



Message from the COP

Dear Colleagues,

It is over three years that PAIMAN project started. The remaining one and a half year is declared as year for implementation and addressing quality aspects. PAIMAN held its third annual Technical Advisory Group (TAG) meeting in Islamabad. The technical advisory group is made up of a distinguished group of both national and international public health experts, specializing in key technical areas of PAIMAN's programming. These technical areas include Operations Research/ Monitoring and Evaluation, Health Systems Strengthening, Communication/ Advocacy/Mobilization, Access and Quality of Services, and Capacity Building.

TAG members made valuable suggestions for re-orienting certain aspects of the project strategy in this critical last year of implementation, suggested certain areas that needed greater support and monitoring, and highlighted certain interventions that needed to be carefully evaluated for possible scale up and to ensure sustainability.

All in all, the TAG is always a very important annual event for the PAIMAN project as it allows us to take stock of our achievements, requires us to defend our accomplishments and helps us prepare the coming years work plan with renewed energy and focus.

We again thank all of the PAIMAN team and our TAG members for making this third Annual TAG a success!

Dr. Nabeela Ali

Third Technical Advisory Group Meeting of PAIMAN



The third Technical Advisory Group (TAG) meeting of the PAIMAN was held from February 5 to 7, 2008 in Islamabad. The meeting was attended by a large number of representatives from Project's partners besides members of the TAG. The first day of the meeting was devoted to PAIMAN's thematic group meetings, organized as per the Project's strategic objectives to review program activities, issues and challenges. These meetings were attended by concerned program staff, subject specialist, members of the TAG and other interested public health and development professionals.

The joint proceedings of the TAG Meeting started on February 6, 2008. The first day of the joint proceedings was divided into four sessions containing presentations and discussions from Project's partners and major stakeholders for sharing and disseminating program information to participants of the meeting. The morning session was chaired by Major General (Retired) Shahida Malik, Director General Health. Ms. Malik while acknowledging the contribution of PAIMAN in improving maternal and neonatal health in Pakistan felt that the project has a number of lessons to

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T A G M E M B E R S



share with the public and private sector alike. The closing session was presided over by Federal Minister for Health Mr. Ijaz Rahim. Mr. Rahim praised PAIMAN in creating a model for mother and child health initiatives.

The last day of the Meeting was primarily focused on taking stock of the proceedings of the first two days and recording recommendations and inputs by the members of the TAG. In her closing address, Ms. Mary Skarie, Health Office Director, while representing USAID, informed the participants that it has been a privilege to fund the

PAIMAN Project. She encouraged the Project team to continue working with same spirit of creativity and compassion. She also informed the participants that an external third-party Project evaluation of the Project will be launched in March this year. The TAG meeting ended with the vote of thanks from Dr. Nabeela Ali, Chief of Party, to all the participants, especially to the members of the TAG and those who had come from abroad to attend the meeting. Dr. Nabeela Ali urged all partners to continue working with the same spirit and vigor to improve the maternal and neonatal health in Pakistan.



PAIMAN Partners' Retreat

A two day workshop of PAIMAN partners was organized by JSI in Lahore from January 10th-11th, 2008 for the preparation and planning of TAG meeting and mid-term evaluation of the PAIMAN project by USAID. The discussion points of the two-day meeting included;

roles and responsibilities of partners for TAG meeting, agenda of TAG meeting and some group work on Monitoring and Evaluation, Health Systems, Capacity Building, Midwifery Schools and Behavior Change Communication.



Life is Life Because of Her

PAIMAN Music Video Launch



Launching Ceremony of Music Video

Pakistan Initiative for Mothers and Newborns (PAIMAN), launched its much anticipated music video, also entitled Paiman, in a colorful function held at a local hotel in Islamabad on February 6, 2008. The ceremony was attended by a large number of professionals from the health sector besides a sizable number of media professionals and celebrities.

The music video is a part of the PAIMAN Communication, Advocacy and Mobilization (CAM) strategy and aims to position child bearing as a joint responsibility of the mother, husband and in-laws. The video is based on findings of PAIMAN's formative research which highlighted that pregnancy and child bearing is usually regarded as a "women's domain" and husbands usually distance themselves from their pregnant wives, leaving healthcare as a concern for women in the family only.

Paiman music video has been produced by John Hopkins University/ Center for Communications Program (JHU/CCP) as part of a mass media package containing a

13 episode drama series, four television commercials and a music video, which has been directed by the award winning Pakistani director, Sohail Javed. The music has been composed by Rohail Hayat (Vital Signs) while Shafqat Amanat Ali Khan, a leading name in the Indo-Pak pop music industry is the playback singer.

The music video is based upon a lower-middle class couple's story who is expecting their first child. It highlights the importance of the love, support and most importantly, the care that should be provided to a pregnant woman by her husband and the in-laws during and after the pregnancy. The music video will soon be televised on all leading TV channels in Pakistan.

The United States Agency for International Development (USAID) Mission Director Ms. Anne Aarnes officially launched the music video. Others present at the occasion were Ms. Mary Skarie (Director USAID), Mr. William Conn (Public Health Advisor, USAID), Dr. Nabeela Ali (CoP, PAIMAN), Mr. Nauman Ejaz (PAIMAN's Goodwill Ambassador), representatives from PAIMAN consortium partners and the MNH community.



PAIMAN'S Goodwill Ambassador Mr. Nauman Ajaz and his wife

Latest Publications on PAIMAN Website

1. Assessment of Knowledge and Attitude of Married Women on Maternal and Newborn Health (MNH) in selected Union Councils of Project districts.
2. Assessing Routine Health Information System in Selected PAIMAN Districts by using Lot Quality Assurance Sampling (LQAS) Technique.
3. PAIMAN Communication, Advocacy and Mobilization (CAM) Strategy.

The reports can be accessed on: www.paiman.org.pk

Public Private Partnership Gives Birth to a Blood Bank

A public private partnership for the establishment of a blood bank was formally endorsed in a solemn ceremony on Monday, February 11, 2008 at the Tehsil Headquarter Hospital (THQ) in Mian Chunu, District Khanewal. The



event which was hosted by one of the PAIMAN consortium partners, Greenstar, was marked by a MOU signing

ceremony between Dr. Naeem Sadiq, Medical Superintendent (MS) Hospital and Mr. Hanif Hameed, Executive Director Wafa. Mr. Hamid Bashir, DGM West Region Greenstar and Dr. Muhammad Rafique, EDO Health Khanewal countersigned the MOU. The salient features of this partnership include:

- ◆ Establishment of a fully equipped and functional Blood Bank at THQ Hospital Mian Chunu
- ◆ Availability of Blood Bank services round the clock.
- ◆ Compiling of blood donors list.
- ◆ Advocacy and awareness among civil society regarding the importance of blood donation.

THQ Hospital Mian Chunu is a 60 bed hospital which was last upgraded in 1987. Despite a very high number of surgical procedures carried out and emergency cases received in the hospital annually, there is no established blood bank in both the public and the private sector which results in the loss of precious lives and unnecessary delays in provision of appropriate services.

Greenstar has taken the initiative under the USAID funded PAIMAN project by working with stakeholders to establish a viable and sustainable model of public private partnership (PPP) which will be functional by March 2008.

NEWS

USAID Strengthens Health Systems in Pakistan

In December 2007, USAID/Pakistan awarded the project "Strengthening Health Systems in Pakistan" to Abt Associates Inc. and partners, a two-year \$10.9 million project focusing on improving health systems in Pakistan. The project activities, which include trainings, granting awards, and building capacity of institutions, are scheduled to begin in early 2008.

'Raabta' - Newsletter for Lady Health Workers Introduced

PAIMAN, with the assistance of one of its partners JHU/CCP, has supported the Ministry of Health by deputing a Health Communication Advisor for the National Program for Family Planning and Primary Healthcare. This collaboration has initially resulted in the finalization and launch of their quarterly Urdu newsletter 'Raabta' for Lady Health Workers on January 31, 2008.

FALAH Launch

FALAH (Family Advancement for Life and Health), a five-year USAID funded project was formally launched on February 12, 2008 at the Marriot Hotel in Islamabad. The FALAH project is a five-year project working to diversify family planning services in twenty districts across the four provinces of Pakistan.

For feedback & suggestions please write to: Editor, PAIMAN News Roundup
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