore, Gujranwala, Peshawar, Okara and Pakpattan** to establish their **financially sustained clinical practices** to provide quality family planning & non family planning services.



Strengthening healthcare providers with effective utilization of their resources



### GREENSTAR'S BUSINESS MODULES

Regulatory Affairs

Availability Of Clinical Services

Quality Assurance & Management

Personal Grooming

Designing Clinic Exterior & Interior

Self & Professional Evaluation

Determining Vision, Mission & Strategy

Community Mapping

Financial Management

- generating income from services and sales
- controlling expenses
- importance of re-investment
- making profit & loss statement



"I understand the importance of reinvesting in my clinic to continue serving the community."



"I understand the importance of marketing my services in the community."



"I understand the importance of maintaining a profit and loss register."



Greenstar aims to empower a subset of providers through the social entrepreneurship program to enable them to function as change agents without being constrained by current resources and are accountable to the population they serve. It's about financial sustainability to guide them towards a road map which takes them towards independency.





Service providers who immediately adopted the entrepreneurship plan

Provider: **Sumaira Yasmin**

**Who quit government job & became a full-time social entrepreneur.**

My name is Sumaira Yasmin. By qualification, I am Community Mid Wife (CMW). I have eleven years of working experience and I am affiliated with Greenstar Social Marketing from the last 9 months. In March 2020, I attended Social Entrepreneurship Training in Sahiwal which was the turning point in my life and career. As a result of this intervention, I gained exposure and confidence to start my own business. I started with one room clinic. This is the best decision of my professional life.

**Thank you Greenstar!**



Provider:

**Khursheed and her daughter 'Kanwal' from Okara**

My name is Khursheed and I run my maternity clinic "Mumtaz Clinic" in district Okara. I am an LHV and have been affiliated with Greenstar Social Marketing for the last 4 years. My daughter Kanwal is also an LHV and we run our clinic together. I have attended various training from Greenstar. After social entrepreneurship training, my business skills have expanded manifolds. Previously, I used to feel reluctant about charging for services. After this training, not only I charge affordable consultation fee for regular anomalies but also ensure to effectively save my income. I am very thankful to Greenstar for enabling me and my daughter in expanding our business.

**Thank you Greenstar!**





# Ensuring Quality Of Care In Reproductive Health

## Quality Assurance Of Sabz Sitara Service Providers

To continue with the mission of Greenstar of the provision of the best possible services to family planning clients, quality assurance teams visit service providers regularly to provide extensive supportive supervision for quality services.

### Core Quality Indicators

Technical Competence

Client Safety

Privacy And Confidentiality

Informed Choice

Continuity Of Care

### During COVID-19 Pandemic Greenstar's Quality Assurance Teams Provided

- Capacity building training to Greenstar Staff and Network on disease transmission and prevention protocols
- Capacity building of Greenstar POOCHO helpline team to respond to frequently asked questions about the pandemic
- Development of communication materials for field teams
- Engagement through Facebook group quizzes
- Health care provider motivation through reward programs
- Training in infection prevention through virtual mediums



1,209 MBBS Doctors

1,780 Lady Health Workers

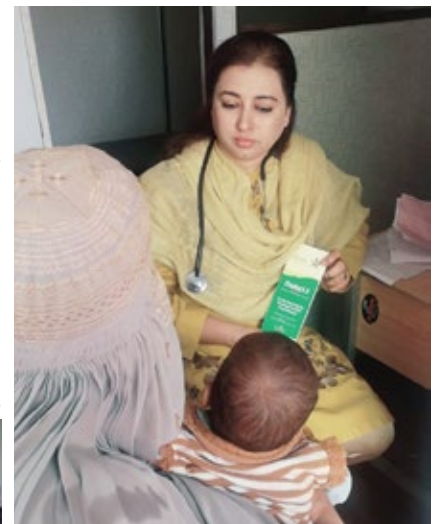
714 Community Mid Wives



Training of POOCHO helpline team on advanced family planning and Greenstar products to cater queries & increase satisfied clientele



Hands on sessions during training highlighting infection prevention protocols to ensure client safety



Quality team reaching out to rural communities to promote healthy timing and spacing in pregnancy and informing about effective method choice



Engaging key opinion leaders during FP sessions to motivate service providers for quality family planning and post-abortion care services



Training of service providers on advance family planning, and adverse event reporting to ensure continuity of care





## Secretariat Pakistan Alliance For Post Abortion Care (PAPAC)

Greenstar remained the secretariat of PAPAC for the last three years. On the occasion of completion of its tenure, Greenstar committed to continue advocacy for:

- bringing Combi pack and affordable MVA kits to Pakistan
- understanding and adoption of national guidelines on uterine evacuation
- contraceptive commodity security

Greenstar will keep serving the women to avoid the complications of repeated and unsafe abortion by providing:

- holistic care through Greenstar clinics
- self-care awareness in communities



Round table meeting for reviewing Sind Reproductive Health Bill, opportunities and way forward hosted by Greenstar for PAPAC



PAPAC Steering Committee meeting - a quarterly meeting of key players in post-abortion care to share learnings and best practices as well as advise the advocacy agenda

## Making Women Resilient Against Anemia Through Greenstar Branded Iron Sucrose-Enofer

Greenstar celebrated the month of November to highlight Anemia and Iron deficiency. Our product 'Enofer' is available across Pakistan to treat all types of anemia and iron deficiency in women of reproductive age, during pregnancy and in PPH. Thematic awareness sessions titled "Make Strong Blood Relationships" were conducted by the team on importance of iron and consequences in case of its deficiency.



Engaged  
**710**  
healthcare service providers across Pakistan

**03**  
Symposia  
**12** providers speaker





# Retrieving Quality Data Digitally From Remotest Areas Of Pakistan

Greenstar empowered its field force for evidence based decision making by launching 'IKON.' A data management information system that gives real-time sales insights and product visibility to monitor field operations and help them to better serve their customers. IKON was launched during Aug-Sep 2020 from Karachi and then reached to eight different cities across Pakistan.



Strengthening field-force staff across Pakistan with diverse data management tools



**49,509** Retail Outlets

**44,443** Pharmacies

**10,525** Healthcare Providers

Online Travel Management System

TB Patients Data Management

District Technical Committee Application

Quality Assurance Mobile Application



## Creating Digital Leaders Through Electronic Medical Records

A network of  
**200**  
healthcare providers



Greenstar launched 'Digital Leaders Club' for healthcare providers to improve performance through technology. This will not only improve patient management at provider level but will also facilitate national data records for health policy and resource management.



## Employee Learning And Development Through E-Portal

In a response to changing work dynamics, an E-learning and communication portal for employees was launched in 2020. This online portal includes training videos, audio books, E-books, Greenstar events coverage, picture gallery and much more. This portal is available on both web/android application and serves as a centralized communication channel & learning hub across Greenstar.

## Launch Of Training & Development University

In September 2020, Greenstar launched 'Training & Development University' with the focus of developing the skills and abilities of its field staff. Launch sessions named 'A Day in the Life of a Sales Promotion Officer (SPO)' were successfully held in the eight regions across Pakistan.





# Greenstar's Self-Sustaining Social Franchising Power House

Community health mobilizers mostly women and girls ensure pharmacovigilance, inventory management, adverse event reporting, infection control and chemist and drugstore owners training to bridge the gaps in reproductive health services at community level.



## Phenomenal Women At Greenstar

Women at Greenstar are breaking stereotypes & barriers to educate chemists on post-abortion care & connecting them to POOCHO helpline 080011171 for 24/7 support because until all women have access and choice, we can't stop trying.



## Team Gujranwala

Dr. Ammara Nasir, Dr. Maryam Khalid, Dr. Zareen Aslam, Nasreen Akhtar, Alia Batool

A team of young change makers who create awareness and destigmatize contraception, birth spacing, and myths about unplanned and unmet needs of women. Despite multiple socio-cultural challenges, this team is committed to provide high-quality services to the mothers and lit the ray of better and quality life.



Ayesha Ahmed Khan  
Leads Peshawar



Dr. Aliya Sarwat  
Leads Karachi



Dr. Huma Naz Usman  
Leads Islamabad

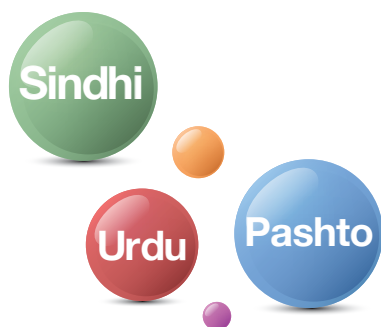


Dr. Asma Basim  
Leads Faisalabad



## 24/7 POOCHO Helpline

With an exclusive 24/7 helpline 'POOCHO', catering to approximately 30,000 calls a year for clients' queries, referrals & counseling needs in Urdu and two regional languages Pashto and Sindhi across Pakistan.



**3,41,803** Awareness SMS

**22,695** Inbound & Outbound Answered Calls

### Key Functions Of POOCHO Helpline



Making POOCHO a house hold name through awareness sessions in educational institutes & youth conferences





## Building Capacities & Skills Sets

### Capacity Building Of Health Services Field Force

A two day community health officers training conducted by health services team in Karachi, Hyderabad, Lahore, Islamabad and Multan.



Sessions on anatomy of reproductive system, physiology of pregnancy and product knowledge for family planning and non-family planning products were conducted for capacity building of community health officers.

### Equipping Providers For Safe Deliveries

Clean birth practices can prevent sepsis, one of the leading causes of both maternal and newborn mortality. Evidence suggests that clean birth kits (CBKs), as part of package that includes education, are associated with a reduction in newborn mortality, omphalitis, and puerperal sepsis.



Greenstar distributed around 5,360 clean delivery kits to service providers to make delivery safe by preventing infections.

### World Contraception Day Celebration

On September 26th like every year, Greenstar celebrated World Contraception Day. The day's mission was to improve awareness of all contraceptive methods available and enable young people to make informed choices on their sexual and reproductive health.

Symposia, ward activities, & family planning refreshers in different cities



Lahore, Gujranwala, Multan, Faisalabad, Peshawar, Islamabad, Quetta & Rahim Yar Khan



Engaged healthcare professionals including young physicians, doctors, chemists, nurses and key opinion leaders throughout Pakistan





## Engaging One-On-One Healthcare Providers Virtually

In times of pandemic, with restricted mobility, Greenstar initiated nationwide one-on-one healthcare providers engagement virtually. As continued efforts, Greenstar ensured:

- Practice of standard operating procedure documents among the healthcare community
- Distribution of Society of Obstetrics & Gynecology Pakistan (SOGP) guidelines in Urdu translation
- Distribution of WHO recommended guidelines via Whatsapp media
- Reaching 1,736 providers through phone calls and short message reminders
- Engaging 810 providers through Whatsapp media
- Development of digital flyer, including a flyer about hand hygiene in Urdu translation

## Society Safety & Awareness Program

April to June 2020

**26,000**

Awareness posters placed in clinics, hospitals & chemist stores across Pakistan

### Healthcare Providers' Safety Program

“ Since the COVID-19 pandemic has changed the Global horizon and the way of living life in the world. Now its important to make safety a priority! The protection of our Service providers is our prime objective. The basic idea is to safeguard and protect the precious lives of our Service Providers. ”

“ GSM Marketing has been initiated a Provider's Safety program for its valuable Service Providers who are continuously giving services of FP at their clinics even at the time of COVID-19 pandemic. To provide protection in times of COVID-19, GSM distributed PPE Safety Kits and installed sanitizer dispenser in clinics 'free of cost' to more than 1,000 Service Providers all over Pakistan. The GSM PPE Kits contains high quality Disposable latex Gloves, Face Mask, Hand sanitizer, Lab coat, Goggles, Sanitizer dispenser and gloves dispenser. All the Service Providers appreciated GSM's mission with praise for its social welfare efforts. ”

#### PPE Kits Distribution By Pharma Team-DFID District

Sanitizer Surgical Mask Sanitizer Dispenser Surgical Gloves Goggles Gloves Dispenser Lab Coat

POOCHO 0800-11171 greenstar

www.greenstar.org.pk info@greenstar.org.pk www.facebook.com/NisatsListening

## Greenstar's Range Of Contraceptives To Ensure Access To Informed Choice





# Reaching To Masses Through Media

Pakistan OBSERVER

Daily Times

DAWN

ARY DIGITAL

BUSINESS RECORDER

عصیم نیوز

FM 105

K 21 NEWS

hotfm 105

NEWS

THE NEWS



**چھاتی کے سرطان بارے آگاہی کیلئے 'رائیڈ فار ا کیوز' کا انعقاد**

اترہندہ صوبہ سرحد میں سے آگاہی کے طور پر مناجا ہوتا ہے کہ گریں سٹار سوشل مارکیٹنگ

آگاہی کی اہم کی قیمت گریں سٹار سوشل مارکیٹنگ کی جانب سے منعقد کی گئی ہے۔ اس موقع پر مختلف طبی اور سماجی کارکنوں نے شرکت کی۔

اس موقع پر مختلف طبی اور سماجی کارکنوں نے شرکت کی۔ اس موقع پر مختلف طبی اور سماجی کارکنوں نے شرکت کی۔ اس موقع پر مختلف طبی اور سماجی کارکنوں نے شرکت کی۔



**Greenstar and The First-Lady enable breast-cancer awareness with "Ride-For-A-Cause"**

Dr. Syed Aziz Rab, CEO of Greenstar Social Marketing (GSM) in a group photo with participants of 'Ride-For-A-Cause'.

Dr. Syed Aziz Rab, CEO of Greenstar Social Marketing (GSM) in a group photo with participants of 'Ride-For-A-Cause'.



**Greenstar celebrates Mother's Day with a commitment to female-health.**

Dr. Syed Aziz Rab, CEO of Greenstar Social Marketing (GSM) in a group photo with participants of 'Ride-For-A-Cause'.

Dr. Syed Aziz Rab, CEO of Greenstar Social Marketing (GSM) in a group photo with participants of 'Ride-For-A-Cause'.



**Greenstar conducts relief efforts against COVID-19**

KARACHI: One of the most successful institutions, specialized in health-planning and community development, Greenstar Social Marketing (GSM) has been providing relief efforts against COVID-19.

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**Celebrating International Youth Day**  
**VOICE OF YOUNG PAKISTAN**

A panel discussion organized by Greenstar Social Marketing to discuss how to liberate the potential of Pakistani Youth.

Get out of tranquility and step in the practical life. Dedicate your faculties to work improvement in every field to make the condition of people. It is only then we can be strong enough to counter threats to our nation and defeat our enemies.

Dr. Syed Aziz ur Rab  
Moderator: Aiman Haroon  
Tabinda Sarosh  
Umar Jallawala  
Naureen Latani  
Joshua Dilawar

Saturday August 15<sup>th</sup> 2:30 pm to 3:30 pm

**WEBINAR ON WORLD AIDS DAY**  
"Ending the HIV/AIDS Epidemic: Resilience and Impact"

Date & Time: December 1, 2020 at 7 pm

Aiman Haroon  
Zahrah Khattabi  
Dr. Suleman Ditho  
Dr. Sana Yasir  
Dr. Syed Aziz ur Rab

**greenstar**  
Health - prosperity - future

Say No to Osteoporosis

With Dr. Saliha Ishaq

According to a study carried out in 2009, it is estimated that between 10 and 20 percent of women in Pakistan have suffered some form of abuse. An estimated 5000 women are killed per year from domestic violence, with thousands of others disabled.

Source: Human Rights Watch

**5 STEPS FOR BUSINESSES TO TAKE LEAD IN COMBATTING GENDER-BASED VIOLENCE**

**"WORLD CONTRACEPTION DAY"**

I personally believe that family planning is a key to empower women by giving them the right to choose the number and spacing of their children. It's just not about contraception, it's about making informed choices which brings health and prosperity to your family. I feel proud to be part of an organization which has been working for the past 3 decades to save the lives of women by ensuring their access to affordable and quality family planning products and services.

Jawad Mansoor  
Head of Operations

**"WORLD CONTRACEPTION DAY"**

I feel quite empowered to take decisions of my life as I want. Sadly, many women in our country are deprived to take decisions about their lives without any societal pressures. Committed to strengthen the rights of women in making judicious choices especially about their sexual and reproductive health, I am pleased to be a part of Greenstar. It has given me a platform that enables me to pursue my mission and create an impact!

Kulsum Khan  
Deputy Manager, Programs

It's every individual's responsibility to raise voice against any odd that causes harm to a woman.

#stopgbvncovid  
#CounteringGBV  
#LetsendGenderbasedViolence

**Ways to cope with stress and anxiety during COVID-19**

We are physically distanced, not socially. Limit your exposure to news and information.  
Practicing a daily routine to establish a sense of normalcy.

**"My Health My Responsibility"**

Nadia Jamil is a famous Pakistani actress who has been acting professionally on stage & on screen since 1985. She was diagnosed with estrogen-sensitive breast cancer in March 2016. Nadia finds a spokesperson for cancer, encouraging and motivating women to fight against this disease.

**YOUR HEALTH IS YOUR RESPONSIBILITY ALWAYS SAY YES TO SELF CARE**

Nadia Jamil  
Breast Cancer Warrior

**"My Health My Responsibility"**

**YOUR HEALTH IS YOUR RESPONSIBILITY ALWAYS SAY YES TO SELF CARE**

Dr. Saliha Ishaq  
Oncologist and Gynaecologist





# Tales Of Courage!



### Sonia, a satisfied client helps raise awareness in communities!

Sonia is a 29-year old woman from Gujranwala, bearing 4 children already with a husband who is unable to provide for his family. Despite having 4 children, she conceived twice without an informed decision and went through unsafe abortions done by local untrained providers to terminate the pregnancies. During her second incomplete abortion, she met a Greenstar provider who counseled her on Manual Vacuum Aspiration to treat the complications of unsafe, incomplete procedure and to adopt an effective and long-term family planning method. She was anemic hence she was counseled on self care and her iron deficiency was corrected in the same clinic. The couple is living a healthier life today and paying attention to wellbeing of their family.

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### Greenstar collaborates with renowned writer Asma Nabil to guide the Breast Cancer Awareness Campaign!

Asma Nabil, a renowned drama writer and a producer in Pakistan, is an epitome of breaking stereotypes and winning battlefields against breast cancer. In 2013, she was diagnosed with borderline Stage III breast cancer. Since then, she's an advocate of strength & resilience against fear & trauma. Asma stands upright to be the voice of Pakistani women. She is working with the Government of Pakistan to develop a National Cancer Registry and starts a mission towards women's health through awareness and advocacy. She contributed towards a resolution that was recently passed in the Khyber Pakhtunkhwa Assembly to implement Breast Control Program. Asma strongly believes that in the future, breast cancer will be on the National Health Agenda of Pakistan and this country will be cancer-free one day!

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### HIV warrior monitors HIV control program in Punjab!

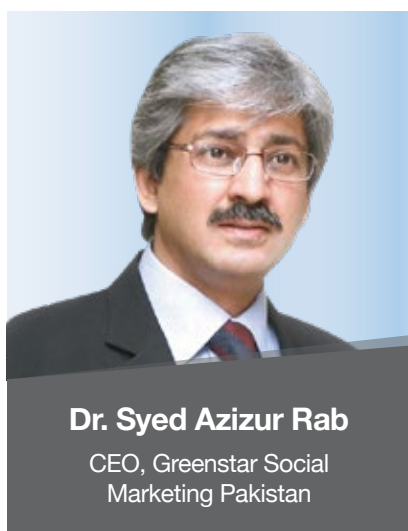
My name is Yasir Ali Khan and I am a Manager Monitoring and Evaluation in Punjab region at Greenstar Social Marketing. When I first found out about being HIV positive, I was devastated fearing abandonment by society. However, I found hope in the company of my mentors and in my work. Today I am living a purposeful professional and personal life. I work with communities breaking myths about HIV, improving access to treatment and harms reduction in vulnerable individuals. My gratitude to Greenstar and our donors for standing with me through this journey.

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# Women Leaders Advancing Sexual And Reproductive Health And Rights In Pakistan



“ On 9th June 2020 amidst the COVID-19 lock down, Greenstar Social Marketing sponsored the only country panel on Sexual and Reproductive Health and Rights at International Leadership associations’ online conference “Leading Differently.” Sexual and reproductive health and rights are related to human rights, including the right to life, the right to be free from torture, the right to health, the right to privacy, the right to education, and the prohibition of discrimination. Although all segments of Pakistani society suffer from a lack of awareness and access, the focus of this session remained on women and girl due to the inequalities they face and due to the current pandemic which has made these inequalities more visible and evident.

Greenstar Social Marketing is very thankful to all the women leaders who partnered with Greenstar in telling this story at an international forum and reaffirming its commitment to development of women and girls in Pakistan. ”



“ The ILA session brought together an interesting kaleidoscope of experiences, individual journeys of women to policy leadership in health, role being played by our youth as well as our male allies. The rich discussion teased multiple issues and concerns faced by women leaders in the realm of sexual and reproductive health. While many ideas resonated with me, my three key take-away for aspiring women leaders in particular would be:

- a) to un-apologetically and consistently pursue excellence while being extraordinarily vigilant of our moral compasses,
- b) to make room for women at every stage and phase of life, especially the youth who are the harbingers of change today, and
- c) to develop and nurture strategic and diverse alliances and coalitions ”



“ History is witness about the role of women leaders in leading the change that impacts social norms, SRHR/FP field being one of those. What is important to understand is that women’s rights and reproductive health are vitally important in their own right, as a matter of public health and social justice. They can help slow population growth and help ensure a sustainable future. If women are given contraceptive tools and information, they’ll limit the size of their families of their own free choice, and that makes their families healthier, wealthier, and better able to thrive in a climate-changed world. ”



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[www.greenstar.org.pk](http://www.greenstar.org.pk)



Greenstar Social Marketing

