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RABTA

January, 2024

CONNECTING FOR **IMPACT**

MESSAGE FROM THE CEO

Reflecting on the past 12 months fills me with immense gratitude as Greenstar continued its relentless efforts to enhance healthcare access. Our flagship initiatives, spanning both the public and private health sectors, have left an indelible mark on the lives of numerous individuals across diverse communities. The core of Greenstar's triumphs lies in the robustness of our community. We acknowledge and appreciate the collective strength that has propelled us forward.

Remaining steadfast in our commitment to innovation, the past year has seen the introduction of groundbreaking approaches and technologies, significantly amplifying the efficiency and impact of our programs. These models have been shared across various platforms, showcasing our dedication to pushing the boundaries of what is achievable. Our adaptability is evident in our openness to change and our increased integration of climate, youth, and gender considerations.

The realization of our accomplishments wouldn't have been possible without the invaluable partnerships we've cultivated. To our collaborators, donors, volunteers, and supporters, we extend our heartfelt gratitude. Your unwavering belief in our mission fuels our determination to leave a lasting impact.

As we stand on the threshold of a new year, our commitment to instigating meaningful change remains unswerving. The opportunities that lie ahead excite us, and we are poised to make an even greater impact.

Thank you for being an integral part of the Greenstar family. Your support is the driving force behind our success, and we eagerly anticipate achieving new milestones together in the coming year.

Wishing you a prosperous New Year!

Dr. Syed Azizur Rab
Chief Executive Officer
Greenstar Social Marketing

Ensuring quality and affordable health care solutions to the people in KP

Connecting the marginalized community of Khyber Pakhtunkhwa (KP) including the newly merged districts

Greenstar General Hospital (GGH) is Greenstar's first ever 10 bedded hospital built with the support of KFW. GGH was built pivoting the concept of sustainability and continuity of care for underserved communities of KP

About Greenstar General Hospital (GGH)

The hospital is located at **Warsak Road in Peshawar**. This location is extremely strategic in terms of the size of the population dwelling in its catchment areas as well as unavailability of any healthcare facility offering services to the community with key focus on mother and child health on international standards.

GGH is currently operational in **03 shifts including morning, evening and night** serving the marginalized community by offering a wide array of services that include **general OPD, specialized OPD, antenatal and post-natal care services, childbirths through Normal Vaginal Delivery and C-sections, pediatric, surgical, radiology, pathology, 24/7 pharmacy, family planning services, breast cancer and cervical cancer initial examination and basic screening**. It has also inked an MoU with Khyber Teaching Hospital Peshawar (KTH) for referral of breast and cervical suspects for advanced screening and services.

36 Clients served at GGH with services like Normal Delivery, C-Section, Essential Newborn Care, Nursery, Missed Abortion, McDonald's Stitch, Ingrown Nail, Circumcision, IUCD and its Removal.

Partnerships and Collaborations

Apart from KTH, GGH has signed MoUs with various other well reputed institutions in order to facilitate the community with a variety of services.

- **Regional Blood Center** (RBC) – for emergencies requiring blood transfusion, platelets transfusion etc.
- **Rehman Medical Institute** (RMI) – for Continuing Medical Educations (CMEs) and referrals for advanced X-rays
- **Al Khidmat Foundation** – Advanced laboratory services
- **Department of Health KPK Expanded Program on Immunization (EPI) Section** – Vaccination Services in coordination with Government of Health Department have started in GGH. Every Monday EPI team from DHO office visits GGH and vaccinate neonates and children

Furthermore, a number of services are made available on shared basis including consultants from various fields i.e., gynae, peads, medicine and general surgery along with 24/7 Pharmacy services.

Dr. Syed Azizur Rab, CEO Greenstar visited Greenstar General Hospital, Peshawar

Secretary PWD visited Greenstar General Hospital, Peshawar

The following consultants are offering their services at the hospital to benefit communities by joining the mission of Greenstar:

- Dr. Shams, General Surgeon
- Dr. Atta Ullah, Medical Physician
- Dr. Shaila Nawaz, Child Specialist

Expansion of services portfolio

- Surgical services including C-section, hysterectomy, appendectomy, and other minor surgeries
- Increased range of pathological tests. GGH pathology department is now capable of performing more than 200 kinds of laboratory tests
- To provide convenience to the community, GGH has established lab collection points. From Kababian to Mathra, GGH rider collects sample from the collection points and delivers the lab reports as well
- To provide convenience to clients that are unable to travel or are restricted from travelling due to some medical condition, GGH now offers home based sample collection within the community under the supervision of a qualified phlebotomist

Surgical procedure in progress at GGH, Peshawar

Free medical camps and OPD services organized at Greenstar General Hospital (GGH)

Secretary Health visited GGH

GOPA consultants visited Greenstar General Hospital, Peshawar

Outreach Services

Following outreach techniques were adopted by GGH for service demand generation:

- Door to door promotion of services and generation of referrals to GGH through Sitara Bajis and Sattar Bhais
- Liaison has been established with the GPs, LHVs and consultant doctors operating clinics on Warsak Road. They have started referring patients to GGH for expert opinion, ultrasound, X-Ray and surgical procedures
- Public sector Lady Health Workers (LHWs) have been engaged for referral generation in their catchment population
- Coordination with nearby Basic Health Units (BHUs) for referral of family planning clients to GGH

Capacity enhancement of the GGH staff

Following capacity building opportunities were provided to the hospital staff to improve their efficiency and also enable them to perform multiple tasks other than their designated work based on the need.

- **Multiple staff training on ECG**
- **Scrubbing techniques**
- **X-rays machine operation**
- **Ultrasounds**
- **Hospital software**

Building Healthy Families Activity (BHFA)

The trends in Pakistan's family planning and maternal, newborn, and child health (FP/MNCH) are well-documented. Less than 30% of young married women are using modern contraception. These trends are influenced by gender and social norms, such as early marriage for young women and male decision-making on reproductive health matters. Additionally, deteriorating immunization rates have worsen the situation.

USAID FROM THE AMERICAN PEOPLE | bhfa BUILDING HEALTHY FAMILIES ACTIVITY | greenstar health • prosperity • future | PATHFINDER

Project Overview

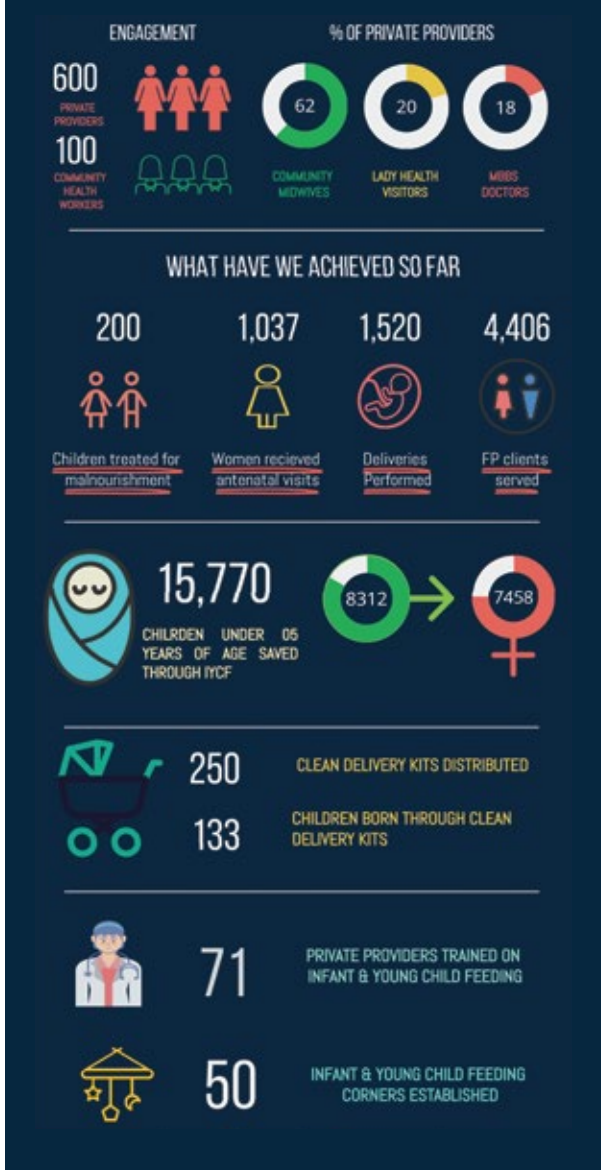
Building Healthy Families Activity (BHFA) is a five-year USAID-funded project, launched in September 1, 2022, in Pakistan with Pathfinder International as the lead implementer and Greenstar Social Marketing (GSM) as one of the consortium partners. The BHFA project utilizes a hybrid market development & health system strengthening (HSS) approach to strengthen Nutrition, Family Planning (FP) and Reproductive, Maternal, Newborn, and Child Health (RMNCH) services, focusing on supporting interventions at a policy and community level in **37** districts of **KPK** and **Sindh**. This hybrid market development & Health System Strengthening (HSS) approach will help the program identify the root cause of the lack of uptake of these services within the community.

Key Aspects:

- **Strengthening the capacity of the government and private health institutions**
- **Improved utilization of quality FP/MNCH products and services**
- **Empowering the community with informed choices**

Dr. Syed Azizur Rab, CEO Greenstar accentuating and highlighting the importance of Building Resilient & Emotionally Intelligent Teams

Project Impact (Jul-Sep '23)



Greenstar – a Consortium Partner of BHFA-Pathfinder

Greenstar is managing private sector component of BHFA as a consortium partner led by Pathfinder International. Key intervention areas:

- **Increase capacity of private health institutions to lead resilient and responsive FP/MNCH systems**
- **Improve utilization of quality FP/RMNCH products and services through private sector initiatives**
- **Men and youth empowered to communicate about, demand, and use essential services**

Quality Assurance field visits to providers' clinics in Tando Allahyar and Hyderabad, Sindh

Greenstar arranged a 3-day 'Training of the Trainers' on Infant & Young Child Feeding Counseling (IYCF) in Hyderabad under USAID funded BHFA project with Pathfinder International as lead implementer and Greenstar as a consortium partner

Clean Delivery Kits – Safer births for a healthier tomorrow

Pakistan has one of the highest maternal mortality ratios (MMR) and neonatal mortality rates (NMR) in the region, with an MMR of 140 per **100,000** live births and an NMR of 41 per **1000** live births. In remote districts such as Kashmore in Sindh, an already fragile public health infrastructure lacking critical resources and the worsening law-and-order situation makes it hard for women to access reproductive health care and family planning services. In the absence of this access, many women are left with no option but to deliver at home in an unsafe environment, increasing the risk of maternal and neonatal morbidity and mortality.

25-year-old homemaker, Nagina's story is an example of the struggle women in rural Pakistan endure. Like many women in her area, she was married at the early age of 17 and became pregnant within the first month of marriage. Her first child was a girl, followed by a stillbirth and a third pregnancy only 40 days after. All this took a huge toll on Nagina's health, as she became anemic and underweight. She avoided antenatal checkups with the fear of low quality service at public facilities and high prices at private sector facilities.

"I had lost trust in doctors, they couldn't save my precious baby boy. So I planned to just deliver at home when the time came. But one day when a Sitara Baji (community educator) visited and encouraged me to visit Afsheen Baji (Community Midwife), I went along with her. She advised me on nutrition and gave me a clean delivery kit for free. This touched my heart and I decided to go for regular check-ups."

Addressing the needs of women like Nagina, BHFA has provided **10,000** Clean Delivery Kits (CDK) to the public and private sectors, in 10 districts. The CDKs contain plastic bags, soap bars, draw sheets, surgical blades, cord clamps, towels, surgical gloves, and cotton. CDK enables the "six cleans", offering a low-cost intervention to facilitate clean delivery practices and reduce early newborn mortality, at home and health facilities.

After this experience, Nagina decided it was time to plan for her and her family's health. She sought the help of CMW Afsheen again who had provided Nagina with family planning information during antenatal checkups. With enough confidence and trust, Nagina opted for the Intra Uterine Contraceptive Device (IUCD). Now, Nagina is on a path to a healthier life and is better prepared for the future, with the support of CMW Afsheen.

Clean delivery kits ensure safer births for women living in the remote districts of Sindh.

Nagina a 25-year-old mother smiles while holding her baby, during a household follow-up visit by a BHFA supported community worker in Kashmore, Sindh. The baby was safely delivered at a BHFA-supported private health facility providing access to clean delivery kit and skilled birth attendant

"With the clean delivery kits in place, my confidence has improved. I am no longer worried about the spread of infection. This also improves a mother's trust in me. This helps me provide continuity of care during the postpartum period."

Afsheen (CMW), Kahmore

BHFA continues to support essential care for pregnancy, labor and birth, as well as essential newborn care, helping babies breathe, infant and young child feeding, and postpartum family planning in the public and private sector of Sindh. This allows CMWs like Afsheen to change patients' lives like Nagina, for the better.

Consortium Partners and Collaborators of BHFA - Pathfinder

The Challenge Initiative (TCI)

Strengthening Public-Private Partnerships to achieve FP2030 goals by adding new users to family planning grid

Pakistan is the 5th most populous country globally with a stagnant Contraceptive Prevalence Rate - CPR (34%, PDHS 2017-18) for over a decade. Some of the key reasons have been lack of focus on the Family Planning (FP) sector, inadequate capacity of the health managers and service providers, non-cooperative media and religious leaders, missed opportunities like post-partum family planning services, lack of coherence between the public and private sector and above all, lack of political will to take FP as a 'priority' agenda item. The devolution of powers to provinces in 2012 created a wide gap in the health sector as provinces were not adequately equipped to manage health as key area for provincial development. However private sector remained active during this period and played its role in providing contraceptive commodities and services.

Reference: UNDP 2022

In the Year 2 of The Challenge Initiative's implementation in Pakistan, the program is working in 15 cities of the country, including **8 districts** of Sindh, **6 districts** of Punjab and Islamabad Capital Territory. The stakeholders engaged are **Department of Health and Population Welfare, Integrated Reproductive Maternal Newborn, Child Health (IRMNCH), Primary and Secondary Health Department** in the provinces. These said departments are currently implementing **14 high impact interventions (HIIs)** in the sub areas of service delivery, demand generation and advocacy.

Satellite Camp also known as "Integrated Outreach Camp" being conducted in Punjab

Facility in charge in District Health Office, Faisalabad is conducting a Whole Site Orientation (WSO) session while sensitizing the staff on family planning

Khubaib Kayani-Senior Manager Gender and Adolescent & Youth, conducting a coach session for TCI's master coaches

Programmatic Achievements

Integrated Family Health Days

TCI Pakistan, now implementing in all TCI geographies successfully conducted **2,871** Family Health Days, which have generated **168,519** FP clients, with a higher focus on Long-Acting Reversible Contraception (LARC).

Integrated Outreach Camps

Actively taken up by Local Governments (LGs) in Punjab, TCI's Integrated Outreach is addressing the unmet need in hard-to-reach areas. **2,035** Satellite Camps and Mobile Service Units (MSUs) catered to **98,423** clients during Jan - Dec 2023.

Coaching Foundation of TCI Pakistan Health Systems Strengthening (HSS) efforts

TCI Pakistan conducted **4,139** coaching sessions in Y2023-24, where **19,819** coaches were capacitated on various High Impact Interventions

Capacity Building of Community Health Workers (CHWs) & Whole Site Orientation Improved Family Planning Counseling

TCI successfully engaged **19,123** CHWs and **2,146** staff via improved counseling skills which has resulted in an increased FP clientele and informed decision making

City Manager Lahore conducting capacity building session with Lady Health Workers

Facility Makeovers

TCI Pakistan in district Sindh has renovated **20 selected health facilities**. The renovation included upgradation of the infrastructure and equipment. These facilities were selected through TCI's assessment criteria and provided with technical and logistic support to improve clientele in the catchment areas of Family Planning.

Designated LHWs successfully generated demand for family planning in Punjab district of Gujranwala

In-reaches and on the job training - a win-win for both clients and service providers in Pakistan

Male Nurse Promoting Family Planning Services Helps to Change Pakistani Societal Norms

Engaging Religious Leaders in Pakistan to Change Attitudes and Behaviors Towards Family Planning

Makeover of Public Health Facilities for better provision of family planning services

Testimonials from Government stakeholders

"Women possess the potential to catalyze transformative shifts in Family Planning. Through TCI's dedicated training programs focusing on Family Planning Counseling sessions, we have observed a noteworthy difference in the counseling approach and empowerment exhibited by Lady Health Workers. It is evident that when a woman is counseled, her influence extends far beyond, reaching and positively impacting numerous others. This ripple effect has the power to generate a substantial impact, fostering an environment where women can confidently make informed decisions about their reproductive health."

(Dr. Rabail, Women Medical Officer, IRMNCH Rawalpindi)

"Women are generally not consulted for family planning decisions, and husbands are not comfortable talking to the women service providers. Once I made male staff of my facility sit with me to counsel a man about adopting on family planning. It was quite successful. WSO will be a great initiative to capacitate all health facility staff as counselors and advocates of family planning."

(Lady Health Supervisor-Sindh)

Sustainable Economic Development through Self Employment of Women (SEW)

There is a significant gap in addressing the empowerment and self-employment of women in the health sector. Despite the graduation of female healthcare providers across various cadres annually, a substantial number remains unemployed. This critical pool of skilled professionals lacks the necessary resources to contribute to community health through the provision of healthcare services.

KFW

Ground breaking of clinics by Jim Myers, GOPA team

SEW in the private health sector is a 3-year KFW (Bank of Federal Republic of Germany) supported project to empower the qualified unemployed women in medical profession to enable them for income generation, provision of health services, enhancing FP uptake and ensuring sustainability in terms of creating and meeting demand for FP/RH services and women economic empowerment.

Greenstar under the SEW project aims to establish fully furnished and equipped **170** one-roomed and **30** portable container health clinics in selected districts of KP **(10 districts)** and Punjab **(14 districts)** to enable unemployed women and low-income groups engaging them in profitable entrepreneurial activities resulting in the creation of sustainable communities thus contributing to the Sustainable Development Goals (SDGs).

Highlights from SEW-KP

During the reporting period from January to November 2023, the SEW project in KPK achieved significant milestones

Physical Verification of Land for Clinic, Hazara Division - KP

- The project successfully finalized the list of **Clinic Operators (COs)**, completed the physical assessments of the clinic sites and land ownership verification for all **70 COs**
- Groundbreaking and foundation laying of the clinics led by GOPA Team Lead, Mr. Jim. C. Myers in coordination with the respective district health management
- Pre-construction meetings held with selected clinic operators led by Project Implementation Lead, Dr Sanam Gul along with the Project Civil Engineer, Regional Field Teams and Project M&E Manager
- Initial mapping of potential women within the community to work as Sitara Bajis (SBs) was done in coordination with the district health management
- **03** regional Project Implementation Units (PIUs) were established to ensure smooth execution of the project activities
- Under clinic development, Greenstar underwent the revision of the clinic designs in consultation with GOPA and got it approved from KFW, did tender process and bid evaluation report (BER) completion, did development of both one room and Portable Container Health Clinics (PCHCs), and obtained a No Objection Certificate from KFW on the BERs

Project Orientation and Training Need Assessment (TNA) of Clinics' Operators in Hazara and Malakand Districts - KP

Pre construction meetings held with the selected clinic operators led by project implementation lead Dr Sanam Gul

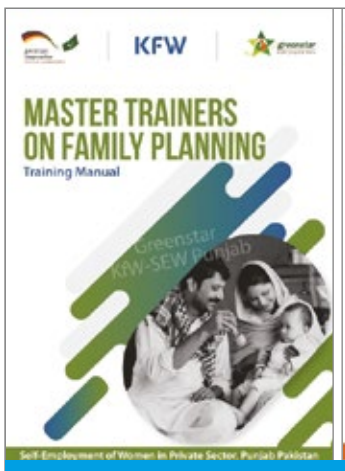
Empowering Women through Self Employment in the Private Health Sector of Pakistan

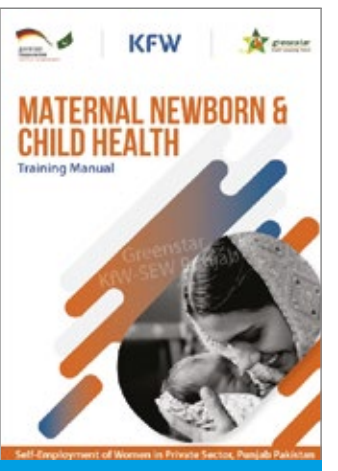
Greenstar's initiative with Government Health Departments of Punjab and KFW (Bank of the Federal Republic of Germany) for Economic Participation and Enhanced Healthcare Access.

Highlights from Self Employment of Women (SEW), Punjab

This collaborative effort not only addresses unemployment among skilled female healthcare providers but also ensures that critical health services reach communities that may otherwise lack access. By combining expertise from Greenstar, government health departments, and financial support from KFW, the project aims to make a meaningful impact on healthcare and economic opportunities for women in the **14 districts** of Punjab.

Donor Representative and Team Lead Mr Jim C. Myers visit to the clinic sites and had meetings with communities in South Punjab





Integrated Reproductive Maternal Newborn, Child Health (IRMNCH) & Nutrition endorsed Greenstar's designed training program will be implemented through the project

Enabling 130 trained women in healthcare by establishing clinics and enhancing their capacity in Advanced Family Planning, Maternal, Newborn & Child Health. Developed training curriculum leveraging IRMNCH & Nutrition program expertise for standardized training

Celebrating World Contraception Day in the Heart of Punjab's Most Hard-to-Reach Communities!

Comprehensive approach to involve all key stake holders in awareness campaigns

Project focuses on a collaborative approach with involvement of relevant stakeholders from Government Health Departments to ensure a more comprehensive and coordinated effort towards achieving Sustainable Development Goals (SDGs) in the healthcare sector

Department of Health has allocated office spaces to Greenstar in 14 Districts of Punjab

Department of Health has allocated office spaces in 14 Districts of Punjab to Greenstar. The provision of allocated office spaces by the Department of Health is a significant step from the government to recognize the importance of collaboration with the private sector. These coordinated efforts will be helpful to address the gaps in the healthcare facilities effectively.

Mapping exercise to identify trained but unemployed clinic operators and site selection for construction of clinics

Empowering Young Couples

Enabling 64% Youth of Pakistan with modern contraception choices

An important barrier to adopting family planning methods is men and women's lack of awareness of the health risks engendered by the rapid succession of pregnancies. This lack of awareness about female reproductive health also results in a lack of financial empowerment of the females; overall economic benefits to the family are lost due to multiple ill-planned pregnancies. About 97 percent of currently married women of 15 to 29 years have heard of at least one method of contraception. Knowledge levels rise steadily with age, from about 91 percent of women in the 15 to 19 age group to nearly 99 percent among women of 25 to 29 years (PDHS 2017-18). The latest PDHS (2017-18) reports that 29 percent of women were married before the age of 18 years in Pakistan compared to 5 percent of men, and a little less than two thirds (61%) of women but only one fourth (24%) of men of ages 25-49 were married by the age of 22 years.

Reference: Pakistan Demographic and Health Survey 2017-18

The social mobilization model serves as the primary approach to drive sustainable behavior change. Greenstar's Sitara Bajis play a pivotal role by bridging the gaps in healthcare access and utilization. They empower the community with knowledge, complete & accurate information encouraging them to adopt Family Planning methods to make informed decisions about their reproductive health and well-being.

Greenstar is implementing two projects within **Okara** and **Sargodha** with the objective to improve family planning knowledge, positive attitude, and practices by applying systematic and evidence-based Social and Behavior Change Communication (SBCC) interventions in Okara and Sargodha. The proposed interventions are a redesign of the current community-based Greenstar SBCC model utilizing male and female community educators **(Sitara Bajis and Sattar Bhais)** that are in line with PPIF's aim to reduce the proportion and number of women with unmet need for FP, particularly that in the age group of 15-29 years. The proposed interventions are addressing demand-side barriers for FP uptake, fear of side-effects related to FP methods, addressing myths and misconceptions using SBCC tools like **edutainment, individual and group sessions, neighbourhood meetings (NHMs)** within targeted communities of Sargodha and Okara.

Greenstar conducted edutainment through open mic and theatre performance for young couples to generate new FP users

The objectives are being achieved through a multipronged strategy of strengthening the Sitara Baji (SB) Model by upgrading **Sitara Houses**: an innovation in the private sector leading to the formation of a counseling outlet for eligible couples, selling of FP products that lies within the ambit of financial model of SB and to refer the clients to either private or public sector healthcare service providers. This will be supported by community-based activities like **one-to-one interaction with families, street theaters, community gatherings, and follow-up home visits**.

Integrating Male Engagement model to sensitize men about women's health

Male engagement is a high impact and gender-sensitive practice for increased adoption of family planning (FP) services. Evidence shows that addressing men engagement in family planning programs can improve program outcomes and increase gender equality. However, increasing men engagement in FP is a complex process, and there are many impeding cultural factors. Sattar Bhais are also engaged in counseling and providing family planning information to young married men.

Male engagement sessions to break the stereotypes and to spread adequate information related to family planning focusing young people

Project highlights:

Project Indicators	Okara	Sargodha
Young MWRAs* (15-29) Registration	68,562	77,113
Young MWRAs Availing any FP method	25,908	25,138
Young MWRA LARCs** users	3,322	5,474
Young MWRA New Users	10,945	10,245

*Married Women of Reproductive Age (MWRA) **Long-Acting Reversible Contraception (LARC)

Safe spaces for community counseling – Sitara Houses

Sitara House serves as a sustainable bridge by developing an effective referral mechanism between the young couples in the community and the service provider for the uptake of FP services.

The Sitara bajis are conducting neighborhood meetings & youth engagement sessions with the young MWRAs (15 – 29 years) within the targeted community, providing them FP related information, dispel the myths and misconceptions, helping them overcome the fear of side effects, counsel them to adopt modern FP methods and refer them to nearby Sabz Sitara Clinics.

71 Sitara Houses including 38 in Okara and 33 in Sargodha have been developed.

FP Advance Training: 121 Service Providers have been trained

Sabz Sitara House established for clients' facilitation

Behavior Change Communication (BCC) Trainings

Greenstar conducted BCC Training of Community Educators (Sitara Baji, Sattar Bhai & Community Health Officer). The purpose of this training was to train the community educators regarding family planning, healthy timing and birth spacing, benefits of family planning, FP Methods and introduction to Interpersonal Communication (IPC), social mobilization, communication and counseling tool.

Sitara bajis & Sattar Bhais are the key influencers and great source to generate referrals. This cadre has been able to generate demand and to bring sustainable behavioral change in communities while ensuring family planning through the promotion of modern contraception methods.

More than 100 Sitara Bajis have been recruited and trained with support of PPIF in Okara and Sargodha.

Training on Behavior Change Communication

Theater Performance & Open Mic Session: 12 theater performances have been conducted in both projects

Engagement of Chemists and FMCG Retailers to engage men and counsel on FP

Khud Ko Pehchaano

Awareness among the youth bulges through academia and peer education training

Pakistan is the 5th most populous country with a 64% Youth Bulge. According to a survey conducted by Population Council in December 2019, 27% of Pakistan's population falls between 15-29 years of age. Since 2012, Pakistan's contraception dropout rate has been 40%, whereas the modern Contraceptive Prevalence Rate (mCPR) is stagnant at 25%. Globally, World Economic Forum suggests a fertility rate of 2.1 is required to create a healthy balance. 22% of married women in Pakistan are currently using any form of contraception. However, the selection varies according to values, geography, availability, education, and affordability. 17.9% of women from ages 15-19, 18.6% of 20-24, and 20% of women from 25 to 29 have an unmet need for contraception in Pakistan. The youth of Pakistan is at disposal of internet, friends, and at times family members to provide necessary but unauthentic information about their sexual and reproductive health. With a plethora of misleading information, myths, and misconceptions, our youth is decapacitated and unable to make an informed choice particularly about family planning after marriage

Reference: https://www.pk.undp.org/content/dam/pakistan/docs/HDR/NHDR_Summary%202017%20Final.pdf

"Khud Ko Pehchaano" is an initiative funded by Punjab Population Innovation Fund and implemented by Greenstar Social Marketing with an objective to create awareness among youth about sexual and reproductive health and rights, premarital counseling, modern family planning and gender-based violence. The program is being implemented in **30 public and private universities and colleges of Punjab**.

- Khud Ko Pehchaano has completed the training of trainers of **600** nominated teachers across **30** institutes in Punjab
- As the program follows a cascade training approach, and the 600 master trainers will subsequently educate **12,000** young men and women on premarital counseling, family planning, sexual and reproductive health and rights, modern contraceptive methods, and gender-based violence (GBV). The program has trained **10,000+** male and female students and their pre and post test analysis reflects a **30%** knowledge enhancement
- To boost up the students' confidence and further ripple the learning down to communities, Greenstar Social Marketing called for youth-led projects known as "**Social Action Projects**"
- A total of **16 proposals** from our trained institutions were received, of which 5 proposals were selected from National University of Medical Sciences, Akhtar Saeed Medical and Dental College, Shalamar Institute of Health Sciences, Lahore College of Women University and Fatima Jinnah Medical University. Those proposals were further broken down into **10 projects** and every recipient was awarded a grant of 25,000 PKR each
- The project from NUMS, **"Tackling the Taboo of Red Marks"** was one-of-a-kind through which students not only spread awareness on premarital counseling, family planning, sexual and reproductive health and rights, modern contraceptive methods, and gender-based violence (GBV) but also on the menstrual issues faced by the differently abled women, and also provided them with hygiene kits

Social Action Project named "Agahi" an awareness about Contraception and Family Planning

Training of Trainers Session

- Students in Akhtar Saeed Medical and Dental College conducted research on the topics of communication gap between parents specially mothers when it comes to sexual and reproductive health, awareness about the usage of contraceptives and awareness against GBV.
- About **11,104** students have been awarded with **"Khud Ko Pehchaano"** training Certificates till December 2023.
- The program observed a **92%** increase in young male and female students with basic awareness of the objectives.

KHUD KO Pehchaano
خودکو پہچانو

Certificate distribution among Master Trainers

Trickle Down Training Session in Superior University Lahore

Certificate distribution at University of Lahore

Poster Presentation during Trickle Down Training Session

Training of Trainers in Shalamar Medical & Dental College

Social Action Project. Tackling the Taboo of Red Marks

Wellma – Balanced Energy Protein

A Nutritional Supplement for Pregnant and Lactating Women

As Pakistan suffers from a triple burden of malnutrition, the findings of 2018 National Nutrition Survey (NNS) underscore alarming levels of macro- and micronutrient deficiencies among women of reproductive age. A significant portion—41.4%—were underweight, while 41.7% exhibited a high prevalence of anemia. This highlights a pervasive cycle of malnutrition in the nation. Maternal undernutrition, a prevalent issue in many low- and middle-income countries like Pakistan, is a treatable challenge with significant implications for productivity, human capital, and the health of expectant mothers and their infants.

Reference: Pakistan Maternal Nutrition Strategy 2022-2027, Nutrition Wing of MoNHSR&C (UNICEF Pakistan)

Program Overview (PTD – Dec 2023)

To address this issue, Greenstar Social Marketing partnered with the Bill and Melinda Gates Foundation to assess the efficacy of WELLMA, a Balanced Energy Protein formulated for pregnant and lactating women recommended by WHO. The project aims to address this issue by strategically enhancing awareness & availability of WELLMA in urban settings, aiming for improved health outcomes for mothers & infants.

BILL & MELINDA GATES foundation

Urban Business Model Overview

1 Demand Generation **2 Prescription-based Sales**

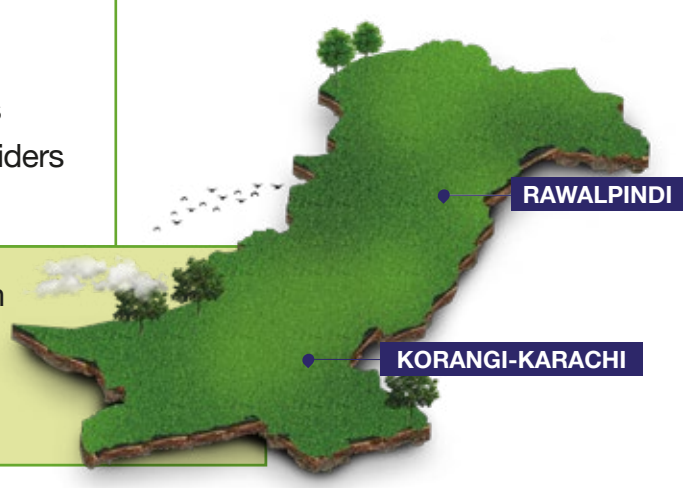
Demand Generation:

- Female community mobilizers play a crucial role in generating demand for products
- Community mobilization strategies employed to raise awareness
- Greenstar engaged **320** health care providers from the network of franchised and non franchised providers

Prescription-Based Distribution:

- Distribution conducted through health care providers
- Franchised providers operate under the **'Sabz Sitara'** brand
- Outreach to non-franchised providers through Medical detailers
- Capacity building and supportive supervision for franchised providers
- Focus on quality of care and product supply

Coverage Network



The business models are being tested by a well-known urban health care franchise (Greenstar Business Model). A new aspirational brand (**WELLMA**) and packaging was developed to distinguish the commercial product from the free version.

Districts: Korangi & Rawalpindi

480,000 Population covered

3,955 Neighborhood Meetings

27,371 Direct to consumer sales

36T2 Well Mother Camps

35,764 Total Sales

81,798 PLWs registered

1,080 Total HCP Engaged

86,050 Sales through Non Franchised Providers

304,400 Sales through Franchised Providers

Meeting with Bill and Melinda Gates Foundation and Hystra team: Ms. Sylvia Lin, Mr. Chris Kirby, Ms. Zeina, Mr. Adrien Darodes and Mr. Bashir Anjum at Head Office – Greenstar

Third Stereo group Meeting with all stakeholders in Karachi at Movenpick

Chemist engagement activities for Wellma

Award achieved from Hystra BMGF

FOCUS GROUP DISCUSSION WITH PLWs in community along with Hystra Consultant in Karachi & Rawalpindi

Symposium conducted in Karachi and Islamabad on Advancing Maternal Health Through BEP supplementation & Iron Deficiency Anemia management with the facilitation by Greenstar Pharma Team

Meeting with all stakeholders at Islamabad-Serena

Visit by BMGF Team of Wellma at provider's clinic

Medical Camps for Wellma

Visits to healthcare providers' clinics prescribing Wellma to PLWs

Creating a community based self-sustaining ecosystem to improve self-care access

According to a study carried out by Population Council in collaboration with the Guttmacher Institute "Induced Abortions and Unintended Pregnancies in Pakistan" in 2012, an estimated 2.25 million abortions were conducted in the country. There were 50 abortions per 1,000 women aged 15-49 in 2012 in comparison to 27 in 2002. Additionally, an estimated 623,000 Pakistani women were treated for complications resulting from induced abortions by unqualified practitioners who mostly used unsafe traditional methods.

Reference: Guttmacher Institute "Induced Abortions and Unintended Pregnancies in Pakistan" in 2012

Grand Challenges Canada®
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According to the World Health Organization (WHO), self-care interventions for sexual and reproductive health and rights (SRHR) aim to help people gain autonomy over their health while improving access to vital healthcare. In a country like Pakistan, the fifth most populous in the world where according to the World Bank around 60% of the population goes to private sector healthcare practitioners for the provision of their healthcare needs.

World Health Organization

Ba Ikhtiyaar Sitara, Sehat Mand Muashira – Project Innovation

- Greenstar embarked on combining self-care interventions through its social mobilization team of Sitara Bajis for sustaining family planning and post-abortion services in the community as a low cost, self-sustaining ecosystem around a trained health care provider who is connected virtually for video consultations
- A one room counseling space in Sitara Baji's house was branded as "**Sitara House**," serving as a safe and confined home-based solution for women seeking self-care information and services in the community
- Sitara Baji conducts household visits and neighborhood meetings with men, women, boys, and girls as well as with key community stakeholders: chemists, informal health care providers (hakeem's and homeopaths), beauticians, teachers, and mothers in laws
- Sitara Bajis used handheld devices and Virtual Reality Goggles to educate women on self-care packages. This approach ensured the privacy and confidentiality of shared information
- Sitara Bajis were trained on a self-care package that included menstrual health and hygiene, mental health awareness and breast self-examination, pregnancy testing, and the use of contraceptives and misoprostol
- A referral system was set up after negotiating the minimum service charges to the nearest private healthcare provider for other health related services

One-day training of GCC Sitara Bajis on Infant & Young Child Feeding Counselling for promoting exclusive breastfeeding upto 6 months and complementary feeding up to 2 years of child age.

Client at Sitara House while discussing her health-related issue with Sitara Baji who is counselling her to adopt a FP method for healthy birth spacing

Workshop in collaboration with Paymob on "Financial Management & Empowerment." Key topics included what is earning, expenses, budgets and investment and how to manage expenses to invest and earn profits

Project Deliverables (Oct. 2022 till Oct. 2023)

34,324 women have been reached and informed about their self-care needs including reproductive health, menstrual health, family planning, post-abortion care, self-breast examination techniques and nutrition

13,227 Through the Sitara Houses serving as a counseling hub using Information, Education, and Counseling materials in local languages, 13,227 self-care services were adopted by women

10,311 units of various healthcare products were distributed by Sitara Bajis to women interested in a self-care service

1,248,445 PKR income has been generated by 10 Sitara Bajis during one year of field operations through self-care services at Sitara Houses, sales of healthcare products and referrals

234 clients needed a referral to nearby healthcare providers for other services

4,640 **568** NHMs have been conducted by Sitara Bajis that have engaged 4,640 women & young girls for their self-care needs

- All Sitara Houses have achieved a cost-to-income ratio of **20%** generating profit margins to keep their motivation and ensure continuation of services
- Sitara Bajis have been trained on value clarification and attitude transformation, self-care, interpersonal communication skills, social entrepreneurship, mental health and wellbeing, financial management and infant and young child feeding counseling

Grand Challenges Canada Project Innovation abstract was selected at 24th Population Association of Pakistan (PAP) Conference for oral presentation

Empowered Sitara Baji of Lyari

Shumaila Abdullah

Became empowered through Greenstar and now, she is working on the mission to empower other women

Shumaila Abdullah belongs to a Punjabi family. Born and raised in Lyari, she had a love marriage with a Balochi man who was out of her caste. She has always faced acceptance issues by her in-laws. Being a survivor of domestic abuse, Shumaila decided to seek a job. She joined Greenstar last year and since then, she worked hard to improve her mental and personal wellbeing. Shumaila is a very hard worker who is supporting all other women in Lyari facing the same issues of domestic violence. Today, she runs a Sitara House where she offers screening services to women and creates referrals for other health-related services. She has two beautiful children who go to school. She aspires to make her daughter a doctor. Throughout her journey, she served as a beacon of hope to many Shumailas in Lyari who are struggling for their basic human right and now, with the support of Greenstar, she is empowering them.

Empowering women with informed choices:

"Farzana Bibi is a satisfied client of Greenstar who availed the self care service at Sabz Sitara House. She was facing health related complications. She thanked Greenstar for the post abortion care innovation that was extremely convenient, affordable, and safe for her. She was counseled about the availability of a safe method through misoprostol by Sitara Baji Samreen when she visited her Sitara House. Married early, she became the mother of 5 children at the age of 25. She has faced challenges in raising her children and compromised her health. Suffering financially and facing lack of resources, when she conceived for the sixth child, she approached Sitara House due to adverse and serious health challenges and sought help. Hence, Farzana Bibi was connected with Greenstar's doctor who explained the process and stayed in touch to ensure she was doing well. She also adopted a family planning method. Today, Farzana is happily focusing on her children and living a healthy life. She acknowledged that with the birth spacing method, she will have less chance of getting pregnant and it is a big relief for her."

New Partnerships Initiative (NPI) EXPAND Human Development Activity in Dir Upper, Khyber Pakhtunkhwa

The quality of primary level healthcare services provision in the district Upper Dir was quite compromised due to multiple factors that includes lack of essential skill sets & knowledge of the providers, lack of adequate health infrastructure, less number of staff at the healthcare facilities and lack of compliance to quality healthcare standards, that had led to the poor health indicators of the district.

Meeting with Deputy Commissioner Upper Dir

Project Highlights (Sep. 2022 to Sep. 2023)

In order to ensure provision of quality healthcare services to the marginalized community of district Dir Upper, Greenstar under the NPI EXPAND HDA grant exhibited utmost enthusiasm to support/strengthen the public as well as the private healthcare system of the district. Greenstar in order to enhance the public healthcare system, conducted a thorough assessment of public sector management, identifying areas for improvement such as Monitoring & Evaluation (M&E), Minimum Intial Service Package (MISP), procurement and finance policy, Health Management Information System (HMIS), and facility management on quality standards. The organization provided targeted training to **30 key district officials** in the above-mentioned areas, aiming to boost efficiency.

Recognizing the significance of the private sector, Greenstar engaged 30 healthcare providers in Dir Upper, enrolling them in its franchise network of providers and supported them in terms of capacity enhancement and provision of essential equipment and furniture. Apart from training the private healthcare providers, Greenstar also played a pivotal role in training **20 DoH doctors/managers** in maternal and neonatal services to develop a pool of master trainers, who further trained for a significant portion of public sector healthcare staff. Supportive supervision mechanisms were implemented for both public health facilities and private providers to identify deficiencies/gaps in their usual practices and setups and suggest a way forward to overcome those shortcomings. On the digitalization front, Greenstar automated health data recording at **4 tehsils**, established a Training Information System in the intervention district, the intent was to provide convenience, reduce data loss and inaccuracies and reduced paperwork. Greenstar held multiple inaugural events in the intervention districts that includes launch of Training Information System (TIS) and inauguration of **04 data cells** established for electronic data recording and reporting at tehsil level and project supported newly enrolled sabz sitara providers.

Greenstar under the grant ran an awareness campaign, involving Lady Health Workers, and reached a total of **2,992** women of reproductive age with key health messages on MCH and FP.

Orientation of DOH & PWD officials on the use of Training Information System (TIS)

Inauguration of District Health Information System (DHIS) Sub Cell by DHO, Dr. Syed Azizur Rab, Dr. Haroon, Dr. Sanam Gul and Sheringal, Upper Dir

New Partnerships Initiative (NPI) EXPAND Human Development Activity Buner, Khyber Pakhtunkhwa (Oct. 2022 to Oct. 2023)

In the context of poor healthcare access exacerbated by remote locations and poverty, the project aimed to bridge gaps and enhance healthcare provision through a multifaceted approach.

Greenstar and Palladium Pakistan project exhibited substantial progress in Buner from January to November 2023. Focused on fortifying healthcare systems, the initiative supported numerous public and private facilities, health houses, Sitara Houses, and Sabz Sitara Clinics with essential equipment. Extensive training programs were conducted to enhance the skills and knowledge of healthcare providers, spanning both public and private sectors in maternal and child health (MCH) as well as family planning (FP).

Quality assurance efforts involved ongoing supportive supervision for selected health facilities and private clinics, employing a Population Services International (PSI) developed tool.

100 free medical camps were organized in collaboration with the Department of Health and private providers, offering free services to 7,224 patients

Training of community based private health workers on healthy birth spacing improving access to quality family planning & MNCH services, Buner

An awareness campaign targeted the communities of Gadezai and Charghazai, engaging in neighborhood meetings, male engagement sessions, and women supported group meetings, reaching a significant number of individuals.

Meeting with Pakistan Army Commanding Officer with CEO Greenstar

Meeting with DC Buner

Meeting with DHO Buner and CEO Greenstar

Inaugural events, including the opening of the MCH Centre and a Private Provider Clinic, were led by Dr. Azizur Rab, CEO Greenstar and DHO Buner Dr. Qazi Afsar Anwar, highlighting the collaborative efforts to address healthcare disparities in the region

Interventions to reduce Tuberculosis (TB) burden in Pakistan

Ranking as the 5th TB endemic country and most populous country worldwide among global TB burden, Pakistan estimates emergence of 608,000 new TB cases every year, as well as approximately 15,000 cases of drug resistant TB being reported each year in the country. This accounts for 61% of the TB burden in the Eastern Mediterranean Region according to WHO.

Reference: https://shorturl.at/dzI59

WHAT WE DO?

Working across the 4 provinces of Pakistan catering almost **40%** population

Leaders in PPM (Public Private Mix) in managing TB in the country

Almost **22%** contribution in National Data in Diagnosing and Treating Tuberculosis

Almost **40%** Plus contribution in PPM

Catering population of **30** districts of Pakistan

Covering **173** large private hospitals

Treatment of Childhood and MDR TB

Pharmacy interventions

HOW WE DO?

Network & Support

- Onboard Network Providers - GPs..... **6071**
- Onboard Paramedics **4000**
- Onboard Pharmacies **6000**
- Onboard Large Private Hospitals **173**
- Private Laboratory Network.....**198**
- Gene X-Pert Labs.....**9**
- Mobile X-Ray Vans **11**
- Digital X-Ray Labs.....**8**

- Doctors Training on National Guidelines **8000**
- Paramedics training.....**6581**
- Drug Management & DMIS training in Round-8.....**25000**
- Laboratory Staff Training **500**
- Community Mobilization and **Chest Camping**
- Specimen Transportation Mechanism: **115,000** samples transported through bike riders.
- TB Data Digitalization - Real time / Case Base Data - DHIS-2

Clients in communities are provided screening facility in their areas through Mobile Sevices Units (MSUs)

WHY WE DO IT?

- Globally, Pakistan ranked 5th among TB high-burden countries
- A total of **1.6** million people died from TB worldwide in 2021
- Pakistan accounts for **61%** of the TB burden in the WHO EMRO region
- Estimated **608,000+** cases in WHO Report, 2023 (40%+ Missed TB cases)
- Estimated fourth highest prevalence of MDR TB Globally. **88%** Missed DR cases

Greenstar has achieved yet another milestone in history of TB project by reporting **23800** TB cases to the National data in Quarter – 3, 2023. Greenstar contribution has enhanced to almost **22%** of case detection in the national data. Greenstar's robust structure of operations team makes it possible with the support of dedicated team of field workers and managers. The Community Health Officers (CHOs) are life line of the project.

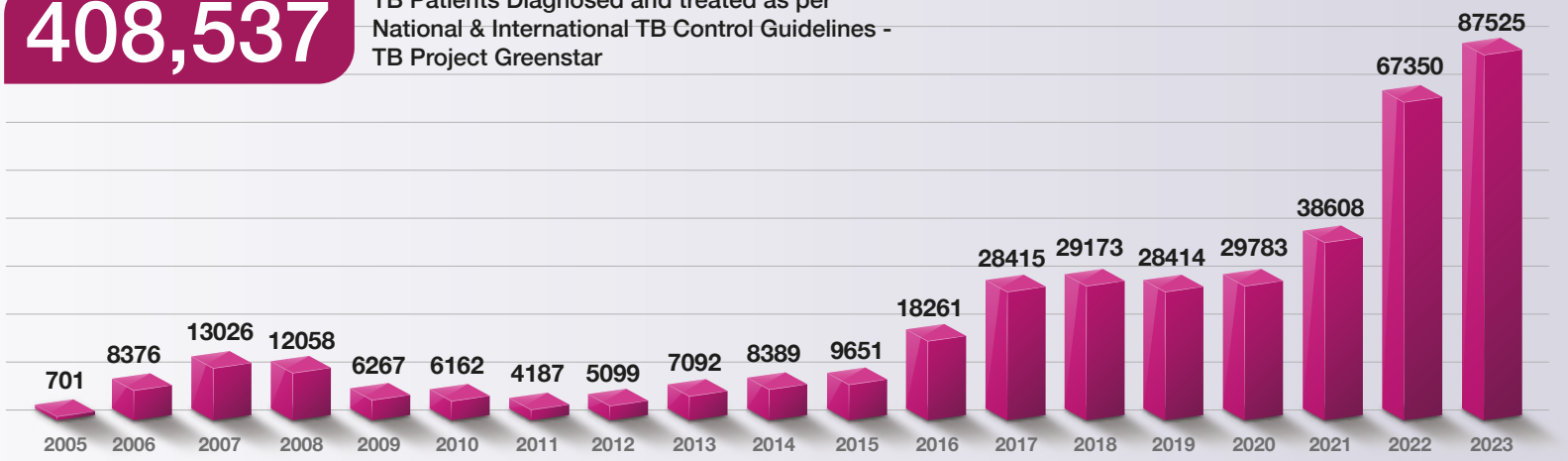
more than
118% achievement verses target of case detection in 2023

40% PLUS case detection in PPM

94% Treatment Success Rate

WHAT WE HAVE ACHIEVED?

408,537 TB Patients Diagnosed and treated as per National & International TB Control Guidelines - TB Project Greenstar



Greenstar participated in The Union, World Conference on Lung Health

The UNION was established in 1920, the international Union Against Tuberculosis and Lung Disease is committed to creating a healthier world for all, free of Tuberculosis and lung disease.

Greenstar's participation in The Union World Conference on Lung Health, Paris (France)

Friends of Pakistan Meeting During the UNION Conference on Lung \Health 15-18 November 2023

Bahawalnagar: Seminar & TB Awareness Walk

Greenstar's participation in World TB day awareness campaign by displaying banners in Rikshaw at Rawalpindi.

CDC Sindh, Dr. Juman Bathoyo, DG Health awarded shield to Greenstar Social Marketing TB Project in recognition to their dedicated efforts to reduce TB burden in Sindh.

Delivering Accelerated Family Planning in Pakistan

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

psi Pakistan

Reference: https://www.pbs.gov.pk/sites/default/files/2022-04/population_Census_2017_Results.pdf

An approach towards Access and Availability of Family Planning (FP) products and services through social marketing

Greenstar implementing DAFPAK Program's Social Marketing component, funded by the Foreign Commonwealth & Development Office (FCDO) in collaboration with Population Services International (PSI).

DAFPAK uses social marketing approach to reach out to a variety of channels, including pharmacies, fast-moving consumer goods (FMCG) stores, and private family planning (FP) service providers. Its goal is to make FP products and services easily accessible and available in the districts where it operates. Given below are its outcomes:

1. **Output 1 – Increase access to FP services**
2. **Output 2 – Improved quality of client-centered FP services**
3. **Output 3 – Enabling Environment for FP**

Implementation Strategy

1. **Sustained promotion/advocacy** for family planning products at all the channels such as private service providers, pharmacies, FMCGs stores. Furthermore, FP promotions being done at wholesalers and distributors' levels to ensure Greenstar products' brand recognition and their uninterrupted supply.
2. **Strengthening FP products and services utilization** at community level populations through district channels (private providers, pharmacies and FMCG stores) to actively participate in program field activities.
3. **Collaboration with federal, provincial and district government representatives** to formulate stronger public private networks for family planning accessibility and convenience.

Family planning medical camp at a provider's clinic in Faisalabad, offering the clients BP monitoring, blood sugar & Hb testing, in addition to FP methods consultation

Stock monitoring visit by DAFPAK team to a pharmacy in Multan

DAFPAK's Achievements

DESCRIPTION OF DELIVERABLES	PTD ACH SEP-2023
Generated Couple Years of Protection (CYP)	2,917,580
Total Family Planning Users	2,384,623
Additional SM Outlets	21,273
HEALTH IMPACT DELIVERABLES	
Maternal Deaths Averted	559
Unintended Pregnancies Averted	633,258
Unsafe Abortions Averted	193,946
Disability-Adjusted Life Year (DALYs) Averted	569,775

Range of Contraceptives available for healthy birth spacing

Pakistan's Population: "Ensuring A Brighter Future for All" event:

Greenstar's DAFPAK program team along with Greenstar's Senior Management team participated in the event "A Brighter Future for All" organized by the British High Commission in Pakistan. A learning event organized by Palladium Pakistan under DAFPAK-PSSD in collaboration with UNFPA, PSI, Greenstar, MSS, DKT International, and M&C Saatchi and in partnership with Ministry of National Health Services Regulation and Coordination (MoNHSR&C) and provincial Health and Population Welfare Departments of Punjab, Sindh, and KP. The event **'Pakistan's Population: Ensuring A Brighter Future For All'** was focused on improving reproductive health outcomes and empowering individuals and families to make informed decisions through family planning and successfully provided a platform to share valuable insights and experiences, The learning event provided a great opportunity to identify challenges faced by the family planning sector, showcase successful examples, and explore strategies to create an enabling environment for more fruitful collaborations.

Dr. Syed Azizur Rab, CEO Greenstar during the panel discussion at the 'Pakistan's Population: Ensuring A Brighter Future For All' event

A visit by Population Services International's (PSI) Global Directors

Ms. Marci Cook, a PSI Global Director for Middle East and North Africa region, visited Greenstar's office on March 29, 2023. The primary objective of this visit was to review program's achievements, understanding of organizational functions, control procedures, and monitoring functions of Greenstar under DAFPAK program. During her visit, DAFPAK program's achievements and financial accomplishments were presented to her by DAFPAK team. In addition to the progress evaluation, Ms. Marci Cook closely reviewed Greenstar's financial and procurement processes, monitoring, and controls.

Visit to Greenstar's Head Office by Karl Hoffman, CEO Population Services International (PSI)

A visit by Marcie Cook, Vice President, Social Business & Global Operations - PSI

Greenstar participated in Research Conferences with its Nine Abstracts

RESEARCH CONFERENCES:

- **24th Annual Population Research Conference by Population Association of Pakistan (PAP)**
- **13th International Public Health Conference By Health Services Academy (HSA)**

CONFERENCE ORGANIZERS

Greenstar participated in the 24th Population Association of Pakistan (PAP) Research Conference **"Healthy Families and Communities in a Changing Society: The Role of Family Planning"** held at Forman Christian College University, Lahore. Greenstar presented **2 oral presentations and 7 posters showcasing** the results of its various programs. The two days of the conference were insightful and full of learnings. Dr. Syed Azizur Rab, CEO Greenstar co-chaired a plenary session on **"Innovative Approaches for Family Planning Demand Creation"** and enlightened the audience about Greenstar's role in the community especially in engaging youth for the uptake of Family Planning.

Universities' project with PPIF during HSA Conference

Abstract presentation during PAP Conference

Dr. Talib Lashari (Technical Advisor CIP & Focal Person FP2030), Dr. Syed Azizur Rab (CEO Greenstar) and presenters of PAP Conference

Group picture of abstract presenters with Dr Syed Azizur Rab, CEO Greenstar

Abstract presentation at HSA Conference

Abstract presentation on Impact of Integrating Postpartum Family Planning at Primary Health Care Level, in Karachi and Hyderabad.

Abstract presentation on Creating a Community-Based Self-Sustaining Ecosystem for Improving Self-Care

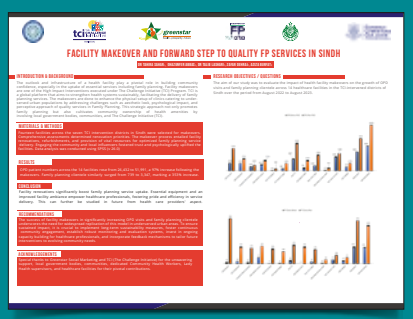
Abstract presentation on Data Driven Progress in Sindh's Healthcare System Through Public Private Partnership

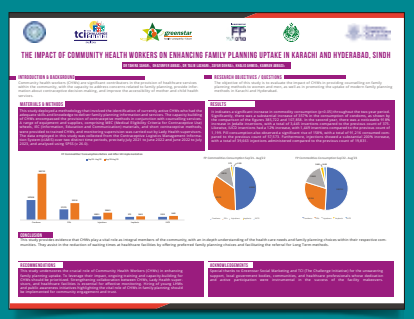
Selected abstracts from Greenstar's different program interventions across Pakistan

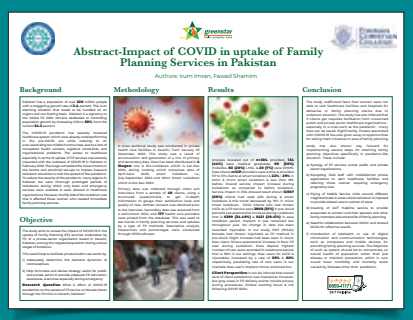
S No.	TITLE	Presentation Type
1	Creating a Community-Based Self-Sustaining Ecosystem for Improving Self-Care	Oral
2	Impact of Integrating Postpartum Family Planning at Primary Health Care Level, in Karachi and Hyderabad.	Oral
3	Testing Social Marketing Approach for Uptake Of Lipid-Based Micronutrient Supplement By Middle And Low Middle-Income Pregnant And Lactating Women In An Urban Setting	Poster
4	Data Driven Progress in Sindh's Healthcare System Through Public Private Partnership	Poster
5	Impact of Covid in uptake of Family planning Services in Pakistan	Poster
6	Association between Menstrual Hygiene Management and Lower Reproductive Tract Infections among Women of Reproductive Age Presenting at Selected Family Health Centers in Karachi	Poster
7	Enhancing Peer-Teacher Engagement for the Promotion of Awareness on Family Planning, Sexual Reproductive Health and Rights, and Premarital Counseling: A Project Analysis Report	Poster
8	Facility makeover and forward step to quality FP services in Sindh	Poster
9	The Impact of Community Health Workers on Enhancing Family Planning Uptake in Karachi and Hyderabad, Sindh	Poster

SCAN HERE TO READ FULL TEXT

A Glance of Approved Abstracts







QA & Training embarks on ensuring quality of care with its provider base across Pakistan

Greenstar Social Marketing is working for more than **3 decades** with an aim to serve the underserved with quality family planning and reproductive healthcare services through its social franchise network. This Social franchise network is based on healthcare providers throughout the country in the most rural, peri-urban and urban areas. Greenstar's quality and training team put its persistent efforts for enhancing their clinical and soft skills and compliance with quality protocols through extensive supportive supervision and training on core technical areas. Furthermore, an ecosystem is developed for the providers through different dynamic approaches to maintain the quality standards in the health care delivery stream to mark the service differentiation of Greenstar. These efforts not only strengthen Greenstar's footprints in underserved communities but also instill trust and confidence in healthcare providers promising quality service delivery.

Clinical and classroom trainings of service providers

QA Activities at a Glance (Jan-Nov 2023)	
Training Modules updated and endorsed	Family Planning, Maternal and Child Health, and Post Abortion Care (PAC)
Training Need Assessment Activity For SEW program (Punjab)	Assessment done on 130 service providers and training modules prepared according to shared feedbacks.
Providers Trained on FP Advance and Reproductive health counseling	60
Providers Trained on Management of Postpartum Hemorrhage	100
Supportive Supervision of service providers on key critical indicators	400
Participation In Training of Trainers in BHFA program	Participation and Certification of QA Team on IYCF Counseling.

Capacity building workshops for Greenstar teams and service providers through master trainers on FP, PAC and MCH

Farhat Nawaz's Journey: Facilitating the capacity building for her technical expertise

Miss Farhat Nawaz is a Lady Health Visitor (LHV) and has been a part of Greenstar's family for over 3 years. She has always shown great dedication towards her clinical work, and she describes her journey of learnings with Greenstar:

"As a healthcare provider under the banner of Greenstar, I have a privilege of acquiring comprehensive knowledge in family planning counseling and infection prevention (IP) through the exceptional guidance of the Greenstar's Quality Team. Their meticulous teaching covers a spectrum of critical areas, improving my clinical skills in providing informed choices, polishing the technical skills in Long-acting Reversible Contraception (LARC) methods and understanding the intricacies of sterilization and waste management protocols. The team's dedication is exemplified by their frequent visits and on call assistance to re-evaluate and reinforce the implementation of necessary protocols in my clinic. This ongoing support ensures that every query is thoroughly addressed. The proactive approach of the Quality Team has not only improved the quality of care but has also contributed to increase clientele at my clinic over time. Clients visiting clinic not only observe professional attitude, skilled service delivery and infection-free environment but also express their pleasure and satisfaction as well. I extend my sincere appreciation to quality team for their unwavering commitment and guidance, which has undoubtedly played a pivotal role in the success of my healthcare practice under Greenstar's umbrella."

"Invaluable Learning Experience: Dr. Javeria Sikandar achieved professional excellence after joining Greenstar family":

Dr. Javeria Sikandar has recently joined Greenstar family and shares her experience after receiving the induction training on advance family planning methods and FP counseling.

"I am an MBBS doctor from Sargodha and I would acknowledge the exceptional learning experience after receiving the advance family planning training by Greenstar's Quality and Training team. The meticulously designed training curriculum, role plays on counseling, hands on practice and post training follow ups by Greenstar's QA team have played an instrumental role in enhancing quality among various aspects of my healthcare practice. The training has boosted my confidence in implementing infection prevention practices, handling myths and misconceptions and ensure safe service delivery. Post training follow ups by QA team with discussion on clinical practice guidelines and gauging client satisfaction has helped me to streamline my clinical operations. I am grateful for the continuous learning and improvement facilitated by Greenstar's Quality Team, ultimately contributing to a safer and more self-assured healthcare environment at my service delivery centre."

QA team visits Greenstar service providers for supportive supervision to ensure quality healthcare services

Integrating Marketing Intelligence to expand consumer choice for FP

Launching "all-in-one" condom choices

A Multi Mix – Limited Edition Pack is launched for Touch, for the 1st time in Pakistan which includes one of each Dotted, Ribbed, Flavored (Strawberry) and Delay condoms.

Increasing Reach & Access of FP Products

Organized retail outlets are becoming increasingly popular with consumers as they provide better prices, quality, convenience & variety. Our team's continuous dedication to innovate and finding ways to improve the reach & availability of our products has led us here to announce that Greenstar products are now available at the biggest IMTs (International Modern Trade) & LMTs (Local Modern Trade) outlets of Pakistan, just to name a few:

SaveMart	SHAHEEN Cosmetics (Pvt.) Ltd. Pakistan	D. Watson Cash & Carry
PUNJAB	Imtiaz	SPRINGS
Servaid+ Pharmacy	AL-FATAH	EHAD
medz nmore	Carrefour	INDUS HOSPITAL & HEALTH NETWORK
naheed.pk	CHASE UP	BIN HASHIM Pharmacy & SuperMarket

Greenstar becomes an exclusive distributor of Karex's brand "ONE" in Pakistan

Greenstar is now among the top 10 buyers from KAREX in the world

Greenstar's team visited Karex, Malaysia and discussed potential business avenues

International Achievers Conference 2023

Greenstar announced an exciting international trip to Thailand for the YTD achievers of the year 2022-2023. Out of **153** FMCG Sales Promotion Officers (SPOs), **126** SPOs of FMCG went to Thailand for the International Conference. Motivated team reflects the health of the organization.

Adding contraceptive choices through E-commerce platforms

Greenstar e-com channel is growing from strength to strength generating a staggering **30 million PKR** in less than 2 years.

Participation in platform campaigns like **Kravemart Big Billion Week** and **Daraz 11.11** created additional demand for FP products enabling users by providing convenience.

Delivering at doorsteps: Engaging with youth via our e-com platforms

BIG BILLION WEEK

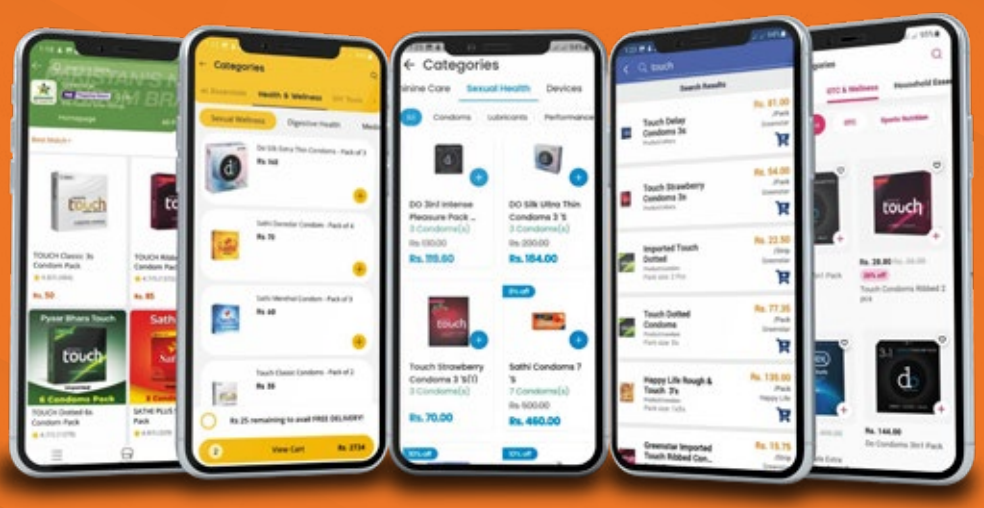
Daraz 11.11
11-21 NOVEMBER
PAKISTAN'S BIGGEST SALE

30
million PKR in less than 2 years

02
million units sold

35%
growth over last year

PKR 17.3 million sales



Daraz | panda mart by foodpanda | Krave Mart | dawaai | tabiyat.pk

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