



MONTHLY

# NEWSLETTER

JULY - 2023

## SHIFA FOUNDATION MAKING AN EFFORT

Warm greetings as we dive into the latest updates and happenings.

Shifa Foundation, the sister organization of Shifa International Hospitals, is a distinguished non-profit entity established in 1991. Our core mission is to extend a helping hand to the underprivileged and vulnerable communities throughout Pakistan, focusing on preventive and curative healthcare, water and sanitation, environmental sustainability, climate change, disaster emergency response, and fostering volunteerism within educational institutions. Throughout our existence, Shifa Foundation has cultivated an in-depth understanding of the intricate needs of marginalized regions in Pakistan. This journey has enabled us to harness technical expertise in devising sustainable solutions that cater to these needs. Leveraging our experiences and rigorous research, we have also been proactive in advocating for policy changes and influencing practitioners, dedicated to uplifting the marginalized segments of our society.

### Our Areas of Impact:

1. Aid for Flood Victims
2. Accessible Treatment for the Needy
3. Comprehensive Liver Care
4. Empowering Cancer Patients
5. Health Awareness Camps
6. Holistic Treatment for Head & Neck Cancer
7. Life-Saving Bone Marrow Transplants
7. Life-Saving Bone Marrow Transplants
8. Nourishing Needy Families
9. Potable Water Solutions for Arid Regions
10. Rapid Earthquake Response
11. Vision Restoration through Cataract Surgery

At Shifa Foundation, we are driven by a steadfast commitment to bring positive change to the lives of those less fortunate. Our unwavering dedication, combined with our comprehensive approach and advocacy efforts, positions us as a beacon of hope and catalyst for transformation in Pakistan's marginalized communities.

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

Shifa Foundation, in partnership with UNICEF, is leading a project to restore Water, Sanitation, and Hygiene (WASH) facilities in Sindh's Umerkot and Sanghar districts. The project aims to address challenges such as open defecation, lack of safe drinking water, and water-borne diseases. By improving WASH facilities, over 200,000 people in these districts will benefit from enhanced well-being and quality of life. Shifa Foundation is committed to sustainable solutions that ensure safe water, sanitation, and hygiene, creating positive change for affected communities.



### Milestones of the month:

#### Water Supply:

- 9 Water User Committees were formed.
- Completion of 4 climate-resilient communal handpumps in Umerkot and installation of 6 hand pumps on raised platforms in Sanghar.
- 8 lead-line handpumps were rehabilitated.
- Installation of 12 Bio Sand Nadi Filters in Umerkot.
- Chlorination of 58 existing flood-affected hand pumps in Sanghar.

#### Sanitation:

- Construction of 39 new raised improved latrines in Umerkot.
- Construction of 10 disability-friendly latrines.
- Set up 15 shared base latrines in Sanghar.

#### Emergency WASH Services:

- Installation/Rehabilitation of 4 Emergency WASH services in progress in Umerkot.

#### WASH Facilities Restoration:

- Identification of 7 Health Care Centers for WASH Facilities restoration in Umerkot.
- Identification of 5 ultra-filtration units for installation in Umerkot.

#### Community Awareness:

- Delivery of 435 sessions on Menstrual Health and Hygiene (MHH/MHM) with adolescent girls in communities and safe places.
- Conducted 286 WASH/IPC sessions on various hygiene promotion topics in Sanghar.
- Formation of 4 Women Support Groups in Umerkot and strengthening of 21 Women Support Groups in Sanghar.
- Delivery of 139 awareness sessions on Household Hygiene (HH) in Umerkot.
- Distribution of 360 soaps, 1,720 Aqua Tabs and 4,756 Dignity kits among communities, adolescent girls, and women.

## MATERNAL AND NEWBORN NUTRITION PROGRAM

In partnership with Nutrition International, Shifa Foundation is actively executing the Maternal and Newborn Health and Nutrition Services initiative across several provinces, including Khyber Pakhtunkhwa, Sindh, Punjab, and Baluchistan. The overarching goal of this program is to collaboratively engage with provincial and district administrations, aiming to enhance the quality and availability of government-provided maternal, newborn, and child health and nutrition services. By joining forces with relevant authorities, the program strives to elevate the standard of care for mothers, newborns, and children. This encompasses the reinforcement of healthcare systems, the training of healthcare professionals, advocacy for best practices, and ensuring the accessibility of vital services. These comprehensive endeavors aim to significantly contribute to the well-being and health outcomes of the target population, particularly by addressing critical aspects of maternal and child health and nutrition.

### Milestones of the month:

- Kangaroo Mother Care (KMC) refresher sessions were conducted at the College of Nursing in Lodhran, Punjab. A total of 223 individuals were trained, including Lady Health Visitors, Lady Health Supervisors, and Charge Nurses. The training covered KMC services, referral procedures, and follow-up protocols. The session was delivered by various healthcare professionals, including the Head of Gynecology from different hospitals, the Principal of the College of Nursing, and the District Health Officer.
- Two KMC units received support for equipment repair and maintenance from Nutrition International. These units are functioning well under the supervision of designated focal persons.
- A planning meeting was held for World Breastfeeding Week, involving School Health & Nutrition Supervisors. Field activities are scheduled to commence in the first week of August 2023, with the active participation of Lady Health Supervisors and Lady Health Workers. The campaign will focus on pregnant and lactating women.
- Meetings took place with community members and the District Health Officer's office to discuss World Breastfeeding Week activities in Ziarat and Swabi.
- Efforts are underway to repair and renovate the KMC establishment in Ziarat.
- Support was provided to Nutrition International in organizing national-level review meetings, in collaboration with UNICEF and the Nutrition Wing. These meetings aim to monitor the implementation of the Health and Logistics Management Information System (HLMIS) across four provinces.
- Technical assistance was extended to the district health department to strengthen supply chain systems, encompassing infrastructure, IT, and reporting tools.



## BISP KAFALAT PROGRAMME SINDH

Pakistan is grappling with a significant child nutrition crisis, characterized by alarming rates of malnutrition. A substantial portion of children suffer from stunting, underweight, and wasting, positioning Pakistan as a top country in the region burdened by malnutrition.

This issue has far-reaching consequences for a child's health and development. To address this crisis and emphasize early childhood development, Shifa Foundation and World Food Programme (WFP) have put forth a collaborative proposal. This program seeks to support Nashonuma and Ehsas Kafalat Programs in Sukkur, Hyderabad, and Karachi, with a focus on maternal and child health.

The initiative involves the provision of vehicles for project monitoring, establishing facilitation centers, and deploying mobilization teams for awareness and education. Shifa Foundation's goal is to enhance program reach and impact, addressing the root causes of malnutrition and improving healthcare, socio-economic conditions, and the overall well-being of vulnerable populations.

### Milestones of the month:

- Implementation of 25 Mobile Teams for Outreach.
- Establishment of a collaborative framework involving the RMNCH department, WFP, and key stakeholders to ensure seamless coordination and information exchange.
- Conducting a comprehensive two-day orientation training in the Sukkur Region

for recently recruited personnel of the Benazir Nashonuma Program Sindh. The training's objective is to equip them with essential knowledge and competencies to efficiently fulfill their responsibilities in both the health and conditional cash transfer components of the program, focusing on combating stunting.



## PROVISION OF CONSULTANTS & SPECIALIST DOCTORS TO BE PLACED IN GOVERNMENT HOSPITALS IN TEN DISTRICTS OF GILGIT-BALTISTAN

Shifa Foundation and Gilgit-Baltistan Government have joined forces through a Public-Private Partnership to introduce a groundbreaking initiative. This project is geared towards delivering advanced healthcare services within Gilgit-Baltistan, concentrating on underserved regions like Hunza, Nagar, Chilas, Skardu, Gahkuch, and Aster. Shifa Foundation is enthusiastic about this partnership, which holds the potential to create a positive impact on the community. The main goal of this endeavor is to deploy consultants and specialist physicians to government hospitals spanning ten districts within Gilgit-Baltistan.

### Milestones of the month:

#### Medical Specialist Hiring:

- In partnership with the Gilgit-Baltistan Rural Support Programme (GBRSP), Shifa Foundation has recruited 60 medical specialists, including Nutritionists, Nephrologists, Gynecologists, Cardiologists, Urologists, Anesthesiologists, ENT specialists, and Pediatricians.
- These specialists have been appointed by the government to various health centers and hospitals across Gilgit-Baltistan, where they are performing their specialized duties.

#### Promoting Preventive Healthcare:

- The project has emphasized preventive healthcare and healthy lifestyles within the community.
- Initiatives include distributing informative materials, conducting health education sessions, and organizing health awareness campaigns.

#### Collaborative Efforts and Monitoring:

- Shifa Foundation and the Gilgit-Baltistan government have worked closely to address challenges and ensure effective project implementation.
- Regular monitoring and evaluation have been conducted to gauge the project's impact and make necessary adjustments.

#### Positive Impact:

- The collaboration has led to the deployment of specialized medical professionals, improved healthcare infrastructure, and enhanced access to quality healthcare services in Gilgit-Baltistan.
- This partnership has contributed to positive changes in the healthcare sector, promoting the well-being of the community.

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

In partnership with Nutrition International, Shifa Foundation is actively implementing the Multiple Micronutrient Supplementation (MMS) program within the framework of Maternal and Newborn Health and Nutrition Services in SWABI, Khyber Pakhtunkhwa. The central objective is to provide additional operational support for the seamless execution of MMS initiatives, harmonizing with Nutrition International's comprehensive integrated intervention for Maternal and Newborn Health and Nutrition (MNHN).

## Milestones of the month:

- **Providing Orientation to Newly Hired Staff on MMS:** This involves training and guidance sessions for recently employed personnel to familiarize them with the usage and benefits of Micronutrient Powder (MMS) in maternal nutrition and health services.
- **Conducting Coordination Meetings with Government Staff:** Holding meetings with government officials and staff to ensure effective collaboration and exchange of information, fostering a cohesive approach towards program implementation.
- **Enhancing Program Monitoring and Supportive Supervision:** Implementing measures to strengthen oversight and guidance for the Field Level Health Workers (FLHW) and Health Care Providers (HCP) involved in promoting and delivering MMS. This aims to enhance their capabilities in maternal health services, particularly the utilization of MMS, within the Swabi region.

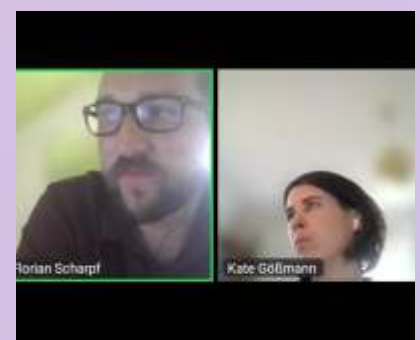


# REDUCTION CORPORAL PUNISHMENT IN SCHOOLS: EVALUATING THE INTERACTION COMPETENCIES WITH CHILDREN FOR TEACHERS (ICC-T) INTERVENTION IN PAKISTAN

In partnership with Germany's Konstanz University, Shifa Foundation is actively engaged in executing the CRCT Phase of the ICC-T Project. This initiative strives to provide training to 720 elementary and secondary school teachers in four designated study regions throughout Pakistan. The goal is to elevate children's well-being by empowering teachers with essential knowledge and competencies to foster a nurturing learning atmosphere. The project's accomplishment is underpinned by a dedicated research team, encompassing psychologists and expert trainers, to ensure its effectiveness. The central emphasis lies in nurturing the all-encompassing growth of children, encompassing their educational, emotional, and social requirements.

## Milestones of the month:

- Attended Zoom meetings with Prof. Tobias, Dr. Alaptagin, Florian (PhD), and Dr. Abdil Wahab Yousafzai to discuss:
  - ▶ Feasibility study report,
  - ▶ State of permits, sampling, and pre-visits,
  - ▶ Translations and survey implementation in Survey to Go,
  - ▶ Hiring and Training of Research Assistants,
  - ▶ ICC-T Refresher training for trainers and feasibility workshops in Khyber Pakhtunkhwa
- Training of ICC-T trainers for CRCT.
- Held a meeting with Dr. Tabasum to provide a summary of findings from the ICC-T feasibility stage.
- Conducted follow-ups with government administrations in AJK, Sindh, Punjab, and Federal government for necessary permits (NOC) to conduct the study in schools.
- Had a meeting with Mr. Usman Ali, Section Officer (Schools) at Federal Education & Professional Training Pak Secretariat, Islamabad, regarding the orientation of ICC-T project CRCT phase.
- Received a letter from Dr. Fouzia Khan, Chief Advisor of School Education & Literacy Department, Government of Sindh, granting permission to Shifa Foundation and directing District Education Officers in Sukkur, Khairpur Mirs, and Naushahro Feroze to facilitate the study.



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

Shifa Foundation and Care International have joined forces in district Matiari, Sindh, to collaborate on a comprehensive response to the floods impacting the district. Our collective mission is to effectively address the critical concerns of food security, livelihoods, and nutrition within the affected families. Central to this initiative are strategic interventions, including direct cash transfers, bolstering agricultural and livestock endeavors, and fostering the growth of kitchen gardening projects. This meticulously crafted project places a special emphasis on advancing the nutritional well-being of children under five years of age and pregnant or lactating women. Our overarching goal is to elevate the overall nutritional status of the targeted population, ensuring the implementation of sustainable solutions to the multifaceted challenges faced by the flood-affected communities in Matiari.



### Milestones of the month:

- Establishment of village committees in 30 villages across eight union councils to aid in assessments, screenings, and service provisions.
- Completion of profiles for 71 villages within the targeted eight union councils.
- Comprehensive assessment conducted for livelihood cash grants (200 assessments) and kitchen gardening (370 assessments) in Matiari district's eight designated union councils.
- Beneficiary validation carried out by District Coordinator, Meal Officer, and Cash Grant Officer, resulting in recommendations for 34 livelihood cash grants and 6 kitchen gardening initiatives,
- Successful visit by CARE International team to Shifa Foundation's office in Matiari, involving discussions on project activities, progress, and future planning. Engagement with the community and field activity monitoring also took place.
- Conducted a comprehensive three-day staff orientation training in collaboration with Care International and Australian Aid. Training encompassed diverse subjects including Nutrition, Food Security, Livelihood, Gender-Based Violence (GBV), Disaster Risk Reduction (DRR), and Menstrual Hygiene Management (MHM).





## 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 these modules will be led by subject matter experts of Shifa International Hospitals in Islamabad.



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MACHE, MRCP (UK), MRCP (UK)  
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### 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 Cardiopulmonary Resuscitation (CPR) education at the highest standards.



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

With the support of World Food Programme (WFP), Shifa Foundation is engaged in executing an initiative to tackle persistent malnutrition in children and pregnant or lactating women (PLW). This program comprises provisions of cash grants to caregivers of recuperated children, education on diversified diets and hygiene, and the early detection of malnutrition cases through community-driven management. The objective is twofold: to diminish chronic malnutrition and bolster livelihoods.

## Milestones of the month:

### Screened children:

- SAM (213 boys, 313 girls), MAM (4321 boys, 4840 girls), and normal (12870 boys, 10255 girls).

### TSFP (MAM) children:

- Enrolled 1st follow-up (1345 boys, 1525 girls), 2nd (Last) follow-up (216 boys, 217 girls).

### BSFP (normal children 6-23 months):

- Enrolled 1st follow-up (1423 boys, 1205 girls), 2nd (Last) follow-up (91 boys, 77 girls).

### TSFP PBWs:

- Enrolled 1st follow-up (1231 PWs, 606 BWs), 2nd (Last) follow-up (166 PWs, 115 BWs).

### BSFP PBWs:

- Enrolled 1st follow-up (3697 PWs, 1962 BWs), 2nd (Last) follow-up (247 PWs, 301 BWs).

### Provided food assistance:

- ACHA Mum to TSFP (MAM) children, Wawa Mum to BSFP (normal children 6-23 months), Mumta to TSFP PBWs (MAM PBWs <21 MUAC) and BSFP PBWs (up to 6 months post-delivery).

### Distributed:

- 37.374 MT Acha Mum, 4.490 MT Wawa Mum, 50.812 MT Mumta.



## INTEGRATED FLOOD RESPONSE IN BALUCHISTAN

In partnership with UNICEF, Shifa Foundation is actively involved in delivering comprehensive flood response assistance across three districts of Baluchistan: Naseerabad, Jaffarabad, and Sohbatpur. Our dedicated field team conducts thorough household assessments and employs the Mid-Upper Arm Circumference (MUAC) screening tool to pinpoint instances of Severe Acute Malnutrition (SAM). Those identified with SAM are then directed to Outreach Therapeutic Centers (OTPs), managed jointly by UNICEF's Nutrition Directorate, PPHI (Provincial Program for Prevention and Control of Malnutrition), and the Health Department.

These centers provide essential services, including the distribution of Ready-to-Use Therapeutic Food (RUTF) supplements. Through our combined efforts, we are committed to making a positive impact on the lives of flood-affected individuals in Baluchistan's Naseerabad, Jaffarabad, and Sohbatpur districts. Our aim is to bolster their health, nutrition, and overall resilience during these trying circumstances.

### Milestones of the month:

#### Children Screening:

- Screened Children 6 - 59 Months (boys): 10,863
- Screened Children 6 - 59 Months (girls): 11,177
- Identified Severe Acute Malnutrition (SAM) cases 6-59 Months (boys): 919
- Identified SAM cases 6-59 Months (girls): 389
- Identified SAM cases with complications 6-59 months (boys): 27
- Identified SAM cases with complications 6-59 months (girls): 33
- Identified Moderate Acute Malnutrition (MAM) cases 6-59 Months (girls): 2,975.
- Identified MAM cases 6-59 Months (boys): 1988

#### Pregnant Women Screening:

- Screened Pregnant <18 years: 392.
- Screened Pregnant >18 years: 117.

#### Awareness and Distribution:

- Conducted Awareness Sessions: 399
- Distributed Ready-to-Use Therapeutic Food (RUTF): 55,575
- Distributed Micronutrient Powders (MMS): 2928
- Distributed Multiple Micronutrient Tablets (MMT): 3757
- Distributed Iron and Folic Acid (IFAs): 70,119

#### Coordination and Training:

- Held Coordination Meetings across 3 districts with internal and external stakeholders.
- Organized Staff Training on Maternal, Infant, and Young Child Nutrition (MIYCN), Early Childhood Development (ECD), and Nurturing Care in collaboration with UNICEF.



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

Shifa Foundation, in partnership with UNICEF, is extending assistance to flood-affected districts in Sindh, including Umerkot, Mirpur Khas, Sanghar, Naushahro Feroze, Khairpur, and Shaheed Benazir Abad. This collaborative effort is focused on delivering crucial services encompassing health, nutrition, shelter, and child protection to the impacted communities. Our collaboration with UNICEF signifies our dedication to bringing about positive change in the lives of those affected by the floods. By providing essential support and resources, we strive to guide them through a resilient recovery process.



### Milestones of the month:

#### Child Protection:

- Successfully established 10 one-stop shop safe places in the community, fulfilling targets and operational in different locations.
- Relocated and set up 5 safe spaces, including 3 in District Sanghar and 2 in District Naushahro Feroze.
- Printed and distributed 15 IEC material flip books for Child Protection awareness.
- Conducted orientation training for staff on Project activities, CP, GBV, and PSEA, with UNICEF's Child Protection Officer participation.
- Ongoing efforts to identify and support women and children accessing GBV risk mitigation services.
- Developed a comprehensive services directory for efficient referral pathways, resulting in 20 CP and GBV cases referred to line departments.
- Provided counseling sessions to survivors, leading to resolved cases with assistance from police and Legal Aid Society (LAS).
- Organized impactful awareness campaigns through street theater events, engaging 528 participants in Iqbal Burdi and Jabbar Mari.

- Successfully completed 10 awareness campaigns via social media and FM radio, reaching the intended audience.
- Conducted 24 awareness sessions on CP issues and reporting mechanisms in health facilities, DHQ, BHUs, and schools, achieving 100% participation target.
- Trained 1,100 individuals through 44 sessions on PSEA, CP, GBV, and reporting mechanisms.
- Organized 2 productive coordination meetings with line departments to enhance service delivery and collaboration.
- Initiated training sessions for teachers, police, and stakeholders on PFA and GBV, with ongoing efforts to engage 26 participants.
- Achieved substantial outreach, training, and community engagement for an effective Child Protection and GBV response.

#### Nutrition:

#### Community Support and Involvement:

- A positive step was taken by forming 84 groups to provide support to mothers within the community.
- Active involvement of fathers was demonstrated through the formation of 63 groups to support their children's nutrition.

**Child Health and Well-being:**

- A comprehensive health screening was conducted for 126,379 children under the age of five, ensuring their overall well-being.
- Proper treatment and care were provided to 7,443 children identified with Severe Acute Malnutrition (SAM).
- Additionally, 49 children were referred to the NSC for further assistance.

**Nutritional Interventions:**

- Successful implementation of nutritional support was observed, with 856 children aged 6-59 months consuming MNP for improved nutrition.
- 364 children received deworming treatment, safeguarding them from parasitic infections.



**Pregnant and Lactating Women (PLWs):**

- Screening efforts encompassed 49,512 PLWs, contributing to their health during this critical period.
- Out of the identified 11,181 PLWs, 8,866 received essential Iron and Folic Acid (IFA) supplements for enhanced nutrition.
- Protective deworming treatment was administered to 550 PLWs and their infants.

**Adolescent Girls:**

- The health and nutrition of 3,319 adolescent girls were prioritized through the provision of IFA supplements.



## 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.



## BISP NASHONUMA PROGRAMME BALUCHISTAN

Implemented through a partnership between Shifa Foundation and World Food Programme (WFP), BISP Nashonuma Program places a strong emphasis on health and nutrition. Its primary objective is to address stunting among pregnant and lactating women, along with children under 23 months old, by delivering them Specialized Nutritious Food (SNF). This initiative is tailored for beneficiaries enrolled in the BISP program and is actively underway across seven districts in Baluchistan: Jaffarabad, Killah Saifullah, Naseerabad, Quetta, Sherani, Sohbatpur, and Zhob.



### Milestones of the month:

#### Beneficiary Registrations and Follow-up:

- A total of 2430 beneficiaries were enrolled in the BISP Nashonuma Program.
- Out of these, 1356 beneficiaries were referred to NADRA.
- 3971 beneficiaries have successfully completed their follow-up.

#### Beneficiary Participation:

- 3762 beneficiaries have received Supplementary Nutrition Food (SNF) from the program.
- 170 beneficiaries were registered in the TSFP program.

#### Program Discharge and Sessions:

- 3198 beneficiaries have been discharged from the BISP program.
- A total of 1592 sessions have been conducted on various topics including Maternal, Infant, and Young Child Nutrition (MIYCN), Health & Hygiene, Utilization of SNF, and Vaccination of Children & Pregnant and Lactating Women (PLWs).

#### Shifa Foundation's Management Visit:

- Dr. Khadija Azhar and Mr. Zia-ur-Rehman visited Quetta, Baluchistan for a training-of-trainers (TOT) and met with various stakeholders including Shifa BNP district staff, UNICEF, and WFP colleagues.
- Discussions were held with the WFP provincial team regarding FLA amendments, field activities, issues, and challenges.

#### Staff Training:

- Shifa staff of the BNP-WFP project underwent a 3-day TOT in Quetta organized by UNICEF and WFP. The training focused on CMAM (Community-based Management of Acute Malnutrition) and SBCC (Social and Behavior Change Communication) integration in the Benazir Nashonuma Program.
- The master trainer will extend this training to field coordinators, site managers, and Lady Health Workers (LHWs) engaged in the program.

### Coordination Meetings:

- Regular coordination meetings are held at the district level with stakeholders including the District Health Officer (DHO), Medical Superintendent (MS), LHW program, local government, BISP, and NADRA officials to discuss program progress, activities, challenges, and garner support.
- Similar coordination meetings were also conducted at the provincial level with the Director of Nutrition and WFP teams to discuss project progress, LHW involvement, training, and challenges related to FLA (Field Level Agreement).



## IMAGE BUILDING AND VISIBILITY THROUGH SOCIAL MEDIA

Shifa Foundation remains resolutely committed to harnessing the dynamic influence of social media platforms as a pivotal conduit to connect with its audience and advance its mission of providing healthcare, education, and vital support to underserved communities. By adeptly leveraging the strategic and potent capabilities of social media, Shifa Foundation has adeptly amplified awareness about its transformative endeavors, actively fostered community engagement, and garnered substantial backing for its noble endeavors.

We deeply acknowledge the indispensable role that social media occupies in forging connections with a diverse and expansive audience, facilitating the dissemination of pivotal information, and cultivating a robust sense of unity around the profound impact of Shifa Foundation's initiatives. Through these influential platforms, Shifa Foundation has successfully woven intricate networks of significance, ignited meaningful conversations, and spurred a surge of affirmative actions for positive change.



Facebook		Instagram		Twitter		LinkedIn	
Posts	1,954	Posts	1,748	Posts	1,148	Posts	1,172
Likes	22,157,635	Likes	4,095	Likes	796	Likes	8,195
Reached	27,884,873	Reached	393,329	Reached	224,657	Reached	351,815

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

Shifa Foundation, in collaboration with World Food Programme (WFP), has launched a project utilizing Cash Based Transfer (CBT) to combat malnutrition and bolster the nutrition of vulnerable individuals. Beneficiaries receive PKR 12,000 monthly for purchasing nutritious food, unconditionally and following verification by the Monitoring and Evaluation (M&E) team. The amount corresponds to WFP's recommended one-month food basket cost, ensuring a minimum daily intake of 2,100 Kcal. With a focus on 9,000 households or individuals across three cycles, the project significantly enhances nutritional well-being. By directly supporting the purchase of healthy foods, Shifa Foundation aims to uplift beneficiaries' nutrition and overall health, thereby enhancing their quality of life.



### Milestones of the month:

#### Coordination and Disbursement:

- Coordination meetings with local stakeholders: 9
- Early recovery cash disbursement (CIH): 372 beneficiaries
- Cash Disbursement (CIH) cycle 2,3: 14 beneficiaries
- Total cash disbursement to CIH beneficiaries: 15,384,000

#### Social Mobilization and Meetings:

- Provision of Social Mobilization to 1178 beneficiaries
- Monthly coordination meetings with various stakeholders, including DC, Assistant Commissioners, Assistant Director of Social Welfare Department, and UCs Chair Man.
- Participation in "World Population Day" event organized by NRSP.

#### Staff Orientation and Training:

- One-day refresher orientation session for district staff on Early Recovery & Livelihood program through cash-based transfer. The session covered social mobilization and field observations.
- Livestock training was completed in 101 villages in Taluka Matiari and Saeedabad villages.
- Hand embroidery training was completed in 15 villages in Taluka Saeedabad.

#### Structural Activities:

- Construction of 3 pipe culverts in Arzi Hakra village, UC Nobat Muree.
- Construction of box culverts in Mann Hingoro and Rajab Hingor villages, UC M. Hussain Hingoro.





## SHIFA CENTER OF PROFESSIONAL EXCELLENCE (SCOPE)

Shifa center of professional Excellence (SCOPE) organized “Ultrasound Guided Head and neck blocks Pain Management and Regional Anesthesia” workshop. The basic purpose of the workshop was to train these healthcare professionals in the use of ultrasound-guided techniques for pain management and regional anesthesia in the head and neck region. The workshop comprised of presentations, hands on practice, Interactive and Q&A sessions. During the workshop, the participants were introduced to the fundamentals of knobology, significance of nerve blocks in awake craniotomy procedures and essential techniques for alleviating pain in the neck and temporal regions.

Overall, the workshop served as an essential platform for fostering professional growth, exchanging ideas, and building a vigorous community of practitioners committed to advancing medical care in the field. Altogether, the workshop achieved its aim of equipping medical practitioners with the knowledge and practical skills necessary to integrate ultrasound-guided techniques into their clinical practice, ultimately leading to better patient care and outcomes in the field of head and neck pain management and regional anesthesia.





## CENTRE OF PHILANTHROPY AND COMMUNITY SERVICES (COPCS)

The core objective of the COPCS department is to empower and uplift marginalized communities by fostering collaboration with potential donors, volunteers, and philanthropic individuals. We have successfully garnered financial support from a spectrum of domestic and international donor organizations, corporations, and individuals. Additionally, the department collaborates with dedicated volunteers to mobilize community-based fundraising efforts. Armed with these invaluable resources, the COPCS department is poised to deliver essential assistance to the underserved and contribute significantly to the socio-economic progress of the community.



### 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.

- **Earthlink:** Initiated dialogue and submitted Health and Environment proposal tailored to their specifications.
- **POPO Football Club (National Level):** Established a partnership focusing on Training Sessions in exchange for their participation in our campaigns, including child sponsorship.
- **MAD House:** Forged a long-term partnership with a focus on Restricted accounts, culminating in the signing of an MOU and Contract.
- **Canadian Education Center for English Language (CECEL) (Pvt.) Ltd.:** Engaged in collaborative efforts for the PINK Lady and Breastfeeding Campaigns, along with diverse sessions addressing Autism and mental health.
- **SIH:** Conducted meetings with new consultants, fostering connections for upcoming campaigns through the sharing of Restricted account Contracts for reference.



## CENTRE OF PHILANTHROPY AND COMMUNITY SERVICES (COPCS)

### FEED THE POOR

Under the banner of "Feed the Poor," an endeavor provides monthly food parcels to identified poor families. Shifa Foundation remains resolute in procuring consistent contributions from benevolent contributors to meet the nutritional needs of vulnerable households. In July, Shifa Foundation achieved the distribution of 4.2 tons of food packages to 100 families, positively impacting 700 individuals across multiple locations in Islamabad, Rawalpindi, Attock and Jhelum. Bolstered by unwavering donor support, Shifa Foundation aspires to extend its outreach, extending aid to additional deserving families.



### HEALTH CARE



Shifa Foundation assumes a pivotal role in providing healthcare services to marginalized individuals, facilitating deserving patients through both restricted accounts and general donations at Shifa Falahee Clinic and Shifa International Hospitals. In July, this commitment manifested as aid for 24 patients grappling with diverse illnesses through the patient treatment panel.

This endeavor steadfastly ensures that those in need access crucial medical care and the necessary support.



We deeply appreciate your presence on this transformative voyage as we endeavor to inspire hope and create a meaningful difference in the lives of the less fortunate.

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