Marie Stopes Society’s
Flood Response & Relief Operations
(Aug-Dec 2022)

Delivering Gender-Focused
Essential Healthcare, Family Planning
and Reproductive Health Services
The devastating floods in Pakistan, left more than **33 million** people affected and one third of the Country submerged. The rains were recorded as three times greater than the national average for the last **30** years. About **72** districts were considered worst hit and nearly **15,000** lives were lost. Those impacted, included **16 million** children and **8.2 million** women of reproductive age. With the combined destruction of homes, livelihoods (land, livestock etc.) an estimated **9 million** people are expected to be forced into poverty.

MSS began its relief work in Aug 2022 using its Roshni mobile outreach vans in select districts to provide immediate assistance in the form of basic health care as well as family planning (FP) services.

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**FLOOD RESPONSE & RELIEF EFFORTS**

Providing Family Planning and Essential Health Services

From August - December 2022

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**IMPACT – FLOOD RESPONSE AND RELIEF WORK (AUG – DEC, 2022)**

- **Roshni Outreach Camps**: 1,114
- **Clients Served**: 119,617 (62% were female, 23% were children)
- **Female Clients Served**: 73,649
- **Male Clients Served**: 18,990
- **Long Acting Reversible Contraceptive Methods**: 2,983
- **Antenatal Clients Served**: 6,725
- **Postnatal Care Clients Served**: 3,071
- **CYPs Generated**: 13,985
- **Short Acting Contraceptive Methods (Units)**: 3,788
- **Children Served (1-15 years)**: 26,978

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### Infectious Diseases in the Aftermath of Monsoon Flooding in Pakistan and Marie Stopes Society’s Response

<table>
<thead>
<tr>
<th>Disease / Syndrome</th>
<th>MSS</th>
<th>DFAT</th>
<th>DAFPAK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acute Watery Diarrhea (AWD)/Suspected Cholera</td>
<td>4,594</td>
<td>1,967</td>
<td>2,627</td>
</tr>
<tr>
<td>Other Acute Diarrhea (Non-Cholera)</td>
<td>11,076</td>
<td>2,798</td>
<td>8,278</td>
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<td>Acute Upper Respiratory Tract Infection</td>
<td>14,863</td>
<td>3,072</td>
<td>11,791</td>
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<tr>
<td>Suspected Dengue Fever</td>
<td>1,796</td>
<td>616</td>
<td>1,180</td>
</tr>
<tr>
<td>Suspected Malaria</td>
<td>6,810</td>
<td>1,794</td>
<td>5,016</td>
</tr>
<tr>
<td>Dysentery</td>
<td>930</td>
<td>420</td>
<td>510</td>
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<tr>
<td>Suspected Chickenpox</td>
<td>53</td>
<td>36</td>
<td>17</td>
</tr>
<tr>
<td>Suspected Typhoid Fever</td>
<td>2,768</td>
<td>696</td>
<td>2,072</td>
</tr>
<tr>
<td>Neonatal Tetanus/Sepsis</td>
<td>14</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>Acute Viral Hepatitis (A &amp; E)/Acute Jaundice Syndrome</td>
<td>960</td>
<td>320</td>
<td>640</td>
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<tr>
<td>Acute Hemorrhagic Fever/CCHF</td>
<td>66</td>
<td>39</td>
<td>27</td>
</tr>
<tr>
<td>Scabies</td>
<td>9,796</td>
<td>1,749</td>
<td>8,047</td>
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<tr>
<td>Cutaneous Leishmaniasis</td>
<td>54</td>
<td>37</td>
<td>17</td>
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<tr>
<td>Suspected Measles</td>
<td>265</td>
<td>126</td>
<td>139</td>
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<tr>
<td>Suspected Diphtheria</td>
<td>46</td>
<td>46</td>
<td>0</td>
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<tr>
<td>Suspected Mumps</td>
<td>502</td>
<td>69</td>
<td>433</td>
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<tr>
<td>Referral</td>
<td>11,260</td>
<td>0</td>
<td>11,260</td>
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MARIE STOPES SOCIETY ACKNOWLEDGES CRITICAL SUPPORT FROM THE FOREIGN COMMONWEALTH AND DEVELOPMENT OFFICE (FCDO) UNDER THE, ‘DELIVERING ACCELERATED FAMILY PLANNING IN PAKISTAN’ (DAFPAK) PROGRAMME, DURING FLOODS.

With FCDO support, response and relief operations were carried out in three provinces: Sindh, Punjab and Khyber Pakhtunkhwa. 12 outreach vans reached the last-mile populations, in 14 districts, treating nearly 77,000 flood affectees:

One Outreach Van based at Larkana and conducting Flood Relief Operations in Larkana, Dadu, Shikarpur and Qambar Shahadkot.

Three Outreach Vans based at Muzaffargarh and conducting Flood Relief Operations in Muzaffargarh and Rajanpur.

Three Outreach Vans based at Layyah and conducting Flood Relief Operations in Layyah and Jhang.

Two Outreach Vans based at Multan and conducting Flood Relief Operations in Multan, Khanewal and Lodhran.

Three Outreach Vans based at Peshawar and conducting Flood Relief Operations in Peshawar,Charsadda and Nowshera.

TOTAL IMPACT FROM DAFPAK (AUG – DEC, 2022)

- Roshni Outreach Camps: 740
- Clients Served: 76,979
- Female Clients Served: 46,608
- Children Served (1-15 years): 18,560
- Male Clients Served: 11,811
- Short Acting Contraceptive Methods (Units): 3,087
- Long Acting Reversible Contraceptive Methods: 2,306
- Antenatal Clients Served: 4,400
- Postnatal Care Clients Served: 1,992
- CYPs Generated: 10,797
MARIE STOPES SOCIETY DELIVERED FLOOD RESPONSE AND RELIEF SERVICES IN ASSOCIATION WITH DEPARTMENT OF FOREIGN AFFAIRS AND TRADE (DFAT-AUSTRALIA) UNDER RESPONDING WITH ESSENTIAL SRHR PROVISION & NEW DELIVERY MECHANISM (RESPOND) INITIATIVE

With DFAT support, response and relief operations were carried out in Sindh in 3 districts namely Hyderabad, Tando Allahyar and Larkana (pivoting to other districts as well from these 3 base camps), treating nearly 43,000 people. Responding with Essential SRHR Provision and New Delivery Mechanism (RESPOND) is an initiative intending to improve the utilisation of high-quality and equitable SRHR information and services by the most vulnerable, with a focus on innovative approaches and restoring services that have been impacted due to COVID-19.

![Map of Sindh with indicated districts]

**Total impact from DFAT (Aug – Dec, 2022)**

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roshni Outreach Camps</td>
<td>374</td>
</tr>
<tr>
<td>Children Served</td>
<td>8,418</td>
</tr>
<tr>
<td>Long Acting Reversible Contraceptive Methods</td>
<td>677</td>
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<tr>
<td>Short Acting Contraceptive Methods</td>
<td>701</td>
</tr>
<tr>
<td>Clients Served</td>
<td>42,638</td>
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<tr>
<td>Male Clients Served</td>
<td>7,179</td>
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<tr>
<td>Antenatal Clients Served</td>
<td>2,325</td>
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<tr>
<td>Postnatal Clients Served</td>
<td>1,079</td>
</tr>
<tr>
<td>Female Clients Served</td>
<td>27,041</td>
</tr>
<tr>
<td>CYP Generated</td>
<td>3,188</td>
</tr>
</tbody>
</table>
Marie Stopes Society’s flood response and relief efforts with the support of our donors, partners and MSS family, has resulted in delivering essential health care and family planning services to the most challenging districts across Sindh, Punjab and KPK.
MESSAGE FROM THE COUNTRY DIRECTOR

Assalam Alaikum

I am pleased to share Marie Stopes Society’s annual supplement Dareecha for the year 2022.

In the last 12 months, MSS served a total of 469,000 clients with high quality family planning services, thus delivering 0.8 million Couple Years of Protection (CYPs). The service delivery channels included clinics, social franchise partners, mobile vans, pharmacies and online services. MSS also made significant strides in the areas of climate resilient health services, adolescents SRH initiatives and FP counseling for newly married couples.

As one of the worst affected countries by the climate change, Pakistan suffered from catastrophic floods last year that left over 1,500 dead and more than 8 million homeless. The health care infrastructure was badly damaged in the affected districts leaving millions without basic health care. Among the flood victims were 8.2 million women of reproductive age and 650,000 pregnant women. MSS, with support of our donors, mobilized the Roshni mobile vans outreach teams to deliver basic health services in nearly all the flood-hit districts. Almost 120,000 clients were served through Roshni mobile health camps in these districts.

I would like to acknowledge the amazing hard work of all MSS teams who went beyond the call of duty to ensure service delivery in the flood hit areas. I am also grateful for the support received from federal, provincial and district governments, as well as our international partners including the Foreign Commonwealth and Development Office (FCDO-UK) and the Department of Foreign Affairs and Trade (DFAT-Australia). I sincerely hope that our collective efforts will contribute towards providing relief in the communities as they try to rebuild their lives and return to normalcy.

Best wishes for a peaceful and prosperous 2023.

Asma Balal
Country Director,
Pakistan Marie Stopes Society
MARIE STOPES SOCIETY IMPACT (JAN - DEC 2022)

CLIENTS SERVED

469,079*  
TOTAL CLIENTS SERVED

1,480
CLIENTS/DAY*

*Including 54,593 clients served for Water-borne, Vector-borne and other diseases during flood response and relief operations

206,870  
TOTAL CLIENTS SERVED THROUGH SURAJ FRANCHISE

233,963  
TOTAL CLIENTS SERVED THROUGH ROSHNI

28,246  
TOTAL CLIENTS SERVED THROUGH CENTRES

1.18 million
MARRIED WOMEN OF REPRODUCTIVE AGE (MWRA) REACHED THROUGH DOOR-TO-DOOR VISITS

40,000  
YOUTH CLIENTS (15-24 YEARS)

*Based on 06 days working week
PERFORMANCE OF FIELD HEALTH EDUCATOR (FHE)

- **83,806** Family Planning vouchers distributed
- **74,591** Family Planning vouchers redeemed
- **108,788** Total referred clients received services

FAMILY PLANNING (FP) SERVICES DELIVERED

- **448,629** Total FP services delivered
- **1,415** FP services/day**

  *Including female clients receiving ANC/PNC services during flood response and relief operations

  **Based on 06 days working week

- **293,109** Short acting contraceptive methods
- **153,164** Long acting contraceptive methods
- **2,356** Permanent contraceptive methods

GENERATING **807,973** CYPs in 2022

MOHALLA MEETINGS AND MEDICAL CAMPS ORGANIZED

- **6,444** Mohalla meetings
- **123,824** Number of participants in Mohalla meetings
- **2,580** Medical camps
Marie Stopes Society Pakistan launched its Youth App on January 24, 2022 in a ceremony (hybrid) held at its Head Office in Karachi, Sindh. The ceremony was chaired by honorable Dr. Talib Lashari, Technical Advisor, Costed Implementation Plan, Population Welfare Department, Government of Sindh. Other attendees included Professor Dr. Sadia Ahsan Pal (Obstetrician & Gynecologist & Fertility Specialist) and Naseem Hameed (youth advocate/athlete). Representatives from development partners like Foreign, Commonwealth and Development Office (FCDO), Department of Foreign Affairs and Trade-Australia (DFAT), Global Affairs Canada (GAC) and Bill & Melinda Gates Foundation (BMGF) also attended the virtual ceremony along with private sector partners such as Pathfinder International, Family Planning Association of Pakistan (FPAP), Aahung, IPAS, Shirkat Gah, Aman Foundation, National Committee for Maternal and Neonatal Health (NCMNH) and Greenstar Social Marketing.

The Youth App is a mHealth application designed for increasing access to sexual and reproductive health (SRH) education and services, focused on the youth in Pakistan. It can help the users for obtaining essential information on FP & SRH.
Students and faculty at Jinnah Hospital College of Nursing (Lahore) attended YOUTH Application orientation sessions.

Dr. Mumtaz Esker and Dr. Ali Awan presented the YOUTH Application to the faculty and students of Fatima Jinnah Women University (FJWU) Rawalpindi.

Students of Regional Training Institute (Rawalpindi) were provided an orientation of “How YOUTH Application can be useful in creating awareness among youth about Reproductive Health and Family Planning.

Dr. Mubashir Hanif, Director Oric (Health Services Academy) Inaugurated the orientation session of YOUTH Application.

Usama Khan, Manager Communication and Media, introduced the YOUTH Application to the faculty and students of Institute of Public Health (Lahore).
Empowering young people through accurate, youth-friendly and age-appropriate information on HEALTHY CHOICES, REPRODUCTIVE HEALTH & FAMILY PLANNING

Get access to Marie Stopes Society’s Progressive Web Application (WPA)

Follow 3 easy steps:

For Android users
1. Scan QR
2. Tap on Ellipsis and tap on add to home screen
3. The app is ready to use

For iOS users
1. Scan QR
2. Tap on Share button and tap on add to home screen
3. The app is ready to use

Helpline: 0800 22333 | srhmatters.org | Website: www.mariestopespk.org
Dr. Sara Shahzad, Health Adviser Foreign, Commonwealth & Development Office British High Commission, FCDO-UK visited Marie Stopes Society’s Head Office in Karachi March 21, 2022. The purpose of this visit was to discuss the progress on Delivering Accelerated Family Planning in Pakistan (DAFPAK) program.

MSS team briefed Dr. Sara Shahzad and Mr. Tamour Rashid, Senior Programme Manager to FCDO-UK about the latest developments and how Marie Stopes Society is achieving the project milestones.

DAFPAK programme in Pakistan is supported by the UK Government to increase access to quality family planning information and services, particularly underserved groups such as rural women. It directly contributes to the Sustainable Development Goal 3: Ensure healthy lives and promote well-being, as well as to the FP2030 target of reaching additional users of family planning and increasing contraceptive uptake.
Ms. Annabel Gerry, Development Director for British High Commission in Pakistan, visited the DAFPAK-supported pharmacy initiative at its Gulshan-e-Iqbal Branch in Karachi May 11, 2022.

MSS team briefed Ms. Gerry about the operations of the entity and how it is reshaping the pharmacy experience.

Gerry took the opportunity to interact with the staff and clients and inquired about the pharmacy’s operations. Ms. Gerry informed the media about the UK government’s approach and commitment towards ensuring the continuity of high-impact work beyond the life of the DAFPAK project.

She further stated that the "UK government sets a positive precedence for the donor community through this sustainability grant that promoted innovative ideas to generate income, which in turn would support provision of quality healthcare services to the underserved after the conclusion of the DAFPAK programme."

At the end of the visit, Ms. Gerry assured UK Government’s continued support for helping communities across Pakistan to access high-quality FP services focusing on women and girls.
MEDIA COVERAGE

Annabel Gerry @AnnabelGerry · 12 May
Enjoyed talking about how the expansion of for-profit @MeriPharmacy chain will subsidise much needed low cost family planning services. If the constant stream of customers was anything to go by, things are looking good!
#Karachi #SRHR

UKInPakistan 🇬🇧 #UKPaikBiSaath and FCDO PGD

Annabel Gerry @AnnabelGerry · 12 May
Helpful advice from pharmacist on a visit to @MeriStops in 🇬🇧 with #Sustainability #WomensHealth

British official visits UK-funded pharmacy

KARACHI: The UK government is providing Rs40 million to the Sindh government for the roll-out of the Delivering Accelerated Family Planning PACs (DAFPAP) programme to achieve greater uptake in family planning services. The initiative is part of the DPFPA, funded by the UK government, to support the government’s efforts to provide access to safe, effective, and affordable contraceptive methods.

The programme, which started in November 2021, aims to provide training and support to health workers and community health volunteers. The programme is expected to reach 1 million women by 2024.

Comment
FANTASTIC professional team and ambitious vision to extend top quality services to the community. Well done! Keep up the great work :)

DAREecha
PAPAC, a coalition of several member organizations created in February 2010, aims to ensure access to quality postabortion care and related reproductive health services including family planning by sharing information and experiences and collaborating on strategic thinking and planning. A recent round of the steering committee meeting was hosted by the Marie Stopes Society (current secretariat) at its support office in Karachi on Monday, April 25, 2022. Steering committee members and representatives of partner organizations from BMGF/RIZ Consulting, Aman Foundation, Aahung, Ipas, Rahnuma-FPAP, NCMNH, Greenstar Social Marketing Pakistan, Pathfinder International and SRHR experts attended this meeting.

During the meeting, Dr. Syed Khurram Azmat (Director of Technical Services and Donor Projects, Marie Stopes Society Pakistan) gave an overview of projects and activities of the organization that were contributing to the CPR of the country. Addressing the meeting, representatives of Ipas highlighted their efforts to make sexual education (including abortion) an integral component of the curriculum in Pakistan. Aahung also updated the steering committee about its activities to ensure that the medical students in Pakistan have ample knowledge gained through the curriculum, about sexual and reproductive health, family planning and reproductive health rights of the people.
Ms. Asma Balal  
Country Director, Marie Stopes Society

World Population Day holds a major significance for everyone associated with the Marie Stopes Society. Since 1990, Marie Stopes Society has been operating a network of quality-assured clinics serving underserved communities throughout the country. Pakistan has above 60% of the population under 30 years of age and a significant unmet need for high-quality reproductive health services. We believe in evidence-based strategies that cater to the specific needs of various client segments including the youth.

Our recently launched Youth application is just another example of our client-oriented approach. Based on our youth’s preferred channel for seeking information, we developed a progressive mobile application to provide accurate reproductive health information at the touch of a screen. The application also offers the option of connecting with a qualified health care provider. Marie Stopes Society also sponsors young leaders for social action projects within their communities. We, at Marie Stopes Society, are committed to an inclusive service delivery model that facilitates young people to make informed and responsible choices. We will continue to rgb with our partners in the public and private sector to ensure access to reproductive health services for all.

The country’s youth makes up 64% of the total population. This overwhelming majority has the potential to re-shaping social and economic variables, influencing population social and gender norms, and building the foundation for a better future for them tomorrow. However, too many young people continue to grapple with poverty, inequality and human rights violations. That present them from reaching their individual and collective potential.

Therefore, society as a whole has the responsibility of safeguarding the rights of adolescents and youth and ensuring that their potential is fully utilized. Providing quality education, decent employment, life and soft skills, and access to reproductive health, including life skill base education, will ensure that every young person’s potential is fully utilized. We appreciate Marie Stopes Society for engaging youth and adolescents especially activating an intervention for young people through a mobile application.

The Government of Sindh has been implementing life skill-based education integrated into the curriculum through the Sindh Education and Literacy Department, engaging youth and adolescents through digital platforms and sessions, promoting marital counseling, encouraging contraceptive use, promoting reproductive and contraceptive rights for youth. We are grateful for the support from various development agencies toward this intervention. Having said that, Youth App is a health-based mobile application that enhances the access of young fellows to SRH knowledge. Not to name many, there are many factors which count towards this unawareness. He says that, YouthApp.pk is a health-based web application that enhances the access of young fellows to SRH knowledge. Not to name many, there are many factors which count towards this unawareness. He says that, YouthApp.pk is a health-based web application that enhances the access of young fellows to SRH knowledge. Not to name many, there are many factors which count towards this unawareness. The Web application is designed to provide a simple, practical and easy way to access the correct RH information. Young people are encouraged to use YouthApp.pk as a cornerstone in ensuring that their reproductive health, including Life skill based education, will ensure that every young person’s potential is fully utilized.

Youth Application is a mHealth application to increase access to reproductive health education and services for youth in Pakistan.

Key Features:
- Information on SRH/Growing up & Behavior
- Location of Service Delivery Points
- Interactive Dialogs on Relevant Themes
- Appointment Booking Facility with Consultants
- Call to talk to a SRH Expert/Doctor

In just over a decade*, MSS has contributed 21 million Couple Years of Protection (CYPs) nationally, while serving 8.3 million reproductive health clients, out of which 1.4 million were Youth (15-24 years) and was able to save 8,123 mothers and 58,382 children from dying by averting 8.12 million Unintended Pregnancies.


www.mariestopesspk.org

* Reporting period 2010-2021
Marie Stopes Society Pakistan (MSS) and the Aga Khan University (AKU) signed a MoU for capacity building and transfer of knowledge on July 7, 2022. The MoU signing ceremony was held at the Department of Community Health Sciences (CHS), AKU. The ceremony was chaired by Dr. Sameen Siddiqi, CHS. Marie Stopes Society Pakistan was represented at the ceremony by Ms. Asma Balal (Country Director) and Dr. Syed Khurram Azmat (Director of Technical Services and Donor Projects). The ceremony was hosted by Dr. Asaad Nafees (Director of Community Medicine Residency Program).

In his remarks, Dr. Sameen Siddiqi said that the MoU signing was an important step towards collaboration between Marie Stopes Society Pakistan and Aga Khan University. AKU looks forward to working closely with MSS not only for its educational programmes but also in the area of collaborative public health research projects.

Speaking at the occasion, Ms. Asma Balal expressed that the partnership is of strategic significance as it brings together cutting-edge research and programme implementation. She said the Marie Stopes Society strongly believes in evidence-based programmes and is delighted in collaborating with AKU-CHS. In future, both institutes, with mutual cooperation, plan to pursue initiatives having robust impact evaluations in-order to introduce best practices on massive scale.
In order to increase uptake of family planning, reproductive health information and knowledge must be made more accessible and palatable for the masses. Keeping this in mind Marie Stopes Society launched the Tahaffuz initiative in select towns of Lahore. Under this project, Marie Stopes Society trained 25 Nikkah Registrars on August 30-31, 2022, nominated by the Punjab Community Development Department and Population Welfare Department Government of Punjab, for delivering counselling to grooms at the time of Nikkah, about family well-being, roles and responsibilities of men and women in marriage and the importance of birth spacing for the health of mother and children. A refresher training was also organized on March 28-29, 2022 in Lahore.
Aamir Yousuf (Regional Lead, Suraj Primary Health Centre Operations) met Dr. Qibla Ayyaz, Chairman Islamic Ideology Council of Pakistan.

During the meeting Aamir briefed Dr. Qibla Ayyaz about the operations and service delivery network of Marie Stopes Society (MSS) and expressed our gratitude for his support and guidance which had ensured the success of Tahaffuz (a project focused on counselling newlywed grooms about family planning and family well-being through government-employed Nikkah Registrars) in Lahore.

A picture of the meeting was shared by Dr. Qibla Ayyaz on the official Facebook page of the Council of Islamic Ideology of Pakistan.

Aamir also met with Mr. Noor ul Haq Qadri, Federal Minister for Religious Affairs and Inter-faith harmony and briefed him about Marie Stopes Society’s efforts to improve the healthcare landscape in its project/programme districts.
Mr. Shahrukh Alam Butt (Head of Social Franchise & Outreach Operations) visited the Regional Office in Peshawar to monitor the quality and standards of services delivery and the overall efforts of the Field Health Educators (FHE) and regional staff to promote the FP services in the district.
Marie Stopes Society collaborated with the Government of Baluchistan for the arrangements for Cholistan Jeep rally from February 8-13, 2022 and also organized a free medical camp for local communities.
A one-day free medical camp was organized by the Roshni Outreach team in Lahore. During the medical camp, MPA Syeda Talat Fatemeh Naqvi and MPA Shaheena Karim paid an unscheduled visit and monitored the quality of care provided to the clients and appreciated the team for stepping up their efforts to deliver free and standardized quality healthcare facilities to the underprivileged communities.

Marie Stopes Society’ Internal Auditor, Ms. Marvi Soomro visited a Roshni Medical Camp on May 16, 2022 in Peshawar. The purpose of her visit was to monitor the standards and quality of services delivered to the clients during the medical camp.

Roshni Outreach services were initiated in the Sindh region by the honourable DDHO RMNCH, Dr. Erum Azeem Siyal on June 3, 2022.
The Behtar Zindagi Centres (BZC) Sindh Region team organized Youth Awareness Sessions at schools and colleges for providing knowledge to the youth about general health, puberty and changes that place in adolescent years.

These sessions were facilitated by the trainers of the Health Services Department (HSD) and executed by the regional team of Behtar Zindagi Centre in Sindh. Another key objective of the sessions was to inform the youth about the availability of newly established Youth Friendly Spaces at Behtar Zindagi Centres in Hyderabad and Sukkur, where youth can consult about general and reproductive health issues and receive guidance with regards to them.

The regional team, under the leadership of Faiz Muhammad Chacharh, regional lead centre operations, also conducted promotional activities and engaged youth activists to raise awareness among youngsters about the presence of ‘Youth Friendly Spaces’ at Behtar Zindagi Centres. The promotional activities included distributing flyers, engaging youth in small corner meetings and promoting services on social media platforms.
PROMOTIONAL ACTIVITIES WITH THE YOUTH

BEHTAR ZINDAGI CENTRES AT RAWALPINDI AND MARDAN CONDUCTED AWARENESS SESSIONS WITH THE WOMEN FROM LOCAL COMMUNITIES AND PROMOTED THEIR SERVICES

RAWALPINDI

MARDAN

DISTRIBUTION OF NEW MEDICAL KITS AND TRAINING OF STAFF ABOUT HANDLING AND USAGE OF EQUIPMENT AT BEHTAR ZINDAGI CENTRE PESHAWAR

Officials from Child Protection Department Sindh visited the Behtar Zindagi Centre Sukkur and were given a tour of the facility by its team. During the tour, the centre team briefed the officials about the services offered to the clients, along with the efforts of Marie Stopes Society Pakistan to improve the overall healthcare landscape in the country.
Marie Stopes Society and Sanofi Aventis Pakistan Limited Signed an MOU on October 31, 2022. Both organizations will be working together to create awareness about menstrual hygiene. The collaboration has been titled, “No More Shushh! Let’s Talk About It. Period.” The campaign aims to build capacity in health care service providers to educate and raise awareness among young girls and women for managing their periods with dignity. The cadre of MSS Field Health Educators (FHE) who visit door to door in the community for referring FP services, will also be trained to address this issue at household level. In addition, Mohalla (neighbourhood) meetings will also be used as forums, where large number of women will be interacting with trained healthcare providers, who will help them to understand the importance of maintaining hygiene during menstruation and use of medications to manage period pain.
A meeting was hosted by Marie Stopes Society Pakistan at Marriott Hotel, Islamabad, on November 2, 2022. Its purpose was to review the progress of OPD Health Insurance Pilot Research Project in Islamabad and discuss its expansion in selected districts of Punjab. This project was jointly implemented by the Federal Sehat Sahulat Program and Marie Stopes Society. It was also supported by World Health Organization (WHO). The meeting was also attended by representatives of Punjab Health Initiative Management Company (PHIMC) and Foreign Commonwealth and Development Office (FCDO).
MSS PROJECT TEAM VISITS GENERAL PRACTITIONERS OF OPD PILOT PROJECT IN ISLAMABAD: PROJECT CLOSE-OUT MEETINGS

To mark the conclusion of the OPD Pilot project in Islamabad and to acknowledge the hard work of the General Practitioners (GP) to deliver quality primary level healthcare, family planning and reproductive health services to the communities, the principal investigator, Dr. Syed Khurram Azmat visited each GP and discussed their experience with the project. During this visit, Dr. Syed Khurram Azmat was accompanied by the project implementation team.

SOCIAL HEALTH PROTECTION THROUGH UNIVERSAL HEALTH INSURANCE & WAY FORWARD

The World Bank’s Health, Nutrition and Population team in collaboration with the Sehat Sahulat Program has convened a roundtable discussion on “Social Health Protection through Universal Health Insurance & Way Forward”. The objective of the roundtable was to learn about the journey of the Social Health Protection Initiatives, including its achievements, challenges, and opportunities. Moreover, it is pivotal to build a consensus among stakeholders on how to further improve the SHPI, given its high importance. The meeting was held on December 13, 2022 at the World Bank Country Offices in Islamabad.

The meeting was attended by Marie Stopes Society’s Country Director Ms. Asma Balal and Director Technical Services and Donor Programs Dr Syed Khurram Azmat. While CEOs of Federal, Punjab and KP Sehat Sahulat Program chaired the meeting. Meeting was also attended by Country Head GIZ Pakistan, Ms. Ellen Thom from WHO Country Office, Dr Sara Shahzad from FCDO-BHC Pakistan, Dr Masuma Zaidi from KFW and representatives from State Life and officials from MoNHSRC, Government of Pakistan.
MASHWARA HELPLINE

**INBOUND CALLS**
- 3,764

**OUTBOUND CALLS**
- 8,449

**TOTAL CALLS**
- 12,213

**PRODUCTIVE CALLS**
- 61%

**MSS SUBSIDISED TREATMENT FACILITY**
- 1,122

**CLIENT PROFILE**
- 70% Female
- 30% Male

- **Age Distribution**
  - ≤ 20 years: 7%
  - 21-30 years: 45%
  - 31-40 years: 40%
  - 41-50 years: 7%
  - 50+ years: 1%
Humein hai apka khayal, isliye

HEALTHCARE pe
NO COMPROMISE

ORDER ONLINE
or VISIT US

#HealthcarePe
NoCompromise

WWW.MERIPHARMACY.PK
0300-044-6767
MERI PHARMACY PERFORMANCE IN 2022

- Number of Customers Served: 211,000
- Number of Customers Served Over the Counter/Window Retailing: 201,000
- Number of Customers Served through Technology (web, Foodpanda, App, Social Media & other IT mediums): 10,000
- Percentage of Discounts Offered to the Customers out of the Total Revenue: 14%
- Number of Pharmacies Operating as of December 2021: 16
MSS’ bilingual, interactive information portal (www.srhmatters.org) provides confidential and impartial information about healthy choices and reproductive health. It also offers free online support, with a professional doctor responding to email queries within 24 hours.
Marie Stopes Society Pakistan and the Federal Sehat Sahulat Program, Government of Pakistan jointly presented a poster on the OPD Health Insurance Pilot Research Project programmatic findings at the ICFP 2022 conference held in Pattaya, Thailand, from November 14-17, 2022. The project was funded by World Health Organization country offices in Pakistan. The poster presentation was highly appreciated by an audience from around the world, including delegates from Harvard University, Boston University, MSI Reproductive Choices, IPPF, RIZ Consulting, Pathfinder International and PSI etc. The project emphasized integrating OPD services at the primary healthcare level into existing universal health coverage efforts of the Government of Pakistan through private sector general practitioners using an essential health package with family planning and SRH services.
Marie Stopes Society celebrated its 30 years of resilience as an organization on November 29, 2022 at Marriott Hotel Karachi. In this event, all the field teams and support office staff were invited. During the event, employees’ performances were acknowledged and outstanding performers were given awards in different categories. MSS Founder Dr. Mohsina Bilgrami who led the organization for 25 year also attended the event. In recognition of her inspiring leadership and services in the field, she was presented a lifetime achievement award by the organisation. Speaking at the event, Dr. Mohsina reflected on her journey to make high quality family planning and reproductive health services accessible in the underserved communities. She emphasized the need for working in collaboration with the public sector and other development partners to maximize the impact of our work.
ACTIVITIES ORGANIZED BY HUMAN RESOURCE DEPARTMENT OF MARIE STOPES SOCIETY

As part of Marie Stopes Society's Mental Health, Diversity, Equality and Inclusion initiative, a motivational session was organized, during which Ms. Laiba Ghanyani, a differently abled student of IBA shared her life story with MSS team, on how she overcame her challenges to achieve success despite being visually impaired.

A safeguarding step-down workshop was organized for the employees of Meri Pharmacy, to develop understanding of the newly implemented safeguarding policies in the organization.

Nouman Haider Siddiqui from Meri Pharmacy received the Marie Stopes Society Resilient Value Award.

A three-day training was organized for all the employees of Marie Stopes Society to familiarize them with the newly implemented Safeguarding policies and its major components.

WORKSHOP ON STRATEGIC PLANNING & LEADERSHIP
A two-day workshop was conducted by HR on Strategic Planning & Leadership. The training was led by Ms. Uzma Mehmood - Head of HR, Admin & Security MSS. The motive of this training was to comprehend the significance and necessity of sustainability of MSS business.

CENTERS SUSTAINABILITY SESSION
Sustainability has become a true necessity in the business world. To make MSS centers sustainable, a one-day session was conducted by HR with SOL for BZC Managers and Zonal Heads of Sindh, Punjab and KPK regions of MSS.

Marie Stopes Society instructed its employees to work from home during the monsoon season. Despite this, Pakistan’s Independence Day was celebrated virtually, attended by all the employees online.
Australian High Commissioner to Pakistan recognized MSS’ efforts to create awareness about gender based violence in his Tweet.
MSSPakistan

mariestopespakistan

Marie Stopes Society-Pakistan

Marie Stopes Society
This World Contraception Day, help us further our vision and donate now!

ABOUT US

Marie Stopes Society, is a social enterprise that provides comprehensive family planning and reproductive health information, counselling and services to people in Pakistan.

The above data is for the period August to September 2022

Bank Account Details

National Bank of Pakistan
Account Title: Marie Stopes Society
A/C No. 410-0389-275
IBAN: PK97NBPA1027004100389275
Model Branch Clifton G-C-3 Block-8
Kehkashan, Khayaban-e-Iqbal Clifton Karachi. (1027)

Donate now!  info@mariestopes.org.pk  |  0800 22333

| PKR 250,000 | 500 Water Purification boxes |
| PKR 500,000 | Outreach camp for 20 days |
| PKR 1,000,000 | 1000 Menstrual Kits |
Marie Stopes Society Pakistan served

2010-2022

Total Clients Served*

7.7 million

2022

Total Clients Served*

414,486

Marie Stopes Society Pakistan delivered

Short Acting Contraceptive Methods

17.0 million

Long Acting Reversible Contraceptive Methods

3.5 million

Permanent Contraceptive Methods

0.3 million

Generating 21m Couple Years of Protection (CYP)

293,109

153,164

2,356

Marie Stopes Society Pakistan prevented

Unsafe abortions

3.6 million

Mothers from dying

8,369

Children from dying

60,775

Unsafe abortions

136,985

Mothers from dying

246

Children from dying

2,373


* Refers to the total number of clients receiving FP services, including repeat visits for method refill or switching.
As of 31st December 2022, Marie Stopes Society Pakistan was present in 18 districts in 3 provinces and Islamabad Capital Territory (ICT)

11 Behtar Zindagi Centres
337 Social Franchise Clinics
1 Minerva
15 Outreach teams
16 Meri Pharmacy
337 Field Health Educators
Youth Application
6 General Practitioners
Website (SRHmatters.org)
Mashwarah Contact Centre

www.mariestopespk.org
www.srhmatters.org
www.meripharmacy.pk
MSSPakistan
mariestopespakistan
Marie Stopes Society-Pakistan
Marie Stopes Society
111-538-538