



MONTHLY


# NEWSLETTER

JUNE - 2023

## SHIFA FOUNDATION MAKING AN EFFORT

Greetings and welcome to our newsletter!

Established in 1991, Shifa Foundation is a distinguished non-profit organization affiliated with Shifa International Hospitals. With a strong commitment to serve underprivileged and marginalized communities, Shifa Foundation has been tirelessly addressing diverse needs throughout Pakistan for over three decades. Our comprehensive programs encompass healthcare, nutrition, water and sanitation, emergency relief, and food assistance, positively impacting the lives of more than thirteen million individuals. To complement our ongoing efforts, we have introduced special initiatives such as Feed the Poor, sponsor a Patient, Medical Camps, and Sip of Life, providing crucial aid to families facing challenging circumstances. By leveraging our expertise, insights, and a focus on serving vulnerable populations, we are dedicated to creating meaningful and sustainable change. Through extensive experience and research, we have acquired technical proficiency in implementing solutions that have a long-lasting impact.

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## FLOOD EMERGENCY AND RESTORATION OF WASH (WATER, SANITATION & HYGIENE) FACILITIES OF THE AFFECTED POPULATION OF SINDH

In partnership with UNICEF, Shifa Foundation is leading a project focused on the restoration of Water, Sanitation, and Hygiene (WASH) facilities in the Umerkot and Sanghar districts of Sindh, Pakistan. The primary objective of this project is to provide relief and support to those affected by addressing critical challenges such as the increased prevalence of open defecation, scarcity of safe drinking water, and the heightened risk of water-borne diseases caused by stagnant water. By restoring and improving WASH facilities, we aim to enhance the quality of life and well-being of over 200,000 people residing in twenty-two union councils within these districts. Shifa Foundation is committed to bringing about positive change and sustainable solutions to the challenges faced by the affected communities, ensuring access to safe and hygienic water, sanitation, and hygiene facilities for the betterment of the population.



### Accomplishments of the month:

- 7 Water User Committees were established and oriented.
- 18 PSEA Complaint Boxes were installed in different villages.
- 137 Existing flood affected hand pumps at village levels were chlorinated.
- 19 climate-resilient communal hand pumps in communities on raised platforms were installed.
- 8 Lead line hand pumps were rehabilitated.
- 6 Water Quality Testing for new and rehabilitated hand pumps including communities/schools/HCFs were completed.
- 86 Bio-Sand Filters in the community were installed.
- 122 existing latrines at household and communal level were restored.
- 94 Cost Sharing Based Latrines were constructed.
- 1 new latrine for people with disabilities was constructed.
- 4 WASH facilities in Primary and Secondary Schools & Safe Places were restored.
- 2 ultra filtration units in schools and HCF were installed.
- 9 WASH Clubs were formed and strengthened of primary/secondary schools.
- 678 MHH awareness sessions with adolescent girls in communities and 64 MHH awareness sessions with adolescent girls in safe places and schools were conducted.

- 353 Hygiene awareness sessions with children and teachers for the adoption of safe and healthy hygiene practices were conducted.
- 86 Women Support Group were formed and strengthened.
- 955 WASH/IPC Sessions with affected population in communities, schools, HCFS on hygiene promotion including household water treatment options, MHH, DRR, Climate Change, Climate Resilient WASH facilities, WASH-Related Disease, Gender/GBV, PSEA, stakeholders were conducted.
- 17,343 Soaps, 3,160 Hygiene Kits, 476 Sanitation Kits, 540 Dignity Kits were distributed in community.
- Global MHM (Menstrual Hygiene Management) Day & World Environment Day was Celebrated by Shifa Foundation in District Sanghar.



## **WORLD ENVIRONMENT DAY: EMBRACING NATURE, INSPIRING CHANGE & RESTORING OUR PLANET**

World Environment Day is an annual global event celebrated on June 5th to raise awareness about environmental issues and promote sustainable practices. Shifa Foundation WASH Team in district Sanghar, celebrated World Environment Day. This year's theme was **"Ecosystem Restoration: Reimagine, Recreate, Restore."** The objective was to highlight the importance of ecosystem restoration in addressing climate change, conserving biodiversity, and ensuring a sustainable future. The key activities included an awareness campaign, tree plantation drives, coastal cleanups, sustainable agriculture workshops, urban restoration initiatives, webinars and panel discussions, youth engagement, and global collaboration. The aim was to engage individuals, communities, organizations, and governments in collective action to protect and restore ecosystems worldwide.



## CARE INTERNATIONAL MONSOON FLOOD EMERGENCY RESPONSE, DISTRICT KHAIRPUR

Through a collaborative effort with Care International Pakistan and Humanitarian Coalition, Shifa Foundation is actively involved in assisting and empowering vulnerable families affected by a devastating flood. Recognizing the urgent needs of the affected population, Shifa Foundation has developed a comprehensive strategy to address their immediate requirements.

The strategy entails providing crucial resources including latrines, hygiene kits, non-food items, as well as livestock and agriculture packages. These provisions are designed to support the recovery and overall well-being of the flood-affected communities. By offering essential assistance, Shifa Foundation aims to contribute to their upliftment and help them rebuild their lives.

### Accomplishments of the month:

- 200 beneficiaries received Latrine Packages.
- 1,330 NFI Kits distributed, with transparency.
- 490 vulnerable families received livestock & agricultural packages.
- 7 Medical Camps were organized, and necessary medical services were provided including Gynae, Dermatology and General OPD along with free medicines.
- Safe Place Centers for Children and Women are functioning smoothly and several awareness sessions on GVB and Child Protection Issues were conducted.



## BASIC LIFE SUPPORT COURSES

Shifa LiST Center (AHA Accredited International Training Center), organized the BLS Courses. These courses were attended by the healthcare providers (doctors and nurses) to enhance patient care by imparting critical Emergency Cardiovascular Care (ECC) and Cardio Pulmonary Resuscitation (CPR) education at the highest standards.



## ADVANCED CARDIAC LIFE SUPPORT COURSES

Shifa LiST Center (AHA Accredited International Training Center), organized the ACLS Courses.

These courses were attended by the healthcare providers (doctors and nurses) to enhance the administration of adults that are facing cardiac and pulmonary arrests.



# IMPLEMENTATION OF THE MULTIPLE MICRONUTRIENT SUPPLEMENTATION (MMS) AS PART OF MATERNAL AND NEWBORN HEALTH AND NUTRITION SERVICES IN SWABI, KHYBER PAKHTUNKHWA

Shifa Foundation, in collaboration with Nutrition International, is currently executing the Multiple Micronutrient Supplementation (MMS) program as a component of Maternal and Newborn Health and Nutrition Services in SWABI, Khyber Pakhtunkhwa. The primary aim is to offer supplementary operational assistance to effectively implement MMS activities that align with Nutrition International's existing integrated intervention for Maternal and Newborn Health and Nutrition (MNHN).

## Accomplishments of the month

- District Coordinator and other core staff have been hired.
- Detail Implementation plan is successfully completed.
- Monthly review meeting had been conducted.

## TRAINING SESSION ON STRESS MANAGEMENT AT WORKPLACE

Shifa Foundation recognizes the impact of work-related stress on both well-being and productivity. Therefore, we are dedicated to supporting our employees by providing them with effective tools and techniques to manage stress in the workplace and maintain a healthy work-life balance. To address this, we conducted a staff training session on Stress Management at Workplace, led by our experienced respected trainer, Mr. Khawaja Fakhar Saqlain Shah, the training encompassed a range of exercises and activities aimed at fostering resilience and reducing stress levels.

During the training, participants gained valuable insights into identifying the root causes of stress, developing effective coping strategies, and cultivating healthy habits to enhance overall well-being. The ultimate objective was to equip employees with the necessary skills to manage stress in a healthy and sustainable manner, thereby fostering confidence, focus, and productivity in the workplace.



# REDUCTION CORPORAL PUNISHMENT IN SCHOOLS: EVALUATING THE INTERACTION COMPETENCIES . WITH CHILDREN FOR TEACHERS (ICC-T) INTERVENTION IN PAKISTAN

Shifa Foundation, in collaboration with Konstanz University of Germany, is implementing the CRCT Phase of the ICC-T Project. This project aims to train 720 elementary and secondary school teachers in four study areas across Pakistan. The objective is to enhance the well-being of children by equipping teachers with the necessary knowledge and skills to create a supportive learning environment. A

dedicated research team, including psychologists and master trainers, is involved in ensuring the project's success. The focus is on promoting the holistic development of children, addressing their educational, emotional, and social needs.



## Accomplishments of the month

- Engaged in discussions regarding the data set for the ICC-T Feasibility stage, addressing issues related to missing and incorrect data. Explored topics such as CRCT methods overview, Sciebo folders for data management, and selection of devices for data collection. Explored possibilities of collaborating with the Global Network of Violence Prevention.
- Participated in meetings to gain a deeper understanding of sampling techniques and pre-visits required for schools involved in the project.
- Held virtual meetings to discuss important aspects such as research permits, sequencing of assessments, allocation of intervention groups, selection and utilization of assessment tools, organization of intervention workshops within the CRCT, feasibility workshop planning in Khyber, training of research assistants and ICC-T facilitators, as well as timing and organization of the baseline assessment.
- Maintained regular communication and held discussions with the Program Manager and Project Manager to ensure a comprehensive understanding of the project and to develop realistic plans accordingly.
- Initiated follow-up actions with government administrations in AJK, Sindh, Punjab, and the Federal government to obtain the necessary No Objection Certificates (NOC) for conducting the study in schools.
- Conducted a meeting with Dr. Nadeem Choudhary, Deputy Director Monitoring and Services (M&S) at the Federal Directorate of Education (FDE), Islamabad, to provide an orientation about the project and establish a collaborative working relationship.

## FOOD SECURITY, LIVELIHOODS SUPPORT AND ACCESS TO NUTRITION SERVICES IN THE FLOOD AFFECTED DISTRICT MATIARI, SINDH

The collaborative effort between Shifa Foundation and Care International in Matiari, Sindh, targeting the district affected by floods. The project's primary objective is to address the pressing issues of food security, livelihoods, and nutrition among the affected families. Key interventions include direct cash transfers, support for agricultural and livestock activities, and promotion of kitchen gardening initiatives. The project is specifically designed to enhance the nutritional well-being of children under five years old and pregnant or lactating women. We aim to improve the overall nutrition status of the target population and ensure sustainable solutions to the challenges faced by flood-affected communities in Matiari.



### Accomplishments of the month:

- Obtained No Objection Certificate (NOC) from Additional Deputy Commissioner-II, for project's smooth implementation.
- One-day orientation workshop for staff on Simplified Nutrition Guidelines, SOPs, Community-based Management of Acute Malnutrition (CMAM), Mid-Upper Arm Circumference (MUAC) categories, MNP powder, routine medicine, IYCF, LHVs, ANC, PNC, referral mechanisms and medicines administration was conducted.
- Four LHVs were hired at OTP Centers for morning and evening shifts to support the government.
- Government Officials sought support for the upcoming monsoon season and expressed readiness to provide necessary assistance in nutrition-related activities.
- Online Orientation was conducted by Care International regarding project targets, activities, basic guidelines, and selection criteria.





## SELF-EMPLOYMENT OF WOMEN IN PRIVATE HEALTH SECTOR: TRAINING OF DOHS STAFF E-LEARNING

A joint project on Self-employment of Women in Private Health Sector: Training of DoHs Staff e-Learning by Shifa International Hospitals Ltd., Shifa Center of Professional Excellence-SCOPE, Shifa Foundation and GOPA Worldwide Consultants sponsored by KFW Development Bank aimed to train nominated health professionals from various government hospitals of Punjab and KP Districts.

The project has been divided into four modules and that these modules will be led by subject matter experts of Shifa International Hospitals in Islamabad.



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Medical Director, eShifa

## APPLYING FOR EUROPEAN UNION (EU) GRANTS AND FUNDING:



We had the privilege of hosting a highly informative and insightful webinar on the topic of "Applying for European Union (EU) Grants and Funding." The webinar was conducted by esteemed guest speaker Prof. Dr. Yasar Ayaz, a renowned expert in EU funding and grants.

The objective of the webinar was to provide participants with a comprehensive understanding of the EU grants and funding landscape and equip them with the necessary knowledge and skills to successfully navigate the application process. The event attracted a diverse audience, including representatives from nonprofit organizations, research institutions, academia, and individuals interested in accessing EU funding opportunities.

## REDUCTION OF STUNTING AND MALNUTRITION

With funding from AAP, Shifa Foundation is currently implementing a Nutrition Specific project in the districts of Umerkot, Khairpur, and Tharparkar in Sindh. The primary aim of this project is to combat stunting in the region, with a targeted approach towards specific groups, including children under five years old, pregnant, and lactating women, and adolescents. The project follows a comprehensive approach that begins with assessing the nutritional status of children and pregnant/lactating women. Based on the assessment, appropriate nutrition support is provided, which includes the distribution of Multiple Micronutrient Powders (MNPs) and Iron-Folic Acid (IFA) supplements. Additionally, referrals are made to Outpatient Therapeutic Program (OTP) sites for further treatment if required, and pregnant women are referred to health facilities to ensure safe deliveries. Through this project, Shifa Foundation aims to address the issue of stunting by targeting key groups and providing essential nutrition interventions. By improving the nutritional status of children and women, the foundation strives to contribute to their overall health and well-being in these districts of Sindh.

### Accomplishments of the month:

- 1,024 pregnant and lactating women (PLW) and 954 children underwent screening.
- 105 awareness sessions were held on the topic of Iodized salt, while 8,021 awareness sessions focused on Infant and Young Child Feeding (IYCF).
- Additionally, 875 children were referred for immunization.
- 1,521 Mother Support Group meetings and 1,345 Father Support Group meetings were conducted.



## SUPPORTING FLOOD AFFECTED POPULATION THROUGH CASH BASED TRANSFER OF MITIARI

In partnership with World Food Programme (WFP), Shifa Foundation has initiated a project that utilizes Cash Based Transfer (CBT) to address malnutrition and enhance the nutritional intake of vulnerable individuals. Under this program, eligible beneficiaries receive PKR 12,000 as financial assistance to cover the expenses of purchasing nutritious food items. The cash assistance is provided unconditionally and is distributed monthly, typically during the first week of each month, following verification by the Monitoring and Evaluation (M&E) team. The amount provided is calculated based on the cost of a one-month food basket recommended by the WFP, ensuring that it is sufficient to meet the minimum daily intake of 2,100 Kcal required for a healthy diet.

The project aims to support a total of 9,000 households or individuals over the course of three cycles, creating a significant impact on their nutritional well-being. By providing direct financial support for the purchase of healthy food items, Shifa Foundation seeks to improve the overall nutrition and health outcomes of the beneficiaries, contributing to their well-being and quality of life.

### Accomplishments of the month:

- 8 coordination meetings were conducted with local stakeholders.
- Early recovery cash disbursement for Cash for Immediate Humanitarian needs (CIH) amounted to 320 units.
- Early recovery cash disbursement for Cash for Livelihoods and Market Integration Humanitarian needs (MIH) amounted to 3,919 units.
- Cash disbursement for CIH in cycles 2 and 3 totaled 848 units.
- Cash-Based Transfer (CBT) recovery cash disbursement for Market and Work Assistance (MWA) in cycles 2 and 3 amounted to 62 units.
- The total cash disbursement to CIH beneficiaries reached 15,384,000 units.
- Social mobilization was provided to 1,178 beneficiaries.



## FOOD & CASH BASED TRANSFERS FOR AN INTEGRATED CMAM SAFETY NET PROJECT UNDER SOCIAL PROTECTION IN DISTRICT KHAIRPUR

Shifa Foundation, supported by the WFP, is implementing a program to combat chronic malnutrition in children and pregnant or lactating women (PLW). The program includes cash grants for caregivers of recovered children, training on diet diversity and hygiene, and early identification of malnutrition cases through community-based management. The aim is to reduce chronic malnutrition, support livelihoods.



### Accomplishments of the month:

- 280 children with Severe Acute Malnutrition (SAM) were screened, consisting of 104 boys and 176 girls.
- 4,017 children with Moderate Acute Malnutrition (MAM) were screened, including 1,810 boys and 2,207 girls.
- 18,947 children with normal nutritional status were screened, with 10,441 boys and 8,506 girls.
- 3,863 MAM children (1,737 boys and 2,126 girls) were enrolled in Targeted Supplementary Feeding Program (TSFP) and received follow-ups.
- 740 SAM children (353 boys and 387 girls) also received follow-up.
- 3,589 children aged 6 to 23 months with normal nutritional status (1,610 boys and 1,579 girls) were enrolled in Blanket Supplementary Feeding Program (BSFP), and 344 of them (163 boys and 181 girls) received follow-up.
- 2,310 pregnant and breastfeeding women (PBWs) with MUAC measurements less than 21 cm, of which 1,652 were enrolled in TSFP PBWs and received follow-up.
- 800 PBWs were enrolled in BSFP PBWs, with 336 of them receiving follow-up.
- 8,313 PBWs with normal MUAC enrolled in BSFP PBWs, including 5,841 PWs and 2,472 BWs, and 1,313 of them (805 PWs and 508 BWs) received follow-up.
- 13.809 metric tons of Acha Mum, 5.900 metric tons of Wawa Mum, and 34.504 metric tons of Mumta were distributed.



## INTEGRATED FLOOD RESPONSE IN BALUCHISTAN

In collaboration with UNICEF, Shifa Foundation is actively engaged in providing comprehensive flood response services in three districts of Baluchistan: Naseerabad, Jaffarabad, and Sohbatpur. Our dedicated field team conducts thorough household assessments and utilizes the Mid-Upper Arm Circumference (MUAC) screening tool to identify cases of Severe Acute Malnutrition (SAM). Individuals identified with SAM are then referred to Outreach Therapeutic Centers (OTPs) that are managed by UNICEF's Nutrition Directorate, PPHI (Provincial Program for Prevention and Control of Malnutrition), and the Health Department. At these centers, the beneficiaries receive essential services, including the provision of Ready-to-Use Therapeutic Food (RUTF) supplements. Through our collaborative efforts, we aim to make a positive impact on the lives of flood-affected individuals in these districts of Baluchistan, promoting their health, nutrition, and overall resilience during these challenging times.

### Accomplishments of the month:

- 57,241 children aged 6-59 months underwent screening.
- 3,442 children aged 6-59 months were identified with Severe Acute Malnutrition (SAM).
- 8,997 children aged 6-59 months were identified with severe Moderate Acute Malnutrition (MAM).
- 6,514 Pregnant and Lactating Women (PLW) were screened.
- 850 PLW were screened for malnutrition.
- 2,550 community awareness sessions were conducted.
- 100,305 children aged 6-59 months with severe acute malnutrition (SAM) received RUTF (ready-to-use therapeutic food).
- 12,780 children aged 6 to 59 months received multiple micronutrient powders.
- 208,302 PLW received Iron Folic Acid (IFA) or Multi Micronutrient Tablet (MMT).
- 5,879 Adolescent girls received Iron Folic Acid (IFA) or Multi Micronutrient Tablet (MMT).
- 34 primary caregivers of children aged 0 to 23 months received infant and young child feeding counseling.
- Nutrition services were provided at 45 functional Outpatient Therapeutic Program (OTP) sites.



## INTEGRATED ASSISTANCE TO FLOOD-AFFECTED COMMUNITIES RESPONSE (SINDH)

Shifa Foundation, in collaboration with UNICEF, is offering aid to districts in Sindh affected by floods, namely Umerkot, Mirpur Khas, Sanghar, Naushahro Feroze, Khairpur, and Shaheed Benazir Abad. Through the joint initiative, we aim to provide essential services in health, nutrition, shelter, and child protection to the affected communities. Additionally, the project endeavors to establish support groups for parents, while also creating pathways for children and adolescents who have endured trauma to access necessary psychosocial assistance. Additionally, we are committed to creating pathways for children and adolescents who have experienced trauma to access essential psychosocial assistance, ensuring their mental and emotional well-being is prioritized.

Through our collaboration with UNICEF, we strive to make a positive impact on the lives of those affected by the floods, providing them with the necessary support and resources to navigate the recovery process effectively.



### ACCOMPLISHMENTS OF THE MONTH

#### Child Protection:

- Establishment of 5 one-stop shops (safe places) in the community, successfully running with ongoing activities.
- Printing of 15 IEC material flip books for delivering sessions on Child Protection issues.
- Conducted one orientation training for staff on project activities, Child Protection, Gender-Based Violence (GBV), and PSEA.
- Identified and referred 3 GBV cases to line departments, with ongoing support and counseling provided to survivors.
- Completed 10 awareness campaigns on protection risks through social media and delivered 10 FM radio messages.
- Conducted 8 awareness sessions on Child Protection issues and reporting mechanisms in health facilities, with ongoing sessions for community members.
- Trained 100 community members on PSEA, CP, GBV, and its reporting mechanism.
- Organized coordination meeting with line departments and conducted training for teachers, police, social welfare, and other stakeholders.
- 23 teachers, police, and other line department officials actively participated in the training sessions.
- 22 Health & Hygiene, 18 Nutrition & IYCF, 20 Health Education, 13 Iodine Salt awareness sessions were conducted at community level.

#### NUTRITION

- 84 Mother Support Group Formation and 63 Father Support Group were formed.

### UNDER FIVE CHILDREN

- 126,379 children were screened.
- 7,443 Severe Acute Malnutrition (SAM) cases were identified and admitted.
- 49 cases were referred to Nutrition Surveillance Center (NSC).
- 8,567 children aged 6-59 months received and consumed multi-micronutrient powder (MNP) according to protocol.
- 364 children were dewormed.

- 441 Child Development Kits (CDKs) were distributed.
- 284 Newborn Kits were distributed.
- 4,001 Diarrhea cases, 374 Dysentery cases, 6,213 Acute Respiratory Infections (ARI)/Pneumonia cases, 5,996 Malaria cases, 9 Dengue cases, 643 Deworming cases, 3,508 Skin Disorder cases & 7,358 other diseases cases were treated.

### HEALTH

- 47,325 Primary Health Centers (PHC) were formed.
- 5,401 children were immunized for routine vaccination.
- 3,593 Antenatal Care (ANC) cases and 10,394 cases Postnatal Care (PNC) were identified.
- 2,576 cases referrals for delivery.
- 339 deliveries assisted at health facilities.

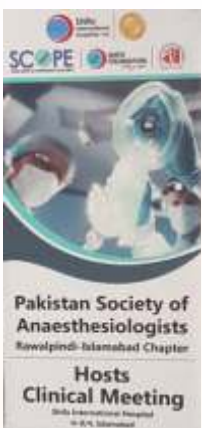
### PREGNANT AND LACTATING WOMEN (PLW)

- 49,512 PLW were screened and 11,181 PLW were identified.
- 8,866 PLW received Iron and Folic Acid (IFA) and 3,319 Adolescent girls received IFA.
- 550 PLW were dewormed, and 246 Adolescent girls were dewormed.
- 2,974 awareness sessions were conducted on Health/Nutrition/Infant and Young Child Feeding (IYCF)





## PAKISTAN SOCIETY OF ANESTHESIOLOGIST



Pakistan Society of Anesthesiologist (PSA) in collaboration with SCOPE organized an informative and engaging clinical meetings aimed at fostering professional development and knowledge sharing within the field of anesthesiology. The primary objective of these clinical meetings was to create a platform for anesthesiologists to exchange experiences, discuss emerging trends, share best practices, and enhance their understanding of various clinical challenges and advancements in the field.



## **BISP NASHONUMA PROGRAMME BALUCHISTAN**

Implemented by Shifa Foundation in collaboration with World Food Programme (WFP), BISP Nashonuma Program prioritizes health and nutrition. Its main goal is to tackle stunting in pregnant and lactating women, as well as children under 23 months old, by providing them with Specialized Nutritious Food (SNF). This initiative focuses on individuals enrolled in the BISP program and is being conducted in seven districts of Baluchistan: Jaffarabad, Killah Saifullah, Naseerabad, Quetta, Sherani, Sohbatpur, and Zhob.



### **Accomplishments of the month:**

- 2,254 beneficiaries were registered in the BISP Nashonuma Program, and 1,055 beneficiaries were referred to NADRA for further assistance.
- 3,308 have completed their follow-up requirements.
- 3,788 beneficiaries have received Supplementary Nutrition Food (SNF) from the program.
- 188 beneficiaries were registered in the Targeted Supplementary Feeding Program (TSFP).
- 2,773 beneficiaries have been discharged from the BISP program, indicating completion of their participation or transition to other programs.



## MATERNAL AND NEWBORN NUTRITION PROGRAM

Shifa Foundation, in partnership with Nutrition International, is actively implementing the Maternal and Newborn Health and Nutrition Services program in various provinces, including Khyber Pakhtunkhwa, Sindh, Punjab, and Baluchistan. The overarching objective of this program is to work closely with provincial and district governments to improve the quality and availability of maternal, newborn, and child health and nutrition services offered by the government. By collaborating with relevant authorities, the program aims to enhance the overall standard of care provided to mothers, newborns, and children. This involves strengthening healthcare systems, training healthcare professionals, promoting best practices, and ensuring the accessibility of essential services. Through these efforts, the program seeks to contribute to the well-being and health outcomes of the target population by addressing critical aspects of maternal and child health and nutrition.

### Accomplishments of the month:

- Monthly review meeting was conducted.
- Provincial Coordination Meeting took place.
- Refresher training was provided to health staff.
- Monthly meeting of the National Program was held.
- MMS Monitoring visit was conducted at District Swabi and Monitoring assistance visits were conducted at KMC wards.
- Coordination/Consultation meetings were held at the national/provincial level to showcase progress and seek support for implementation.



## IMAGE BUILDING AND VISIBILITY THROUGH SOCIAL MEDIA

Shifa Foundation maintains a steadfast commitment to leverage the power of social media platforms as a vital means of connecting with its audience and advancing its mission of providing healthcare, education, and support to communities in need. By harnessing the strategic and impactful potential of social media, Shifa Foundation has effectively raised awareness about its initiatives, actively engaged with the community, and garnered significant support for its noble cause.

We recognize the invaluable role that social media plays in connecting with a diverse audience, disseminating crucial information, and fostering a strong sense of community around the impactful work of Shifa Foundation. Through these platforms, Shifa Foundation has been able to create meaningful connections, spark conversations, and inspire positive action.



Facebook		Instagram		Twitter		LinkedIn	
Posts	1,873	Posts	1,664	Posts	1,066	Posts	1,091
Likes	22,155,796	Likes	3,522	Likes	765	Likes	7,722
Reached	27,869,460	Reached	391,062	Reached	221,463	Reached	330,699

## CENTRE OF PHILANTHROPY AND COMMUNITY SERVICES (COPCS)

The primary goal of the COPCS department is to empower and support marginalized communities through cooperation with potential donors, volunteers, and philanthropists. They have secured financial backing from both domestic and international donor organizations, companies, and individuals. Furthermore, the department works together with volunteers to raise funds from the community. With these resources, COPCS department can provide vital aid to those in need and make a positive impact on the social and economic development of the community.



### SIP OF LIFE

Pakistan is facing a severe water crisis, identified as the country's most critical and vulnerable threat by the World Economic Forum (WEF) and International Monetary Fund (IMF). The IMF predicts that by 2040, Pakistan will become the most water-scarce country in the region. This crisis has significant consequences, including waterborne illnesses, malnutrition, and death, particularly among children. To address this issue, Shifa Foundation has initiated the "Sip of Life" project, aimed at providing clean drinking water through the installation of water wells and hand pumps in areas affected by water scarcity. In the month of June, we have successfully installed **16 handpumps** in District Umerkot, Sindh to this campaign, individuals can contribute to improving the health and well-being of communities in need by ensuring access to safe drinking water.



## IMAGE BUILDING – BUILD EXPO 2023



Rawalpindi Chamber of Commerce and Industry (RCCI) organized its third Expo from June 2nd to 4th, 2023, at the Topi Rakh Complex in Rawalpindi. The expo aimed to promote business interactions and showcase local products and services. Shifa Foundation participated in the event, utilizing the platform to highlight the organization's efforts, establish collaborations, and enhance their reputation. We set up a booth where we engaged with numerous visitors, providing information about their campaigns and projects.

## PARTNERSHIP DEVELOPMENT

Shifa Foundation prioritized the maintenance and enhancement of its relationships with stakeholders. This involved fostering strong coordination with current donors and stakeholders while also establishing connections with new ones. The COPCS team played a crucial part in engaging with individual donors and corporate entities to raise awareness and cultivate enduring partnerships. Through these endeavors, Shifa Foundation aimed to secure sustained support and collaboration from its esteemed stakeholders.

Furthermore, **The Church of Jesus Christ of Latter-Day Saints** officially signed

Memorandum of Understanding (MoU) to actively involve young individuals in social work. The focus of this collaboration is to uplift underprivileged communities and contribute to environmental causes through a range of diverse initiatives. This partnership signifies a commitment to empowering the youth and collectively addressing social and environmental challenges.



## CENTRE OF PHILANTHROPY AND COMMUNITY SERVICES (COPCS)

### FEED THE POOR (Food Packages Distribution)

One of the initiatives, called "Feed the Poor," focuses on distributing food packages to identified impoverished families



monthly. Shifa Foundation is committed to securing regular donations from generous donors to fulfill the dietary requirements of underprivileged households. In June, Shifa Foundation successfully distributed food packages to **98 families**, benefiting **686** individuals living in various areas of Attock and Jhelum.



With the ongoing support from compassionate donors, Shifa Foundation aims to expand its reach and assist more families in need.

### HEALTH CARE

Shifa Foundation plays a vital role in delivering healthcare services to underprivileged individuals by facilitating deserving patients through restricted accounts and general donations in Shifa Falahee Clinic and Shifa International Hospitals.





During the month of June, 20 patients diagnosed with various diseases received assistance through the patient treatment panel. This initiative ensures that individuals in need receive the essential medical care and support they require.



We extend our heartfelt gratitude for joining us on this transformative journey of bringing hope and making a positive impact in the lives of the underprivileged.

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