

BRANDTA

CONNECTING FOR **IMPACT**



MESSAGE FROM THE CEO

Dear Friends,

Contraception is the most cost-effective method to reduce high maternal and child mortality, especially for Pakistan, the fifth most populous country globally. However, Covid 19 pandemic hit global economies adversely, resulting in funding cuts to family planning programs. The only hope for the family planning sector now is to invest in the accessibility to modern contraceptive methods channelized through the private sector, which caters to 70% of the consumers.

The pandemic crisis motivated Greenstar to create a community-level micro-ecosystem and provide quality, accessible and affordable Family Planning service delivery. It is taking up the menace of negative advocates through behavior change communication and counseling newlyweds, building trust and access in rural, urban and peri-urban areas. It harnesses the power of male engagement to accelerate the uptake of modern family planning practices, especially in youth. Greenstar's use of technology for creating primary demand through social media platforms engages young people and gives them choices for informed life decisions.

All this effort is aligned with the Government's agenda of increasing the Contraceptive Prevalence Rate. Greenstar is working closely with provincial and district authorities to liaise on local needs. Through our national footprint, which covers 123 communities of Pakistan, 7,000 service providers, 140,000 FMCG outlets, and 35,000 pharmacies, Greenstar is set to play its role in increasing access to quality Family Planning services and products. Greenstar closed last year by generating 2.2 million CYPs (Couple Years of Protection). Our target for the current year is even more ambitious, though Greenstar feels that it is swimming against the tide as donor space is continuously limiting in the country, and there is an acute shortage of long-term methods (LTMs). However, Greenstar is confident to play an active role in the FP arena through innovations and support of its Social Marketing and Social Franchising arms.

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

THE VOLCANO HAS ERUPTED

GLOBAL ECONOMIC EMERGENCY

COVID-19 pandemic shrinks funding and access to sexual and reproductive healthcare for women in Pakistan!

BREAKING NEWS!

LACK OF CHOICE

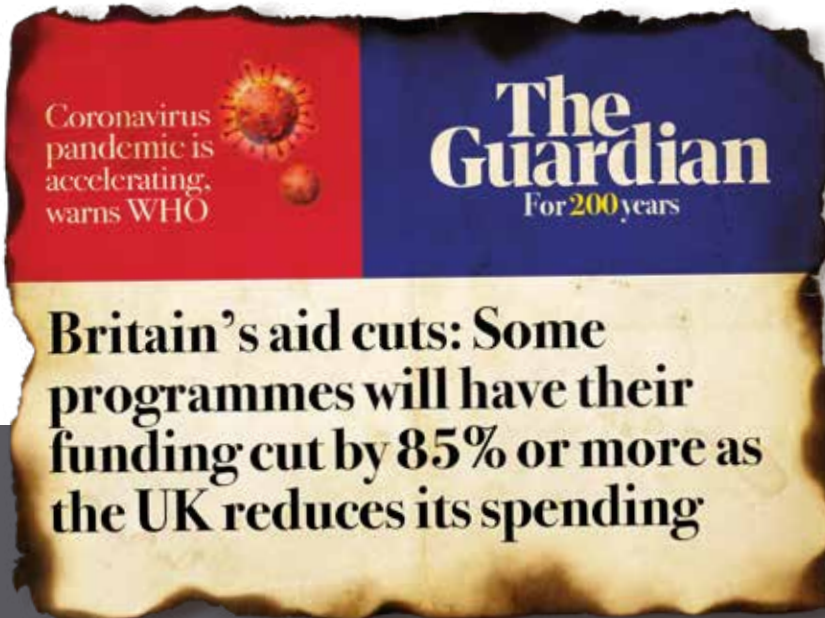
LACK OF ACCESS

LACK OF AFFORDABILITY

Impact on women and children's health will be catastrophic, resulting in loss of health, loss of autonomy, and loss of life.

Devastating global fallouts: how global consequences trickle down to Pakistan

GLOBAL



Reference: <https://www.theguardian.com/global-development/2021/apr/30/britains-aid-cuts-whats-been-announced-so-far>



Reference: <https://www.cgdev.org/blog/uk-aid-cuts-unfpa-ripple-effects-sexual-and-reproductive-health-product-markets-outsized>

Burdening healthcare system in Pakistan



Source: <https://www.familyplanning2020.org/pakistan>

A long uphill task!

PAKISTAN

Contraceptive prevalence targets for provinces by 2025 & 2030 based on Council of Common Interests (CCI) recommendation



Source: https://pakistan.unfpa.org/sites/default/files/pub-pdf/briefing_note-target_setting_cci_recommendations-2020.pdf

Legal/regulatory challenges – Is the space shrinking for Non-Profit Organizations?

- Difficulty in obtaining No Objection Certificate (NOC)
- Procedural complexities leading to delays
- Reporting to multiple authorities
- Security concerns
- Lack of information and support
- Stringent tax exemption policies

Source: <https://www.pcp.org.pk/uploads/Enabling-Environment.pdf>

COVID-19 AFTERMATH:

worsening market failures negatively impacting a woman's healthcare needs at different stages of her life journey!

1

- Delayed care in pregnancy & delivery
- iron and calcium deficiencies
- I.U. growth retardation



Only $\frac{1}{3}$

of the population is aware of menstruation and knows the proper course of action at the time of menarche¹

3a

- Lack of access to quality sexual & reproductive health services
- Lack of newly wed couple counseling
- Sexual and domestic violence

3



2

Health-related complications (leading causes of death) in under-five aged children are:

- pre-term birth complications
- birth asphyxia/trauma
- pneumonia
- congenital anomalies
- diarrhoea
- malaria

Under-five mortality rate

2d

67

deaths per 1,000 live births³

2c

43%

diarrhea cases in under-five aged children¹

2b

38%

of stunting issues in under-five aged children¹

2a

23%

of children under five are underweight¹



1a

41%

of women of reproductive age are anemic²

1b

80%

of mothers have calcium deficiencies²

1c

Maternal mortality

186

deaths per 100,000 live births¹



19%  **4c**
cases of postpartum depression (PPD)¹

37%  **4d**
Unintended pregnancies¹

34%  **4e**
Contraceptive prevalence rate (CPR)¹

186  **4f**
Deaths per 100,000 live births¹

2.2m  **4g**
Unsafe abortions¹

4

Lack of access to family planning services

4a

16.5%
of the total population is married women of reproductive age (MWRAs)¹

4b

17%
of current married women of reproductive age (MWRAs) have unmet family planning needs¹

Source:
1. PDHS 2017-18
2. National Nutritional Survey-2018
3. Unicef 2019

Contributing factors:

- Lack of products affordability
- Lack of accessibility
- Products and methods choices
- Knowledge of sexual & reproductive health rights
- Social stigmas and lack of financial independence
- Increase in sexually transmitted diseases (STIs)
- Increase in communicable and non-communicable diseases
- Domestic violence and economic vulnerabilities

Consequences:

- High fertility
- Poverty
- Increase in mortality rate
- Custom of early marriages
- Son preferences
- Religious constraints
- Lack of basic self-care awareness
- High unmet need of family planning
- Lack of women empowerment and literacy

Greenstar's Social Marketing & Social Franchise performance report card

Program to date (PTD) – June 2021

	DAFPAK 2021	LAD 2021	PPIF 2021	NQ 2021
Total service lifespan impacts				
Demographic Impacts				
Unintended pregnancies averted	860,686	611,647	11,998	114,962
Live births averted	241,096	171,335	3,361	32,203
Abortions averted	523,306	371,888	7,295	69,898
Health Impacts				
Maternal deaths averted	630	612	8	138
Child deaths averted*	6,153	4,372	86	822
Unsafe abortions averted	301,984	308,866	4,210	69,230
DALYs and Economic Impacts				
Maternal DALYs averted (mortality and morbidity)	39,129	37,752	523	8,492
Child DALYs averted (mortality)*	520,206	369,684	7,252	69,484
Total DALYs averted	559,334	407,437	7,775	77,976
Direct healthcare costs saved (2018 GBP)**	28,792,400	21,893,290	401,383	4,284,760
Couple Years of Protection (CYPs)				
Total CYPs (FP only)	2,535,670	1,310,686	25,766	241,515

DAFPAK – Delivering Accelerated Family Planning in Pakistan

LAD – Large Anonymous Donor

* Estimates of child deaths averted may be unreliable because there is currently very limited data about the linkages between CPR, birth spacing and child mortality. This part of Impact 2 will be updated as improved research becomes available.

** Costs saved to families and health care systems on pregnancy related care (e.g. ANC, safe delivery, treatment of complications including PAC). The default estimate for costs saved are based on "full coverage" - i.e. all women needing care receive it.

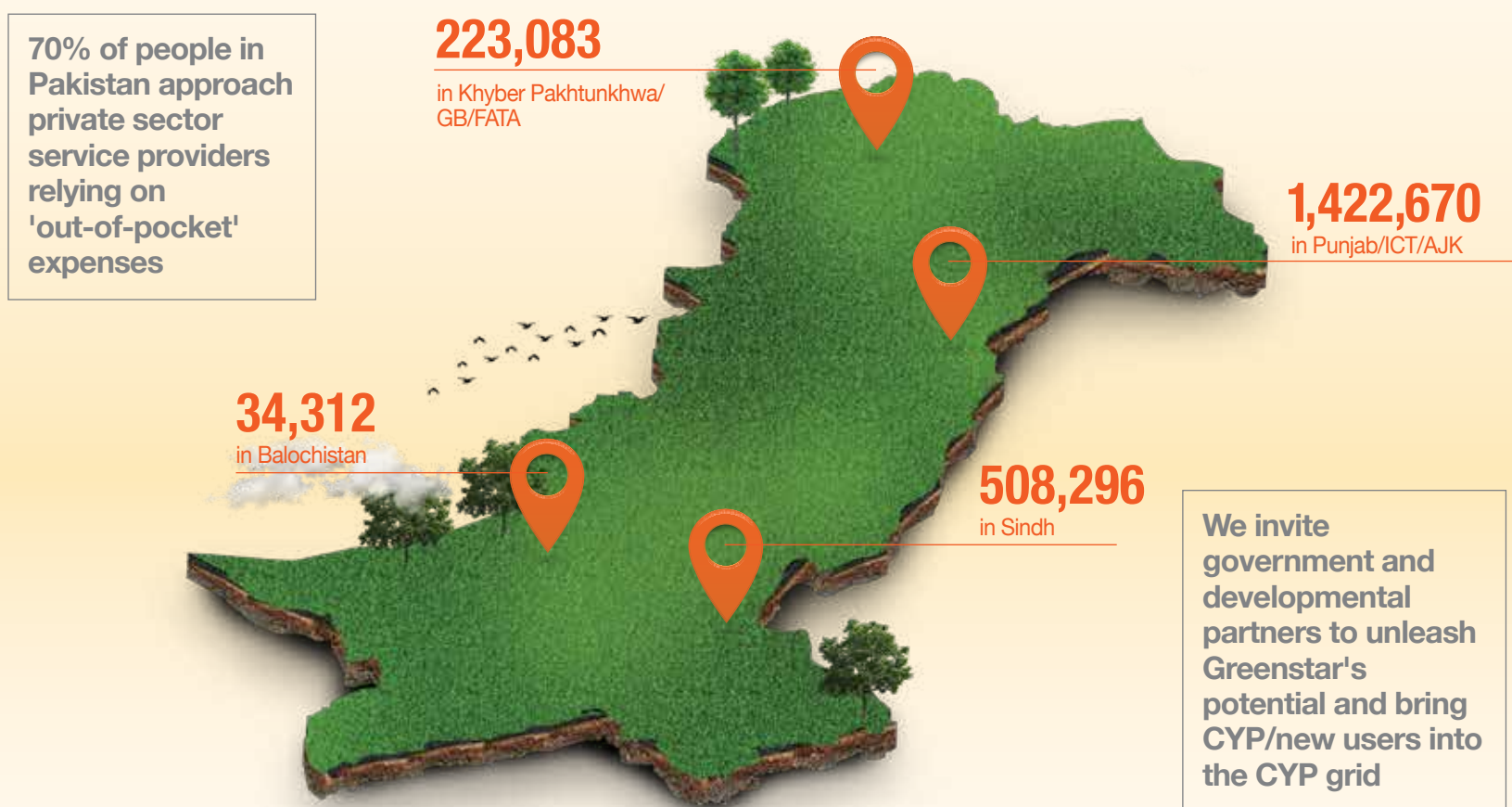
PPIF – Punjab Population Innovation Fund

NQ – Naya Qadam is a project funded by Bill & Melinda Gates Foundation

Greenstar brings to the nation Couple Years of Protection (CYP)/new users grid

Province wise share of (CYPs) generated by Greenstar Social Marketing

July 2020 – June 2021



Engaging public sector to create an enabling environment for family planning

Greenstar Social Marketing is working closely with public sector to follow the government's agenda for increasing national Contraceptive Prevalence Rate (CPR), particularly modern contraceptive methods. Greenstar works as an extended arm of the government & endeavors to improve access to quality family planning products and services through its Social Marketing, Social Franchising, and Social Mobilization approaches. In this regard, Greenstar remains in close contact with provincial and district authorities. It seeks guidance to improve its reach to more underserved women and children in Pakistan.

Strategic meetings in Sindh



Greenstar congratulates Mr. Rehan Iqbal Baloch, recently promoted Secretary, Population Welfare Department, Sindh. He assured his full support in collaborating for future projects



Mr. Raja Tariq Chandio, Deputy Commissioner, Khairpur assured full support to Greenstar in his district and facilitated No-Objection Certificate (NOC) for Greenstar's work

Interventions required to reach desired goals:

- Public-private partnership to increase access to products and services
- Commodity security: product mix of short-term and long-term methods
- Enabling environment for the private sector to increase its role in the expansion of products and services
- Facilitation to local manufacturers to reduce reliance on imported products
- Government to take up the role of donors for non-profits to reach hard to reach areas
- Political commitment for prioritizing family planning and sexual & reproductive health as the key health agenda



Dr. Shoukat Abro, Deputy District Health Officer, Larkana was briefed about future partnerships with Greenstar in the district



Mr. Ameer Fazal Avesi, Additional Commissioner, Larkana appreciated Greenstar's work and promised to extend his full support in the district



Dr. Jameel Mahar, District Health Officer, Sukkur appreciated Greenstar's efforts in communities and shared an excellent response. He welcomed Greenstar's activities in district Sukkur



Meeting with Mr. Moonis Ahmed Rahoojo, Additional Deputy Commissioner, Gotki. He discussed issuing a No-Objection Certificate (NOC) to Greenstar for its activities in the district



Dr. Rawal Insaf, Deputy Health Officer on the recommendation of the District Health Officer, welcomed Greenstar to expand its operations in the district

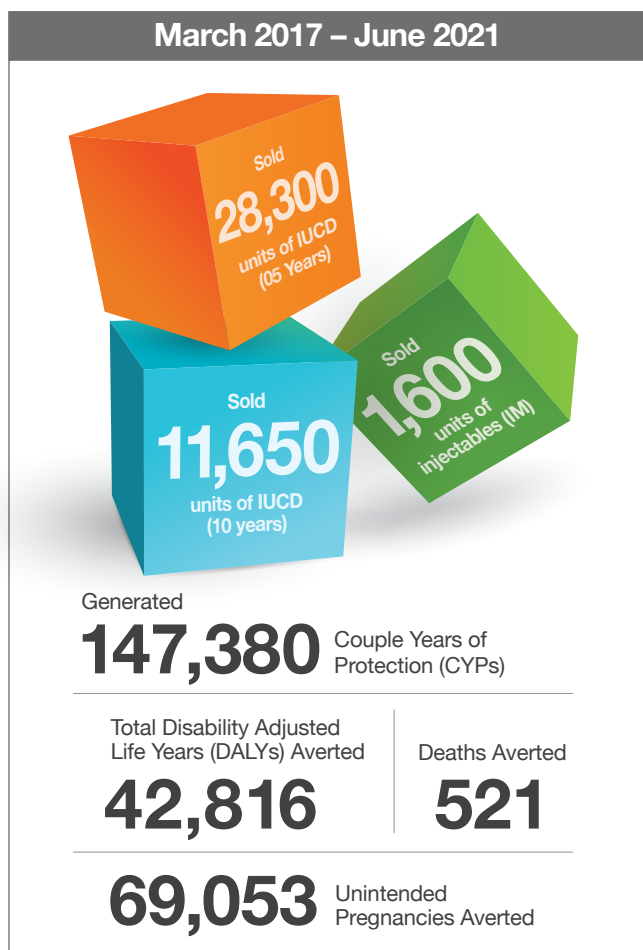


Dr. Doulat Jamali, District Health Officer, Shaheed Benazirabad was given updates on Greenstar's family planning & reproductive health activities in his district & discussed potential future partnerships



Dr. Masood Ahmed Mahar, Deputy Health Officer, Shikarpur appreciated Greenstar's work and showed his complete support in the district

Strengthening public-private partnership in the most challenging terrains (FATA)



Program Overview

Greenstar operates in hard-to-reach geographies in Pakistan. It faces security and social challenges to ensure quality and affordable services to women and children in marginalized communities. It has interventions in Khyber, Mohmand, Bajaur, and Kurram.



<https://interactive.aljazeera.com/aje/2019/pakistans-tribal-areas-fata/index.html>

Public-Private Partnership

Reproductive Health and Family Planning Project, FATA is implemented under the supportive supervision of the Directorate of Health, FATA, with a valid NOC (No-Objection Certificate). Under this project, Greenstar gains access to provide services in the area.

Relationship building with Developmental Partners and Provincial Government

To strengthen the public-private partnership and create synergy between both sectors, Dr. S. A. Rab, CEO, Greenstar had multiple consultative meetings. These strategic meetings included one-on-one interactions with Health Secretary KPK, Special Secretary KPK, Secretary Education, Director Health Foundation, Director Healthcare Commission, and Director Provincial Health Services Academy. The results were total endorsement of sustainable economic development.



The department of Health, Khyber Pakhtunkhwa and Greenstar inked a Memorandum of Understanding (MoU) for women empowerment through sustainable economic development project of KFW, Germany. Under this collaboration, Greenstar will build 120 one-room clinics and 70 container clinics in Punjab and KP



Dr. S.A. Rab, CEO, Greenstar in consultative meeting with KP government officials

Reproductive Health and Family Planning Project (RHFP) supported **30** public health facilities, mainly focusing on mother & child health



Organized 4 family planning camps to offer consultations, medicines, screening, immunization, and counseling services. Approximately **1,800** clients were reached

Renovated **100** lady health worker houses under RHFP project

Provided essential equipment for sexual and reproductive health & family planning services



Extensive community awareness campaigns with the support of key opinion leaders for the uptake of modern contraceptive methods

Refresher courses for **200** healthcare providers and traditional birth attendants to upgrade their skills of essential maternal and newborn care, clean and safe deliveries, and family planning services



10 bedded Sabz Sitara Hospital



Greenstar's state-of-the-art and first-ever **"10 bedded Sabz Sitara Hospital"** is constructed in Peshawar. The work is in progress and expects to complete by July 2021. This hospital is designed on international standards and is one of the sustainable approaches undertaken for the vulnerable community of FATA and KP in collaboration with KFW.



Mr. Sebastain Jacobi, the newly joined Country Director, KFW Pakistan Office being briefed about KFW-Greenstar project successfully completed in Pakistan.

Portable Container Health Clinics (PCHC)

The hub of holistic primary care for communities in far-flung areas

Greenstar installed portable health container clinics in the far-flung areas of Sindh, Punjab, and KP with the support of KFW, funded by BMZ, Germany. The portable clinics' are a hub to quality maternal and child health, focusing on the transition from family planning to family health solutions. Through these facilities, it expands its services to women in underserved communities for their sexual and reproductive health and family planning needs. Greenstar thanks KP Government for giving beneficiaries access points to affordable products and quality services.



Bernhard Schlagheck, German Ambassador to Pakistan, inaugurated the portable container health clinic in Swabi, KP, with Dr. S.A. Rab, CEO, Greenstar

Family Planning and Family Health services at Safoora Goth Container Clinic

Safoora Goth Container Clinic facilitates adjacent communities of over six goths with family planning, sexual and reproductive health, and mother & child healthcare needs. The fully equipped mobile ambulance transports patients from far-flung areas.



Greenstar launches diarrhoea management program for under-five aged children



Greenstar steps in and becomes the first and the largest private-sector organization in Pakistan to institutionalise Zinc and LOORS as the first-line treatment of diarrhoea management in under-five aged children

A project supported by:



Around 50,000 children die due to diarrhoea in Pakistan in a year (Source: UNICEF 2018)

852,000 diarrhoea cases will be treated

a network of **50** master trainers

sitara bajis **200**

and **3,000** service providers

During 18 months project lifecycle, it aims to:

- reduce child mortality and morbidity in under-five aged children, which is reported 8% in Pakistan according to WHO
- increase community awareness and knowledge on diarrhoea prevention and the use of ZINC and LOORS as the low-cost and the first-line treatment of diarrhoea

Interventions include:

- training of the Master Trainers, service providers and sitara bajis by Dr. Nand Lal Moorpani, Chief Pediatrician, and Consultant on Integrated Management of Childhood Illness (IMNCI) and Global Action Plan for the Prevention and Control of Pneumonia and Diarrhoea (GAPPD) with his team of two experienced training facilitators Dr. Amina Bano and Dr. Farida Memon
- SBCC interventions to change behaviour of service providers and caretakers for adopting ZINC & LOORS for the treatment of diarrhoea
- training of POOCHO helpline counselors to handle diarrhoea related calls
- development of new information education communication (IEC) material for diagnosis and treatment regime for diarrhoea management
- availability of high-quality and affordable diarrhoea treatment products
- availability of products across Pakistan at a subsidized price for marginalized households through community-based channels



Dr. Nand Lal Moorpani, Chief Pediatrician & Consultant on Integrated Management of Childhood Illness (IMNCI) and Global Action Plan for the Prevention & Control of Pneumonia and Diarrhoea (GAPPD)



Dr. S. A. Rab, CEO, Greenstar presented a manual on diarrhoea management to Mr. Shahzad Afzal, National Program Manager, Child Survival & Development, NI



Diarrhoea can be treated through Zinc and LOORS in under-five aged children



Mothers are prescribed to treat paediatric diarrhoea through the combination of Zinc and LOORS



Group photo during Training of "Master Trainers" Program on disease management of diarrhoea through ZINC & LOORS in under five-aged children

Providing reproductive health services in communities through Social Marketing

With the support of Population Services International (PSI) and the Foreign, Commonwealth & Development Office (FCDO), Greenstar is implementing "Delivering Accelerated Family Planning in Pakistan (DAFPAK)." Through this intervention, Greenstar aims to provide reproductive health services to the communities through social marketing of family planning products such as pills, injections, intrauterine contraceptive devices (IUCDs) & condoms. The project is implemented in 54 districts of Pakistan.

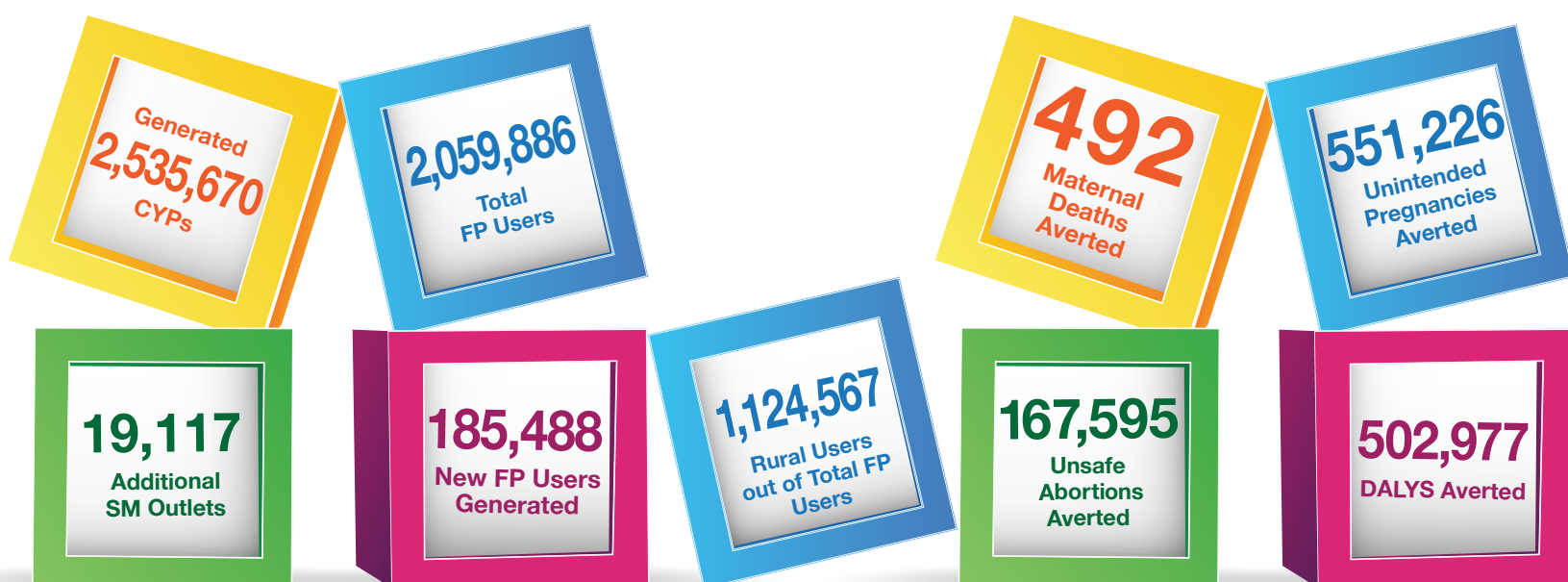
Addressing the (FP) need/problem:

Despite consistent public and private inputs, the country's family planning (FP) needs remain unfulfilled. Its Contraceptive Prevalence Rate (CPR) has been stagnant for quite some time at 34%, with modern CPR being only 25%. Similarly, other essential statistics, like maternal mortality and infant mortality along with human development index indicators (life expectancy, education, and per capita income), also leave a lot to be desired. Numerous studies have shown that family planning plays a significant role in ensuring multiple essential services for the populations and improving these indicators. This stagnation in CPR highlights the 'need' for effective, good quality, and easily accessible family planning (FP) initiatives. It can be implemented and sustained in local communities, especially in rural areas where more than 60% of its population resides through strong program initiatives, involving networking with public & private stakeholders.

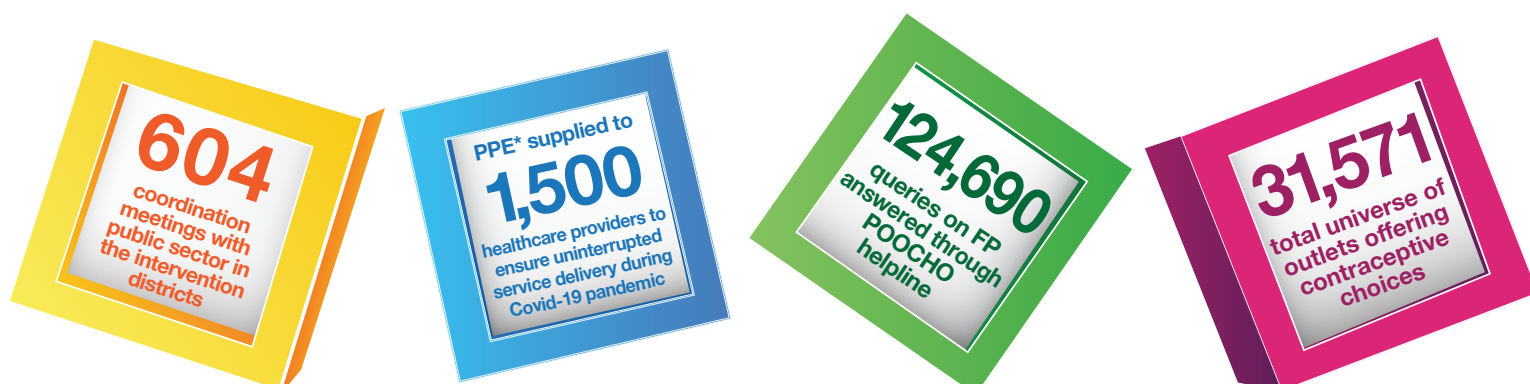


DAFPAK's Achievements

December 2017 – June 2021



Coverage in 54 districts as of April 2021





Greenstar congratulates Mr. Rehan Iqbal Baloch, recently promoted Secretary, Population Welfare Department, Sindh. He assured his full support in collaborating for future projects



Ensuring availability of contraceptive choices at retail outlets to make each pregnancy an informed choice



Greenstar organized a seminar with general practitioners to increase advocates of family planning in communities



Launch ceremony and training of POOCHO Customer Relations Management System (CRMS) for efficient call handling and client response on FP and RH queries



Group photo during a meeting with Dr. Talib Lashari, Technical Advisor, CIP and Focal Person, FP2030 Sindh. Greenstar discussed the progress of ongoing interventions in Sindh and potential future collaborations with CIP in the intervention districts

Increasing quality & coverage of post-abortion care & long-term family planning

Sustaining Sabz Sitara social franchise through customized phasic approach

PROBLEM

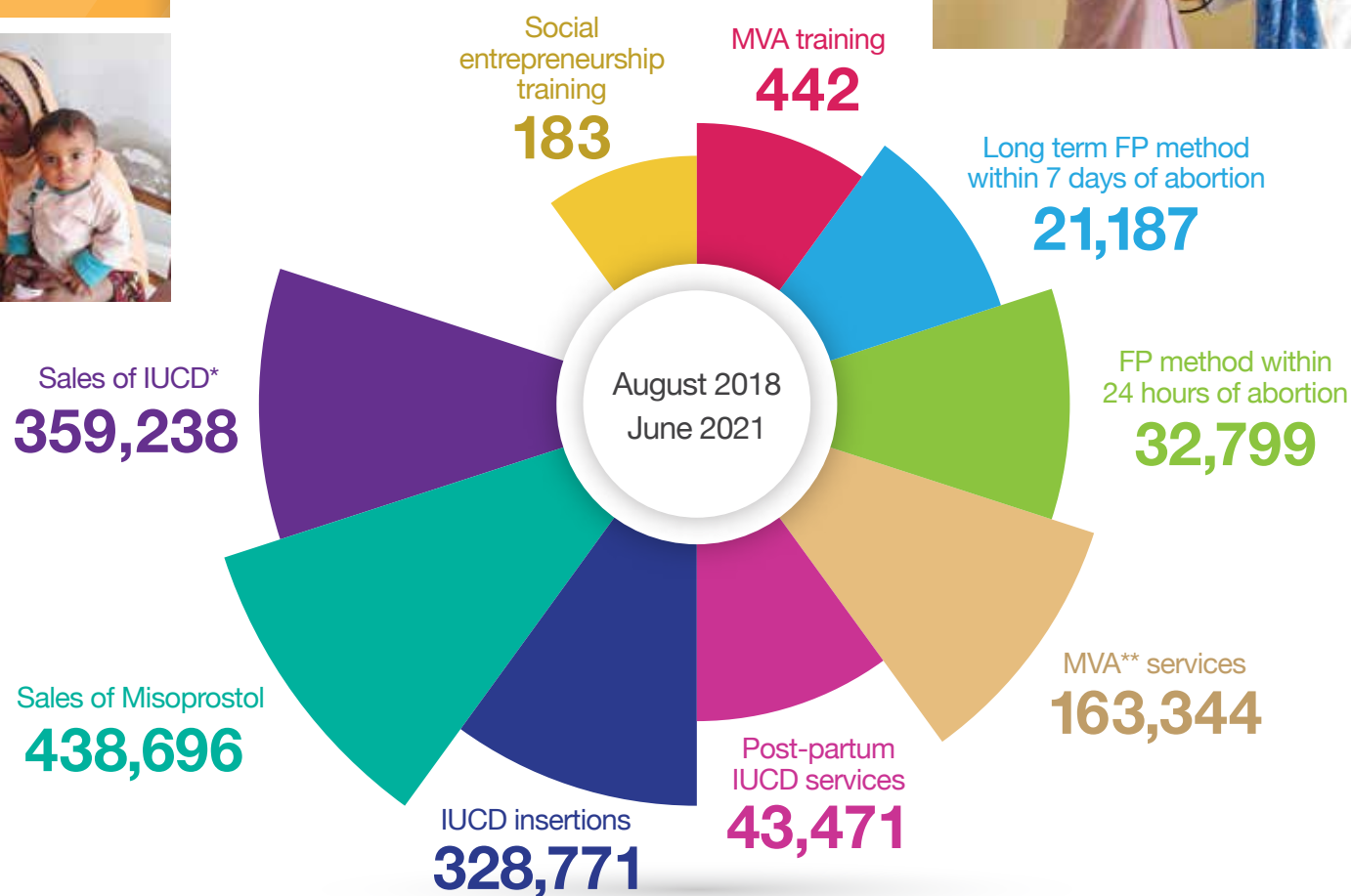
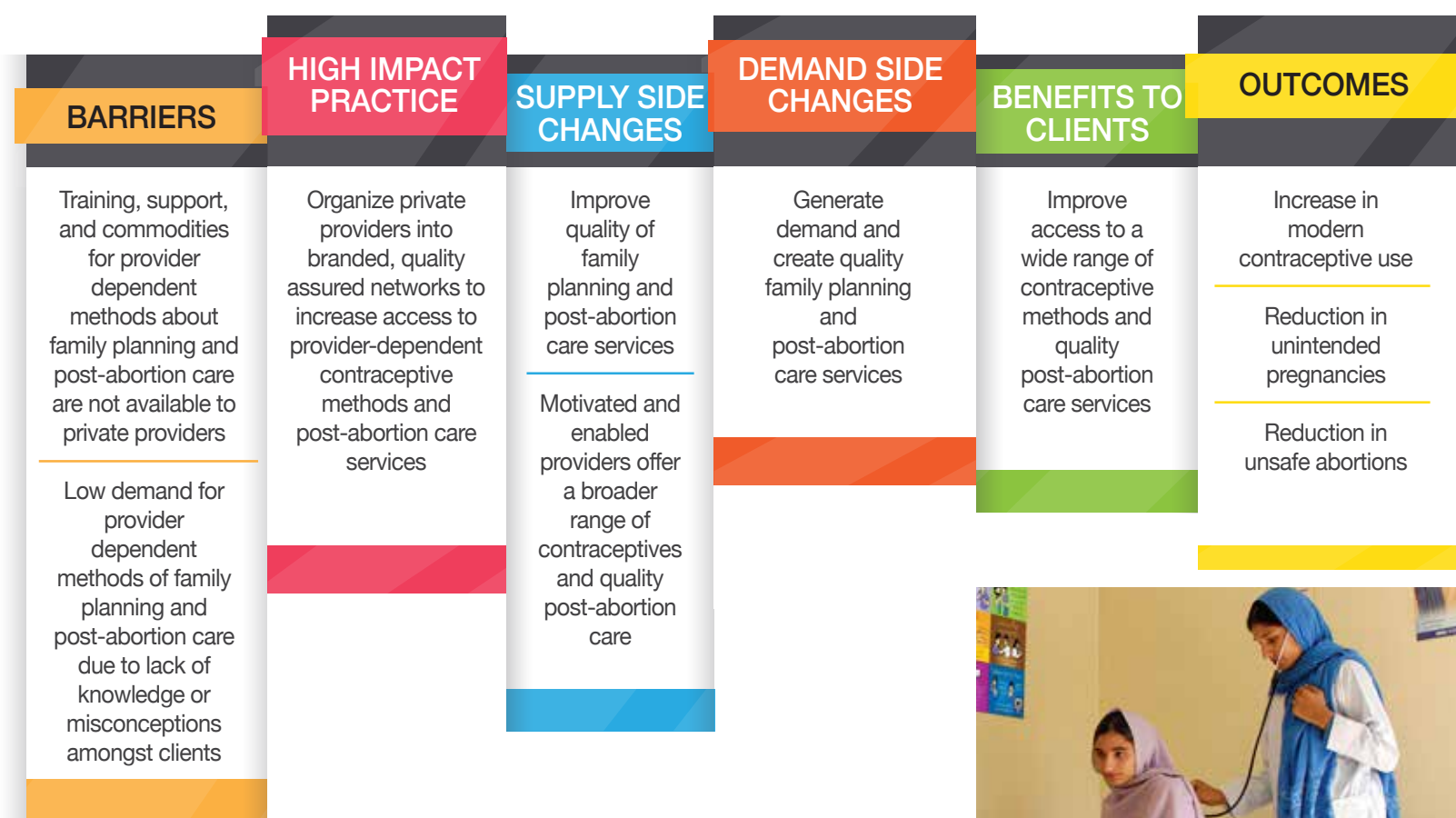
In 2002, a nationwide study estimated that close to 900,000 unintended pregnancies were terminated, equivalent to a rate of 29 abortions per 1,000 women of reproductive age.*

GOAL

To reduce maternal mortality and morbidity in Pakistan through access to quality products and services of post-abortion care & long-term family planning

* <https://www.guttmacher.org/fact-sheet/unsafe-abortion-and-postabortion-care-pakistan#>

Theory of Change:



Components of sustainable “Sabz Sitara” primary care ecosystem

SOCIAL MARKETING OF FAMILY PLANNING AND NON-FAMILY PLANNING PRODUCTS TO GENERATE PROGRAM INCOME



سبزستاره

فیملی ہیلتھ سینٹر



SOCIAL MOBILIZATION ON SELF CARE



PRIMARY CARE SERVICES



QUALITY OF SERVICES



SOCIAL ENTREPRENEURSHIP



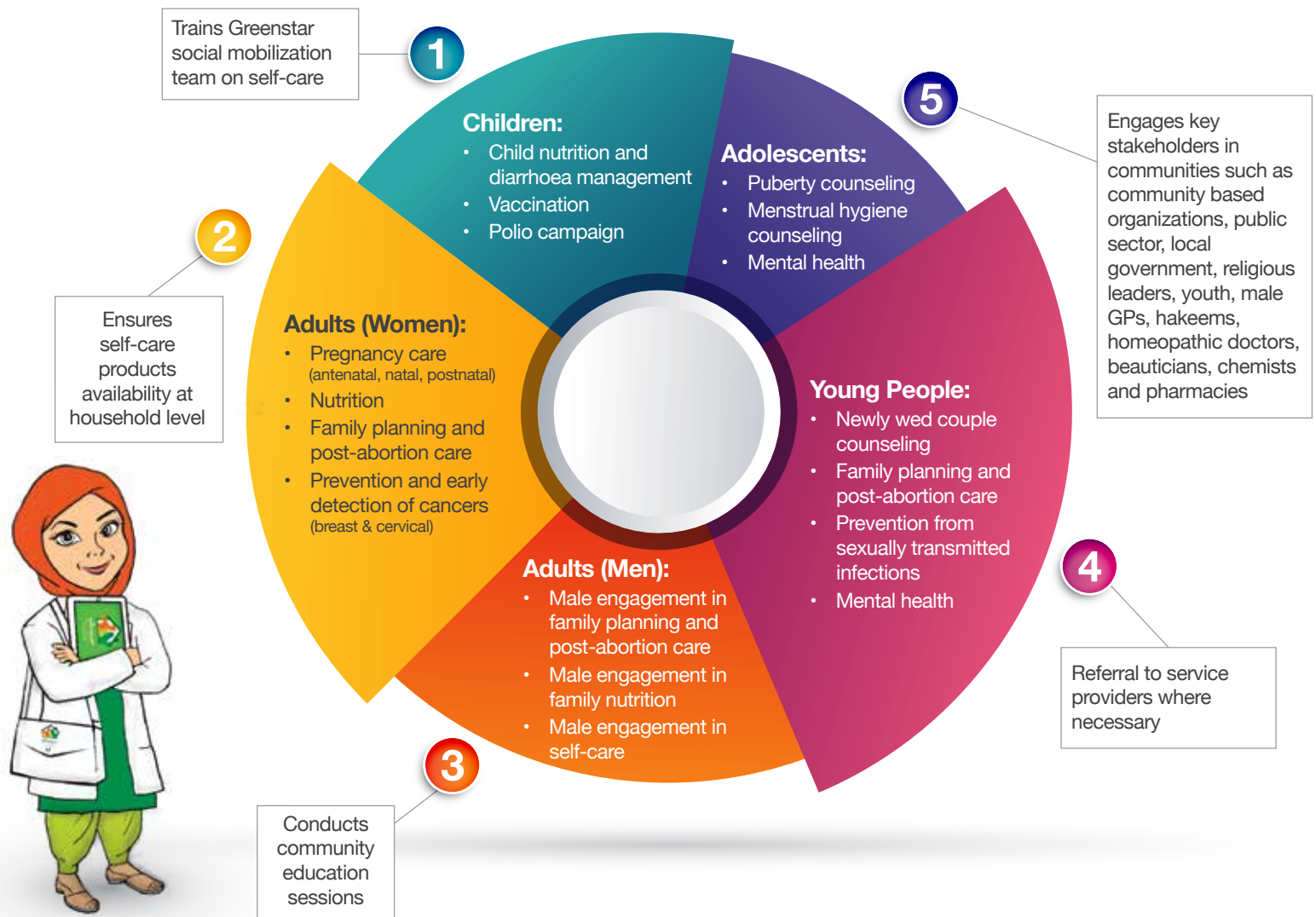
Sabz Sitara Products/Services Menu:

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

A step towards holistic primary care for communities in Pakistan



Building an ecosystem of self-care through Social Mobilization



18,000

will be expected to avail LARC services

2,400

additional providers will be recruited through eco-health system



300,000

women will be reached through social mobilization strategy

120,000

women will be served through SM system



Sitara bajs pledge to save the lives of mothers and children in underserved communities through awareness, counseling, and provision of quality and affordable products and services



Training of Sitara bajs on the treatment of diarrhoea in under-five aged children through Zinc and LOORS



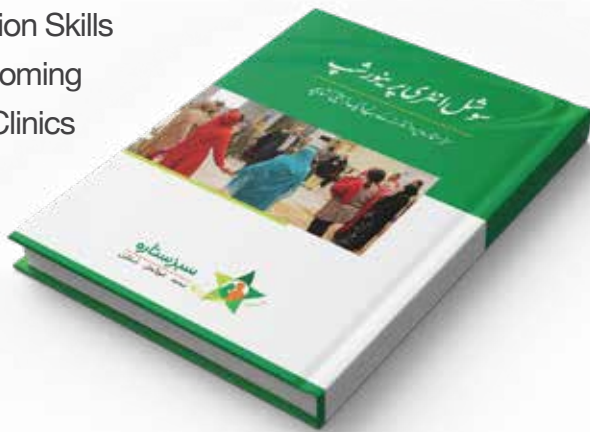
Sitara baji organized neighborhood meeting with MWRA's to educate them on their sexual and reproductive health, family planning, and family health needs

Empowering healthcare providers with “business acumen” through social entrepreneurship training

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

Training Modules:

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



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 SE training. One of the major factors includes location and accessibility. She faced a problem in client reach as her clinic is located 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 reach easily. 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 the program is finished 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.”



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



Group photo of service providers with trainer Dr. Ilyas after completing social entrepreneurship training

BEFORE	AFTER
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Empowering women with post-partum and post-abortion family planning

Naya Qadam is a project funded by Bill & Melinda Gates Foundation. It implemented across six districts of Pakistan, namely Karachi, Larkana, Nawabshah, Rawalpindi, Okara, and Pakpattan. The project has trained 620 Sabz Sitara providers on post-partum and post-abortion family planning, focusing on youth to expand service delivery.



GOAL

To improve maternal and reproductive health in married women of reproductive age (MWRAs) through access to the public and private sector

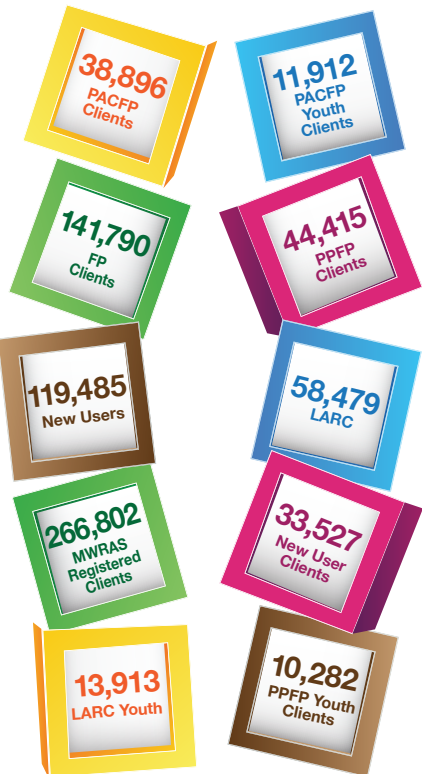


PROGRAM OBJECTIVES

Strengthen Post Abortion Family Planning

Improve Post-Partum Family Planning

OUR IMPACT



October 2018 - June 2021

WHAT WE DO?

Capacity building of private sector providers



Demand generation at community level



CAPACITY BUILDING



Naya Qadam + Greenstar the innovation partners

“ Madiha Gulfam was associated with Greenstar as "Sitara Baji." She worked on different projects in communities under the social mobilization department. After completing one of the projects in December 2020, considering her maximum productivity, service delivery, and high revenue generating skills, one of Greenstar's service providers, Surraya Rasheed, included her in her team. She was convinced of her power of good client reach, regular neighborhood meetings, and community engagement. She's a good addition who adds value through her work. ”



Service provider guiding married women of reproductive age with available short-term and long-term contraceptive methods



Family health is at the center of Greenstar's mission. A satisfied client during a free medical camp at Safoora Goth



A service provider is counseling a client about birth spacing essential for both mother and child health



Post-abortion family planning is crucial to reduce maternal mortality and morbidity. Greenstar's service providers regularly guide clients for better decisions

Integrating a male practitioner ecosystem to augment family planning service delivery

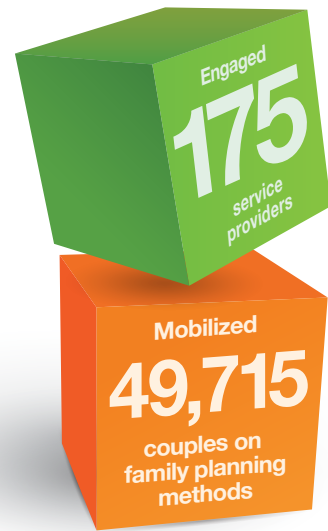
A project supported by:



مل کر فیصلہ، خوشحالی کا وسیلہ

Under this project, the behavioral change communication team established a channel of potential family planning products and services for men through a client-centered approach. The program engaged

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



November 2019 – June 2021

Total
35,398 users availed FP methods

12,203 LARC services generated

4,613 female groups on FP counseling

43,031 participants attended

2,672 male groups on FP counseling

26,118 participants attended

3,200 Sayana injections to MWRAs

207 fixed FP days

49,715 MWRAs Registered

13,801 New FP users generated

The main activities, in addition to the regular household visits, neighborhood meetings, and contraceptives supplies, included:

- Installed ten telephone booths at male GP clinics. Clients avail FP counseling through Greenstar POOCHO helpline
- Organized **207 fixed FP days**/ free medical camps to generate FP users and new users
- Published a family planning counseling tool for male service providers for the first time in Pakistan
- Introduced job aid counseling manual for female service providers
- Developed manual of six steps of counseling for family planning



With the support of a traditional network of practitioners (homeopaths and hakeems), men at Greenstar feel pride in saving the lives of mothers and children in Pakistan



Sattar Bhaes, Greenstar's social mobilizers, conduct door-to-door visits and neighborhood meetings to counsel men about their role in family planning



Greenstar contributes to the National and Provincial TB Control Program

Every year, Greenstar commemorates World Tuberculosis (TB) Day with the international community on March 24 to raise public awareness about the devastating health, social and economic consequences of TB and step-up efforts to end the global TB epidemic. The date marks the day in 1882 when Dr. Robert Koch announced that he had discovered the bacterium that causes TB, which opened the way towards diagnosing and curing this disease.

The theme of World Tuberculosis (TB) Day 2021 - '**The Clock is Ticking**' conveys that the world runs out of time to act on the commitments to end TB made by global leaders. It is especially critical in the context of the COVID-19 pandemic that has put 'End TB' progress at risk and ensures equitable access to prevention and care in line with WHO's drive towards achieving Universal Health Coverage.

At Greenstar, planning and executing activities to promote awareness regarding TB for this year's World TB Day on March 24, 2021, was challenging and uncertain, especially considering the implementation of social events during the current scenario of the COVID-19 pandemic. However, the team's morale, devotion, and commitment made it happen, with conscientiously following the SOPs to ensure their communities' safety.



Greenstar has a significant share of contributions to tuberculosis control in Pakistan. It performs under the umbrella of the National and Provincial TB Control Program funded by the Global Fund. Working as a private sector partner with the National and Provincial TB Control Program for more than the last 15 years, the organization has catered to almost **215,000** TB cases and treatment follow-ups.

It has completed the 3-year NFR TB Control grant with almost 9-10 percent contribution in the national data annually. As a result of its continued efforts, despite the impact of COVID-19, it has treated **88,000** TB cases with a treatment success rate of **90%**. Aligned with WHO guidelines, it operates with a network of general practitioners in 28 districts. The coverage is almost **40–45%** of the population of Pakistan.

Recently, the TB project team participated in a rapid assessment conducted by The McGill International TB Centre, Canada, and the TBPPM Learning Network. Funded by Bill and Melinda Gates Foundation and the TB PPM Working Group, the assessment is designed to understand the recovery of the private sector in TB care following the COVID-19 pandemic in some of the highest-burden TB countries – Bangladesh, India, Indonesia, Myanmar, Nigeria, Pakistan, and the Philippines. Further, to develop a set of evidence-based guidance tools, its support in such assessments provides opportunities to strengthen private provider engagement in times of COVID-19.

The assessment findings will be published soon as “One year of COVID-19 and its impact on PPM for TB.”

Almost
215,000
TB cases and
treatment
follow-ups

Implemented in
28
districts of the
country

Accelerated response to HIV through effective prevention and treatment

Pakistan continues to have a concentrated HIV epidemic with an estimated **190,000** people living with HIV (PLHIV) and an estimated prevalence of less than **0.1%** in the general population¹. The epidemic is concentrated among key populations (KP), such as:

- people who inject drugs (PWIDs)
- transgender sex workers (TGSW)
- male sex workers (MSW)
- female sex workers (FSW) and others

The IBBS-2016 showed a surge in HIV prevalence in the key populations engaged in sex work. The geographic distribution of key populations has also expanded from major urban cities and provincial capitals to smaller cities and peripheries. Based on up-to-date epidemiological evidence, Pakistan in 2018 introduced a high impact HIV response in the country to effectively address the epidemic concentrated in key populations with the goal of “Accelerated response to HIV through effective prevention, treatment, care and support interventions for Key Populations.”



Greenstar Social Marketing worked as sub-recipient to the National AIDS Control Programme, Ministry of National Health Services Regulation and Coordination (NACP, MoNHSRC) to implement high-impact HIV prevention programs in eight districts with high HIV burden. The project grant is sponsored by the Global Fund. A salient feature of the program was that for the first time in the country, a "community-based and community-led" initiative was introduced to cater to the individual communities' needs and aspirations, including a comprehensive package of high-impact HIV prevention interventions.

Key program achievements include:

- Establishment of **11** key population specific community-based organizations (KP-CBOs) to provide HIV prevention services to their respective communities through community peers and workers
- In all, **17** KP-CBOs were working as sub-sub-recipients to Greenstar to implement the HIV program in **8** project target districts
- HIV cascade of services provided by Greenstar and its implementing partners (cumulative till 30th June 2021)



- In addition, **30,275** KPs were treated for various sexually transmitted infections (STIs), and **5,942,609** condoms and lubricants were distributed (both reported to reduce the risk of infection and infection transmission)
- Implementation of a case-based HIV prevention Management Information System supported by biometric and android devices for client's recruitment, retention, and follow-up along with the HIV prevention and treatment cascade
- Over **150** members of the key populations and communities have been trained on various aspects of HIV program implementation, service delivery, and management
- Regular coordination between all stakeholders that is PR-SR-SSRs has been a key feature of the grant, with quarterly meetings being a regular feature of the grant

Aligning Greenstar's healthcare providers with Government's training protocols

Greenstar is working closely with the public sector to promote public-private partnerships and improve service delivery. Greenstar collaborated with **Population Welfare Department, Sindh** for a training on **“Family Planning Methods & Infection Prevention Protocols.”** The trainers are now certified as **“Master Trainers.”**



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



Unleashing the power of youth - engaging newly wed couples in family planning counseling



Greenstar participated in a training organized by the **Population Program Wing of the Ministry of National Health Services, Islamabad**, on **“Newly wed couples counseling on family planning.”**

Modules:

- Improve couple communication and partner support for family planning
- Improve knowledge about fertility & family planning
- Improve contraceptive use
- Increase male outreach and participation
- Counsel & communicate more effectively with women
- Understand the women and community
- Contribute to women and the communities trust, and satisfaction in the services provided

Upgrading quality assurance systems

Quality is a unique edge of continuation of services at Sabz Sitara network. We at Greenstar strive to improve the quality of care infrastructure. Greenstar trained **2,059** service providers with basic quality protocols.

Quality Management:

- Quality Assurance
- Continuous Quality Improvement
- Quality Management
- Risk Management
- Medical Records
- Utilization Review
- Privacy and Confidentiality
- Infection Control



Greenstar attended the **“Certification on Advanced Healthcare and Quality Management Program”** through the accredited institute. Training modules included:

- Introduction to healthcare quality
- Patient safety goals
- Quality structure
- Root cause analysis
- Infection prevention protocols



Greenstar organized training in collaboration with the **National Committee for Maternal & Neonatal Health (NCMNH)** on **“Training of Trainers on Post Abortion Care.”** Renowned gynecologist Dr. Azra Ehsan conducted the training with her team. Desired outcomes included:

- the current scenario of women's health in Pakistan regarding unsafe abortions
- myths, and misconceptions related to medical management and surgical evacuation procedures
- Misoprostol dosage
- guidelines on MVA techniques

Greenstar is at the forefront to convert Sabz Sitara Clinics into Family Health Centers

Under Sindh's community outreach program, Greenstar organized a free medical camp at Sindh Government Hospital, Rehri Goth. **600** families served with family planning counseling, self-examination tutorials for breast cancer awareness, screening for anemia and TB, free eye checkups, blood pressure, and diabetes checkups, HB monitoring, along with the provision of free medicines. The leading provider of the area Ms. Mumlikat Mariam also attended the camp and provided services to the women and children, showing her passion for family health solutions to underserved communities.



Greenstar focuses on the health-related issues of women in Lyari, considering a hard-to-reach and underserved area of the metropolis of Karachi. The organization considers self-care as an important tool to empower communities for women's health and reduce maternal & child mortality and morbidity. Greenstar organized a free medical camp attended by **700** women. They served with family planning and sexual and reproductive health services, along with awareness on early detection of breast cancer.

Capacity building of service providers is part of Greenstar's mandate. Better skills mean better quality of care and more satisfied clients. Greenstar organized a capacity-building workshop in Larkana for public and private sector female providers. The workshop was attended by leading gynecologists, pediatricians, and oncologists. The professor of Chandika Medical University also attended the seminar. Mrs. Mehtab Akbar Rashdi very kindly addressed the workshop and highlighted the need for a better quality of care in order to serve the expanding needs of the mother and child health of the area. Topics covered: family planning, post-abortion care, post-partum hemorrhage, anemia, early detection of breast cancer, and diarrhoea management in children.



Greenstar conducted a self-care awareness symposium in Larkana to highlight preventive healthcare to empower women for early detection and management of maternal and child health issues. Government officials from Health District Office and civil society, along with community leaders and religious scholars, attended the seminar. Sabz Sitara providers attending the workshop pledged to promote self-care and provide family health care solutions at their clinics for the benefit of their communities.

Greenstar celebrated World Health Day across the country. The key message of the day was 'Healthy Family means a Healthy Mother.' Since anemia is the most common cause of maternal mortality, more than **300** mothers were tested for HB levels free of cost. The other agenda of the day was to promote mother & child health through healthy timing and spacing and reduce the population burden, which is a roadblock in the growth of the country. The communities got a clear message that now their Sabz Sitara provider will provide wholesome family health solutions and not just family planning services.



Empowering women and girls through self-care is the best route to Universal Health Care. To raise awareness in communities about family planning, freedom of choice to make informed decisions, and the use of contraceptive methods, Greenstar arranged **102** self-care camps attended by over **3,000** women and girls. Self-care camps addressed challenges like unmet needs of family planning, post-abortion care, general health of mothers, and puberty issues in young girls.

Enabling access to informed choices through quality and affordable products

Greenstar's Network



According to World Bank, 63% of Pakistan's population falls below the poverty line, which poses a huge burden on the basic healthcare system in Pakistan. One of the major challenges includes the high fertility rate that results in increased maternal and child mortalities. Contraception is one of the most cost-effective investments to reduce maternal deaths. At present, it makes it more than 50% of the world's maternal deaths toll.

Serving with a network of **140,000 FMCG outlets, 35,000 pharmacies, and 7000 service providers**, Greenstar contributed roughly **39%** (as per 2018-19, Annual Contraceptive Report) of all modern contraceptives used in the private sector in Pakistan, making it the second-highest contributor in terms of modern family planning methods after the Government of Pakistan. It generated around **2.2 million CYPs** last year.

Male engagement is crucial in making family planning an informed choice. For this reason, Greenstar organized **5 chemist seminars** throughout Pakistan which were attended by **390** participants. Male practitioners in Greenstar's network are strong advocates in their communities. They convince men and educate them about women and child health as men supporting women can save lives. Greenstar emphasizes spousal communication. It encourages married couples to have dialogues on 'each pregnancy must be by choice, not by chance.' They must have an unbiased attitude so they can plan their family together and exercise their rights. Women need their husbands' support for the uptake of contraceptive choices.

Engaging men to create positive advocates



Transitioning from family planning to family health solutions

Greenstar believes in healthier families addressing the need of women suffering from common nutritional deficiencies like iron, calcium, and vitamin deficiencies. Greenstar trains service providers by providing quality products and services to improve women's health and reduce maternal mortality and morbidity in underserved communities. Greenstar regularly hosts capacity-building workshops across Pakistan and engages key opinion leaders (KOLs) for their vast expert knowledge in different disease areas. Such interventions build provider-client trust and ensure client satisfaction in Greenstar's activities.



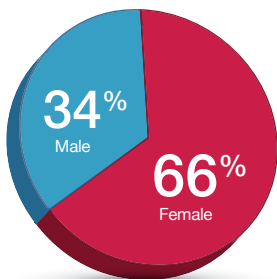
POOCHO Helpline - one stop solution for family planning and family health solutions

An exclusive 24/7 helpline available in Urdu, Sindhi, and Pashto languages

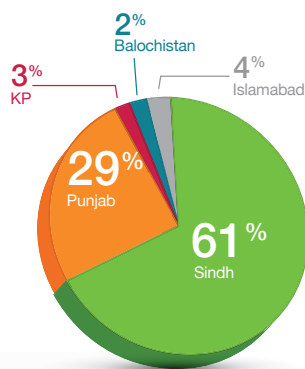
POOCHO helpline operates according to WHO guidelines and family planning industry standards. It has trained counselors to take clients' queries about family planning, sexual and reproductive health, post-abortion care, nutrition, diarrhoea management, and self-care. Through this model, it aims to ensure the client's comfort and confidentiality. They are guided and counseled according to their needs and are facilitated towards nearby service provider clinics and referral touch-points if found necessary based on their health challenges.

CALLER STATISTICS (January – June 2021)

Gender wise segregation



Province wise segregation



Top Calls

- Emergency contraceptive pills
- Condoms
- Post-abortion care counseling



35,499
Inbound, Outbound,
IVR & Robo calls

257,115
Awareness
SMS

Key Functions of POOCHO Helpline

Breast Cancer Awareness
Reproductive Health/
Self-Care Counseling

Pharmacovigilance
Complain & Feedback Management

Continuity Of Care 24/7
Back Up Support to
Sabz Sitara Providers

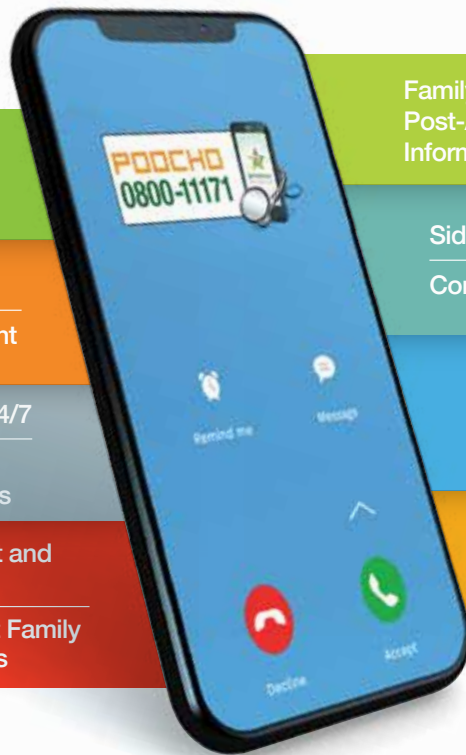
Information on Product and
Service Availability
Information on Nearest Family
Planning Access Points

Family Planning and
Post-Abortion Care
Information & Counseling

Side Effect Management Counseling
Contraceptive Usage Information

Adverse Event Management
Referral to Health Facilities

Adolescent & Youth
Counseling on Puberty,
Menstrual Health & Hygiene



Training of POOCHO counselors to take clients' queries about family planning, sexual and reproductive health, post-abortion care, nutrition, diarrhoea management, and self-care

Integrating Behavioural Change Communication (BCC) into digital platforms

Menstrual Hygiene Checklist

- Change your sanitary napkin, pad, tampon or cup regularly
- Wash your hands with soap every time you change
- Shower daily
- Keep track of your cycle
- Safely dispose used sanitary napkins

Logos: greenstar, POCCHO 0800-11171, سبزستار

Collaboration with Lyari community on International Women's Day

April 8, 2021

Webinar to commemorate World Health Day 2021
"Building a fairer, healthier Pakistan"

Speakers: Mrs. Begum Samina AUF Ahs, Chief Guest; Muhammad Anshad, Director Technical; Dr. Jaliltha Gulzarathia Marjapat, Head of WHO Mission in Pakistan; Dr. Nabena Ahmed, Chairman; Dr. Syed Asrar Rabb, CEO.

ABHI NAHI

CEO, Greenstar performed in a web series for breast cancer awareness

BIRTH SPACING
AN INFORMED DECISION

Logos: greenstar, POCCHO 0800-11171, سبزستار

People Reached **101,400**
Total Likes **12,060**
Engagement **4,300**

Launch Ceremony and LOORIS

Ms. Lubna Tariq, Community Health Officer, Greenstar

Views **23,200**
Watch Time **464.7 hrs**
Subscribers **5,200**

49% of young women in Pakistan have little or no knowledge of periods before their first period.

Logos: greenstar, POCCHO 0800-11171, سبزستار

Accounts Reached **89,700**
Content Interactions **9,456**

WANT TO REDUCE THE BURDEN?

INVEST IN Family Planning

Logos: greenstar, POCCHO 0800-11171, سبزستار

Tweet Impressions **85,115**
Profiles Reached **14,484**

FAMILY PLANNING

Logos: greenstar, POCCHO 0800-11171, سبزستار

Dr. S.A. Rab, CEO, Greenstar while addressing media in Larkana workshop

50+ local English, Urdu and Sindhi newspapers published about health camps across Pakistan organized by Greenstar. Around **15+** electronic interviews on TV channels and radio stations were aired

کریٹو ایڈیٹنگ کی ایک نئی اور اہمیت ہے۔ گورنمنٹ کی نئی پالیسی کے تحت ملک کی تمام ریڈیو اور ٹیلی ویژن چینلوں پر اس کی پروموشن کی جائے گی۔

The Frontier Post
KP Health Dept and Green Star ink MoU

International Women's Day
Women in Leadership World.

Greenstar Social Marketing Empowers Pakistani Women & Girls with Choices in Reproductive Health

A media Meet N Greet was organized at Greenstar's Head Office in Karachi. Around **20** stakeholders including media houses owners, editors, bureaus and top journalists from English, Urdu and Sindhi newspapers, TV channels and radio stations have attended it

Logos: Facebook, Twitter, Instagram, YouTube

Logos: Facebook, LinkedIn, YouTube, Twitter, Instagram

Greenstar Social Marketing

Greenstar strives to attract, develop, motivate and retain best-in-class performers

The organisation focuses on employee learning and self-development, enabling them to provide quality services to the community

A happy day with 48 hours:

In today's busy life, it is critical to engage employees working in different cities across Pakistan. A one-day workshop titled "A Happy Day with 48 Hours" was conducted by Dr. S. A. Rab, CEO, Greenstar. He shared his secrets of success on time management and stress control, supported with activities and interactive visuals.



International Women's Day

Every year, Greenstar celebrates International Women's Day with utmost enthusiasm while acknowledging women's roles and valuable contributions in all spheres of life. This year's theme was #ChooseToChallenge. Greenstar arranged an IWD cycling event where about 150 participants, including cyclists from Lyari participated. The event was covered by leading media channels and newspapers showcasing Greenstar's contribution to Pakistan's women.



Rise Above - team rejuvenation

One of the biggest names in the training industry, Ms. Shireen Naqvi, delivered a team rejuvenation program designed around Greenstar's core competencies. The program helped instill the organization's competencies and aid in fostering an overall productive and collaborative culture.



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