



**SHIFA
FOUNDATION**
making an effort

MONTHLY

NEWSLETTER

OCTOBER - 2023

SHIFA FOUNDATION MAKING AN EFFORT

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SHIFA FOUNDATION

ILLUMINATING PATHS, TRANSFORMING LIVES

Welcome to an inspiring journey into the heart of Shifa Foundation, where we invite you to join us in our unwavering commitment to building a brighter and more equitable future for all. Established in 1991 as a sister organization to Shifa International Hospitals, Shifa Foundation has become a symbol of hope, a torchbearer of transformation, and a powerful force for good throughout Pakistan.

Our mission is all-encompassing, transcending borders and spanning a wide spectrum of critical areas. From delivering preventive and curative healthcare to addressing water and sanitation challenges, promoting environmental sustainability, and building resilience to climate change, to responding swiftly to disasters and fostering volunteerism within educational institutions, Shifa Foundation is not just an organization; it's a relentless agent of positive change.

Through years of dedication, Shifa Foundation has developed a profound understanding of the complex needs of marginalized communities in Pakistan. This enduring journey has equipped us with a wealth of technical expertise, enabling us to tailor sustainable solutions to these unique challenges. But we don't stop at solutions; we actively advocate for policy changes and influence practitioners, all in the tireless pursuit of uplifting the marginalized segments of our society.

Our impact is as diverse as it is far-reaching:

- 1. Aid for Flood Victims:** Extending a lifeline to those affected by devastating floods, offering hope and relief in their darkest hours.
- 2. Accessible Treatment for the Needy:** Ensuring healthcare is a right, not a privilege, by providing accessible treatment to those who need it most.
- 3. Comprehensive Liver Care:** Pioneering advancements in liver health to transform lives and alleviate suffering.
- 4. Empowering Cancer Patients:** Guiding cancer patients on a path to empowerment, support, and recovery.
- 5. Health Awareness Camps:** Taking proactive steps to educate and empower communities on their journey to better health.
- 6. Holistic Treatment for Head & Neck Cancer:** Offering holistic care and renewed hope to those battling head and neck cancer.
- 7. Life-Saving Bone Marrow Transplants:** A beacon of hope for individuals in need of life-saving bone marrow transplants.
- 8. Nourishing Needy Families:** Providing essential sustenance to families facing economic hardships.
- 9. Potable Water Solutions for Arid Regions:** Turning arid lands into oases with access to clean, life-giving water.
- 10. Rapid Earthquake Response:** Being the first to respond and aid when nature's fury strikes.
- 11. Vision Restoration through Cataract Surgery:** Illuminating lives by restoring vision through cataract surgery.

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

We invite you to join us on this compelling journey of impact, where every step we take brings us closer to a brighter, more equitable future for all. Together, we are making a difference.

SUPPORTING FLOOD AFFECTED POPULATION THROUGH CASH BASED TRANSFER OF MITIARI

In partnership with World Food Programme (WFP), Shifa Foundation has embarked on a transformative project that leverages Cash-Based Transfer (CBT) mechanisms to combat malnutrition and uplift the nutritional status of vulnerable individuals. Through this groundbreaking program, recipients are provided with a monthly allocation of PKR 12,000, free from any restrictive conditions, allowing them to purchase nutritious food as per their needs. The distribution is contingent upon thorough verification by a diligent Monitoring and Evaluation (M&E) team. Importantly, this amount aligns with WFP's recommended cost for a one-month food basket, ensuring a minimum daily intake of 2,100 Kcal. With a laser-focused objective of reaching 9,000 households or individuals across three cycles, this project serves as a formidable catalyst for improving nutritional well-being. By directly facilitating the access to nourishing foods, Shifa Foundation aims to enrich the nutritional profiles and overall health of beneficiaries, ultimately raising their quality of life and fostering a brighter, healthier future.



Monthly Overview:

1. The total cash disbursement to CIH beneficiaries amounted to Rupees 1,72,44,000, along with the provision of social mobilization to 1,598 beneficiaries.
2. In the third cycle of the early recovery program, World Food Program successfully reduced the caseload from 5,000 to 3,000 cases, all of which received assistance from the European Union. The prioritization of these cases was based on villages, with household validation. This entire process was closely monitored by both WFP and Shifa Foundation.
3. Collaborative training programs with WFP and European Union were implemented to enhance the participants' skills, improving their livelihoods for potential unforeseen disasters. The program was tailored to the participants' needs, with Shifa Foundation teams engaging with Village Development Committee members to identify ways to enhance village livelihoods, leading to the development of a training plan and organization of various training sessions.
4. Early recovery program included essential construction work, such as the installation

of concrete pipes for water flow, construction of culverts on irrigation lands, and the construction of mud houses with wooden rooftops to provide shelter to families whose homes were destroyed due to flood situations. Funding for these initiatives was made possible by World Food Program.

Coordination Meetings:

1. Meeting with the newly appointed Additional Deputy Commissioner-II Matiari to discuss the WFP Live-Saving Support Program Assistance, provide a briefing on Shifa Foundation interventions, and submit a progress report.
2. Meeting with the New Assistant Commissioner Matiari to discuss and submit the monthly progress report.
3. Meeting with the Assistant Director of the Social Welfare Department Matiari to discuss and submit a monthly progress report.
4. Progressive meetings with various community stakeholders to address program aspects, including feedback, team behavior, hurdles, and problems.

MATERNAL AND NEWBORN NUTRITION PROGRAM

In collaboration with Nutrition International, Shifa Foundation is actively spearheading the Maternal and Newborn Health and Nutrition Services initiative across multiple provinces, encompassing Khyber Pakhtunkhwa, Sindh, Punjab, and Baluchistan. The central objective of this program is to forge collaborative partnerships with provincial and district administrations, with a specific focus on elevating the quality and accessibility of government-provided maternal, newborn, and child health and nutrition services.

Through these strategic alliances with relevant authorities, the program is wholeheartedly dedicated to raising the bar for care concerning mothers, newborns, and children. This comprehensive effort entails strengthening healthcare systems, providing essential training to healthcare professionals, advocating for best practices, and ensuring the availability of crucial services. These all-encompassing initiatives are poised to make a significant contribution to the well-being and health outcomes of the target population, with a particular emphasis on addressing critical aspects of maternal and child health and nutrition.



Monthly Overview:

1. Shelton Rezidor Peshawar hosted a provincial consultation to develop revised National Guidelines for KMC and the National KMC strategy in Pakistan.
2. In Swabi, training sessions targeting healthcare provider supervisors and field workers were conducted to enhance their knowledge of Multiple Micronutrient Supplementation, along with the provision of job aids.
3. A successful introductory meeting was held with key stakeholders in District Jamshoro, which included the District Health Officer, MNCH Coordinator, MS of DHQ Kotri, Director of SASIMS, and KMC staff. This meeting fostered synergy in maternal and neonatal health initiatives.
4. Team efficiently coordinated World Breastfeeding Week (WBFW) activities across the five program districts. These efforts involved close collaboration with the Department of Health and were carried out under the attentive guidance of District Health Officers in both regions. Working in partnership with Nutrition International, a detailed plan was developed, incorporating crucial messaging to strengthen advocacy for optimal breastfeeding practices.
5. Monitoring and supervision visits were

- effectively conducted at KMC wards in DHQ Kotri and SASIMS in Sehwan, ensuring the quality and adherence to KMC practices.
6. Comprehensive KMC orientation sessions were facilitated for 13 Lady Health Workers (LHWs) and 50 Lady Health Worker Supervisors (LHWS) at DHQ Kotri, building upon previous training for 50 LHWs in KMC at SASIMS.
 7. These efforts resulted in strengthened collaboration, improved KMC implementation, and the empowerment of 113 frontline health workers, all contributing to better maternal and neonatal health outcomes.
 8. Quarterly review meetings were held in all five program districts.
 9. Awareness sessions on malnutrition were conducted in all five program districts.
 10. A consultative meeting to launch the national KMC strategy guidelines took place in Lahore.
 11. In Karachi, a provincial consultation was held to develop the National KMC Strategy and revise the National KMC Guidelines and Training Modules.
 12. KMC orientation sessions were conducted in District Khairpur.

PARTICIPATION OF SHIFA FOUNDATION IN WORLD FOOD PROGRAMME'S ANNUAL PARTNERSHIP CONSULTATION 2023



The Annual Partnership Consultation, organized by World Food Programme, serves as a global gathering of passionate individuals dedicated to combating the prevailing global food crisis.

We are immensely proud that Shifa Foundation had the privilege of participating in this significant event. Dr. Khadeeja Azhar, our esteemed Executive Director, represented Shifa Foundation and actively engaged in discussions on pioneering solutions to enhance global food security. Through this collective effort, we aim to strengthen our advocacy and address the current crisis while taking proactive measures to prevent future ones.

This year, the Annual Partnership Consultation was held from October 30th to 31st at World Food Programme Headquarters, located at Via Cesare Giulio Viola n. 68/70 in Rome, Italy. Together, we are resolute in our commitment to ending hunger and making a positive impact on global food security.

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

In a strategic alliance with UNICEF, Shifa Foundation is at the forefront of a critical mission to breathe new life into Water, Sanitation, and Hygiene (WASH) facilities in the Umerkot and Sanghar districts of Sindh. The central objective of this initiative is to tackle pressing issues such as open defecation, the scarcity of safe drinking water, and the rampant spread of water-borne diseases. By elevating and modernizing WASH facilities, this project is poised to unleash a profound and far-reaching impact on the lives of over 200,000 individuals who call these districts home. This transformative endeavor promises to significantly enhance their overall well-being and raise the quality of life to new heights. Shifa Foundation's resolute commitment to sustainable solutions ensures unfettered access to safe water, sanitation, and hygiene, heralding a wave of positive transformation for the communities bravely confronting these challenges.



- Oriented and established 7 water user committees for water supply schemes.
- Installed 20, 6-stage ultra filtration units in schools and healthcare facilities.
- Conducted review meeting/ experience-sharing session with UNICEF.
- Formed and strengthened 7 Women Support Groups.
- Conducted 910 WASH/IPC sessions with affected populations in communities, schools, and healthcare facilities, covering a wide range of topics.
- Installed 20 plastic water tanks in TLCs, HCFs, schools, and communities for water storage.
- Restored 10 existing direct communal handpumps.
- Rehabilitated 1 water supply scheme in a PHED WSS village.
- Constructed 31 new raised improved latrines on a cost-sharing basis.
- Conducted awareness campaigns through the celebration of Global Handwashing Day in both districts.
- Installed and rehabilitated emergency WASH services (drinking water, emergency latrines, handwashing stations) in 4 Temporary Learning Centers/Safe spaces.
- Restored WASH facilities in 2 healthcare centers and 4 government schools and safe places, including toilets and handwashing facilities.
- Formed and strengthened 60 School WASH clubs and developed school improvement plans for improved WASH services and tree plantation.
- Conducted 1 review meeting/ experience-sharing workshop of the third quarter with UNICEF.

15. Conducted 40 Menstrual Hygiene Management (MHH) sessions with adolescent girls in safe places and schools, including the distribution of 303 MHH kits.
16. Facilitated 146 hygiene awareness

sessions with children and teachers to encourage the adoption of safe and healthy hygiene practices.

17. Distributed 6,363 hygiene kits and 7,628 bars of soap in villages, communities, and schools.

UNICEF's SBC Training:

WASH team in District Umerkot participated in an informative one-day training session led by UNICEF's SBC expert, Miss Khadija. The training aimed to equip participants with a deeper understanding of Social and Behavioral Change (SBC) processes, methodologies, tools, and effective strategies. It underscored the pivotal role of SBC in driving tangible and positive transformations within communities, societies, and individual behaviors. Miss Khadija emphasized the collaborative nature of SBC, where it works in concert with communities, individuals, and partners to leverage social and behavioral insights, employing a participatory approach to co-create solutions for both developmental and humanitarian challenges.

Additionally, she highlighted SBC's commitment to upholding human rights through a comprehensive analysis of cognitive, social, and structural factors that drive change, working closely with communities to address these factors effectively.

Global Handwashing Day Celebrations:

WASH (Water, Sanitation, and Hygiene) team in Umerkot and Sanghar District enthusiastically celebrated Global Handwashing Day with a series of events held at various locations, including Village Babu Faqir, Government Girls High School Road Samaru, Jhol Primary School, Village Muhammad Islam, and Bakkar. During these events, the team actively engaged with the community and schools, emphasizing the significance of Global Handwashing Day, observed annually on October 15th. This day serves as a global platform dedicated to raising awareness about the vital role of handwashing with soap in preventing diseases and promoting sound hygiene practices. It encourages individuals to adopt the habit of regular and proper handwashing as a fundamental step in safeguarding their health and overall well-being.



DIAGNOSTIC AND STAGING ENDO-SONOGRAPHY

Shifa Center of Professional Excellence - SCOPE organized an enlightening seminar on "**Diagnostic and Staging Endo-sonography**" under the leadership of Dr. Muslim Atiq, Head of Gastroenterology at SIHL. This event aimed to foster knowledge exchange and experiences among healthcare professionals, with a strong focus on the diagnosis and staging of various medical conditions using cutting-edge endo-sonography techniques.



The seminar commenced with a warm welcome from Dr. Mohammad Salih, Head of Hepatology at SIHL, who set the tone for a day filled with enriching discussions. He emphasized the pivotal role of endo-sonography in modern medical practice and the value of continuous learning and collaboration within our field.

- Dr. Maaz Bin Badshah, Consultant Gastroenterology, SIHL, then delved into the vital role of endoscopic ultrasound in diagnosing and staging pancreaticobiliary malignancies. He highlighted the remarkable advancements in this field and their profound impact on patient care, underscoring the need for early detection.
- Dr. Zafar Ali, Consultant Histopathology at SIHL, shared invaluable insights into the challenges of cytological interpretation when it comes to EUS sampling. He discussed the intricacies of obtaining and analyzing samples and provided practical tips to enhance accuracy in diagnosis.
- Dr. Muslim Atiq, Head of Gastroenterology, SIHL, addressed the technical challenges in EUS-guided sampling, delving into the latest innovations in equipment and techniques. He emphasized the significance of training and skill development for healthcare professionals performing EUS procedures.
- Dr. Murtaza Kazmi, Head of Pulmonology, SIHL, provided a comprehensive overview of endobronchial ultrasound and its clinical applications, shedding light on the challenges faced in this specialized field and potential solutions for better patient outcomes.
- Dr. Shahzad Riyaz, Consultant Gastroenterology at SIHL, brought our attention to the staging of luminal gastrointestinal malignancies using endoscopic ultrasound. He shared insights into the latest techniques and emphasized the importance of accurate staging in guiding treatment decisions.

Our seminar concluded with closing remarks from Dr. Saeed Zamir, Consultant Gastroenterology, SIHL, who expressed heartfelt gratitude to all the participants for their active engagement and valuable contributions throughout the day. He highlighted the importance of continued collaboration and knowledge sharing to advance the field of endo-sonography.



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

In collaboration with World Food Programme (WFP), Shifa Foundation is actively immersed in a multi-pronged initiative dedicated to addressing the ongoing issue of malnutrition among children and pregnant or lactating women (PLW). This comprehensive program comprises a range of essential elements, including providing cash grants to caregivers of children on the path to recovery, educating on diverse diets and hygiene practices, and early identification of malnutrition cases through community-driven management.

The program is driven by a dual mission: first, to reduce chronic malnutrition among the vulnerable populations, and second, to enhance the livelihoods within the communities targeted by this initiative.



Monthly Overview:

1. Field activities involved screening 10,261 children (5,200 boys and 5,061 girls), with 70 SAM cases (32 boys, 38 girls), 93 MAM cases (44 boys, 49 girls), and 10,098 normal children (5,124 boys, 4,974 girls).
2. Follow-ups included 404 normal children in the first follow-up, 1,341 in the second follow-up, and 2,139 children with MUAC measurements in the first follow-up, 2,857 in the second follow-up.
3. AchaMum (3.0 MT per child) was distributed to TSFP (MAM) children, Wawa Mum (1.5 MT per child) to BSFP (normal children 6-23 months), and Mumta (4.5 MT per PBW for MAM PBWs <21 MUAC and 2.25 MT per PBW for PBWs up to 6 months after delivery). The total distribution included 13.611 MT of AchaMum, 18.900 MT of Wawa Mum, and 25.664 MT of Mumta.
4. Additionally, the project conducted mother and child health sessions, providing counseling on breastfeeding during ANC to 1,138 women, nutrition counseling to 1,398 mothers, and other health-related counseling to 959 women.

INTEGRATED ASSISTANCE TO FLOOD-AFFECTED COMMUNITIES RESPONSE, SINDH

In a powerful collaboration with UNICEF, Shifa Foundation is actively reaching out to the flood-ravaged districts of Sindh, including Umerkot, Mirpur Khas, Sanghar, Naushahro Feroze, Khairpur, and Shaheed Benazir Abad. This unified effort is unwaveringly committed to delivering vital services encompassing healthcare, nutrition, shelter, and child protection to the communities devastated by the relentless floods. Shifa Foundation's partnership with UNICEF underscores our unshakable dedication to enhancing the lives of those bearing the brunt of this calamity.

Through the provision of crucial support and indispensable resources, our mission is to guide these resilient communities on a path toward recovery, inspiring hope and fostering resilience in the face of adversity.



Child Protection:

- 12 awareness sessions on Mental Health & Psychosocial Support (MHPSS) were conducted in the community, involving girls, boys, women, and men; GBV 20 awareness sessions were carried out in the community, with girls, boys, women, and men participating actively. Social Organizers conducted 45 awareness sessions reaching 1,154 participants on Child Protection Risks & Available Services, utilizing various methods and IEC materials for effective dissemination. Furthermore, 22 Child Protection awareness sessions in schools were conducted. These sessions involved primary school students from Taluka Sanghar & Sinjhor.
- Progress stands at 34% in providing 56 awareness sessions covering 1,458 participants on the reporting of sexual exploitation and abuse (PSEA) in the community. These sessions actively engaged females and males. While awareness and complaint boxes have been established, no PSEA cases have been reported thus far.
- CP team organized Awareness Campaigns on Protection Risks through 3 street theaters in both districts. Girls, boys, women, and men took part in these interactive events, with two more theaters scheduled in the upcoming months.
- Awareness on Child Protection Risks, GBV, and MHPSS is being disseminated through mass communication channels, including FM radio and community-level sessions, reaching 32,890 participants.

5. Two phases of training on CP, PFA & GBV were organized, with 100% completion. The training included teachers, police, social welfare personnel, and other stakeholders covering 60 participants.
6. Sessions on CP, PFA, and GBV were conducted with teachers, police, SWD, and DCPO, involving 70 participants.

Nutrition:

Under-Five Children:

1. Children Screened: 136,835
2. Severe Acute Malnutrition (SAM) Identified: 9,666
3. SAM Admitted for Treatment: 3,766
4. Children Aged 6-59 Months Consuming Multi-Micronutrient Powder (MNP) as per Protocol: 16,305
5. Children Dewormed: 14,686

Pregnant and Lactating Women (PLW):

1. PLW Screened: 52,453
2. PLW Identified: 15,800
3. IFA (Iron and Folic Acid) Distribution to PLW: 35,116
4. Deworming for PLW: 1,454
5. IFA Distribution to Adolescent Girls: 13,911

6. Deworming for Adolescent Girls: 483
7. Health/Nutrition/IYCF Sessions: 3,511

Health:

1. Total Primary Healthcare Centers Beneficiaries: 40,421
2. Children Immunized for Routine Vaccination: 3,908
3. Antenatal Care (ANC) Services: 10,233
4. Postnatal Care (PNC) Services: 1,725
5. Referrals for Delivery: 17
6. Deliveries Assisted at Health Facilities: 793
7. Community Drug Kits (CDKs) Distributed: 549
8. Newborn Kits Distributed: 554
9. Cases of Diarrhea: 1,847
10. Cases of Dysentery: 210
11. Acute Respiratory Infections (A.R.I)/Pneumonia: 2,922
12. Malaria Cases: 804
13. Dengue Cases: 7
14. Deworming: 901
15. Cases of Skin Disorders: 1,460
16. Other Diseases: 6,771



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

Shifa Foundation and Care International have united their strengths in district Matiari, Sindh, to launch an impactful response to the devastating floods that have wreaked havoc in this region. At the heart of this dynamic initiative lies a series of strategic actions, including direct cash transfers, agricultural and livestock projects, and promoting kitchen gardening endeavors. The project places a paramount focus on enhancing the nutritional well-being of children under five years of age and pregnant or lactating women. Our overarching mission is to elevate the overall nutritional health of the targeted population while instating sustainable solutions to address the multifaceted challenges faced by the flood-affected communities in Matiari.



Monthly Overview:

1. HoD Compliance and Internal Audit, Mr. Kaleem-ur-Rehman, conducted meetings with project staff in Hala, Matiari, emphasizing the importance of quality work and strengthening Village Development Committees (VDCs). He also visited the Nutrition Stabilization Center (NSC) and received support from the District Health Officer.
2. Cash Grant Officer, Mr. Parvez Ahmed, attended the 41st DHPMT meeting in Matiari, briefing participants on project activities.
3. Shifa Foundation's team participated in a Breast Cancer Awareness Program in Nawabshah, providing insights on breast cancer screening, early detection, and prevention strategies.
4. CARE International team members monitored project activities, reviewed tools, observed the MUAC process, and assessed IYCF sessions and nutrition records in different villages.
5. District Coordinator, Matiari held a coordination meeting with Ms. Fareena Memon, District Focal Person for Nutrition in District Matiari.
6. Global Handwashing Day celebration in District Matiari successfully promoted hand hygiene awareness.
7. A two-day training program enhanced healthcare providers' capacity in delivering integrated services related to CMAM, IYCF, MHPSS, and GBV.
8. Comprehensive assessments of livelihood cash grants and kitchen gardening were conducted in targeted union councils in District Matiari.

1. MUAC Screening for Children Under Two Years:

Children aged 06-23 months (Boys): 830 screened

Children aged 06-23 months (Girls): 767 screened

Children aged 24-59 months (Boys): 2,578 screened

Children aged 24-59 months (Girls): 2,402 screened

2. Identification of Severe Acute Malnutrition (SAM) Cases:

SAM cases aged 06-23 months (Boys): 245 identified

SAM cases aged 24-59 months (Boys): 113 identified

SAM cases aged 06-23 months (Girls): 300 identified

SAM cases aged 24-59 months (Girls): 150 identified

3. Screening:

Pregnant Women: 1,162 screened

Lactating Women: 618 screened

IFA (Iron and Folic Acid) provided to

Adolescents: 3,967 recipients

4. Awareness Sessions:

Total Number of Awareness Sessions: 118 conducted

5. Distribution of Food Supplements:

Ready-to-Use Therapeutic Food (RUTF) distributed: 85,440 units

Iron and Folic Acid (IFA) supplements distributed: 283,122 units

6. Assessment of Cash Grant & Kitchen Gardening:

Assessment of Livelihood Cash Grants: 32 conducted

Assessment of Conditional Cash Grants: 20 conducted

Assessment of Kitchen Gardening: 47 conducted



INTEGRATED FLOOD RESPONSE IN BALUCHISTAN

In partnership with UNICEF, Shifa Foundation is actively engaged in implementing a comprehensive flood response program that extends its reach across three districts in Baluchistan, including Jaffarabad, Naseerabad, Sohbatpur, and Quetta.



Our dedicated field team conducts household assessments, utilizing the Mid-Upper Arm Circumference (MUAC) screening tool to identify cases of Severe Acute Malnutrition (SAM). Those diagnosed with SAM are then directed to Outreach Therapeutic Centers (OTPs), which are collaboratively managed by UNICEF's Nutrition Directorate, PPHI (Provincial Program for Prevention and Control of Malnutrition), and Health Department. These centers play a pivotal role in providing essential services, including the distribution of Ready-to-Use Therapeutic Food (RUTF) supplements. Our overarching objective is to enhance their health, nutrition, and overall resilience in the face of these challenging circumstances.

Monthly Overview:

IFR Districts Consolidated Screening & Identification (6-59 Months):

1. A total of 376,195 children aged 6-59 months were screened.
2. Among these, 23,958 children were identified as severely malnourished (SAM).
3. Additionally, 51,817 children were identified as moderately malnourished (MAM).

IFR Screening of PLW's & Identification of Malnourish:

A comprehensive screening of PLW across different age groups revealed that 75,876 women were assessed in the targeted districts of Jaffarabad, Naseerabad, SohbatPur, and Quetta. Among them, 8,622 pregnant and lactating women were identified as malnourished across various categories.

Nutrition Commodities/Supplies Distribution:

The project distributed five different commodities, including:

1. **Ready to Use Therapeutic Food (RUTF):** 9,984 units of RUTF were distributed, covering nearly 0.1% of the total commodity distribution.
2. **Multi Micronutrient Supplements (MMS):** 91,345 units of MMS were distributed, constituting 58% of the total distribution.
3. **Multi Micronutrient Vitamins (MMTs):** A total of 1,430,601 units of MMTs were distributed, making up 38% of the total distribution.
4. **Iron and Folic Acid Supplements (IFA):** 944,805 units or doses of Iron and Folic Acid supplements were distributed, accounting for 4% of the overall distribution.

Nutrition Commodities Distribution:

1. Number of RUTF distributed: 9,984
2. Number of MMS distributed: 91,345
3. Number of MMTs distributed: 1,430,601
4. Number of IFAs distributed: 944,805

PULMONARY REHABILITATION

Shifa Center of Professional Excellence – SCOPE organized a workshop focusing on "**Pulmonary Rehabilitation**", with the aim of providing in-depth knowledge on pulmonary rehabilitation.

The event featured a panel of experts who covered key aspects of this field. Key Session Highlights:

- Ms. Ayesha Siddiqi explained the importance of pulmonary rehabilitation in improving the quality of life for patients with pulmonary conditions.
- Dr. Syed Murtaza Hassan Kazmi emphasized the clinical significance of pulmonary rehabilitation in managing pulmonary diseases.
- Ms. Fatima Rehman discussed criteria and methods for evaluating patients' suitability for pulmonary rehabilitation.
- Mr. Ali Zaidi highlighted the components of effective rehabilitation plans and the role of physical therapy.
- Mr. Taimoor Shah, Chief Operating Officer - SIHL, appreciated the efforts of facilitators, and moderators and underscoring the significance of pulmonary rehabilitation on organizing this workshop.

Practical sessions were conducted at three stations (Breathing Techniques,

Assessment of Pulmonary Rehabilitation, Delivery of Pulmonary Rehabilitation), focusing on breathing techniques, assessing pulmonary rehabilitation, and delivering rehabilitation programs.

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.

BISP NASHONUMA PROGRAMME BALUCHISTAN

Through a strategic collaboration between Shifa Foundation and World Food Programme (WFP), BISP Nashonuma Program places paramount importance on the enhancement of health and nutrition. Its core mission is the relentless pursuit of eradicating stunting among pregnant and lactating women and children under 23 months old, achieved by providing them with Specialized Nutritious Food (SNF). This initiative is meticulously designed for the



beneficiaries enrolled in the BISP program and is currently actively underway in seven districts across Baluchistan: Jaffarabad, Killah Saifullah, Naseerabad, Quetta, Sherani, Sohbatpur, and Zhob. This collaborative effort is geared towards ensuring a brighter and healthier future for these vulnerable populations, championing the fight against stunting, and promoting improved maternal and child health.

Monthly Overview:

1. Our team conducted informative nutrition counseling sessions for families in need. These sessions covered a broad spectrum of topics, including Family Support Groups (FSG), Monosodium Glutamate (MSG), and Balanced Breastfeeding Counseling (BBC). They addressed essential aspects such as balanced diets, the significance of breastfeeding, and age-appropriate nutrition for children.
2. In our efforts to combat malnutrition, we distributed supplementary nutrition packages to families in our target communities. These packages included crucial food items like Severe Acute Malnutrition Therapeutic Food (SNF), Mother and Child Nutrition Support (MAMTA) for pregnant and breastfeeding women, Weaning and Micronutrient Supplementation (WAWAMUM) for children, and Ready-to-Use Therapeutic Food (RUTF). They contained fortified cereals, pulses, and essential vitamins to address malnutrition among children and pregnant women.
3. Growth monitoring sessions for children under the age of two to track their development and well-being were conducted by the team.
4. Community workshops to disseminate vital information on nutrition and health were organized.
5. Our program maintained its collaboration

with local health centers run by the District Government to ensure the efficient referral and follow-up of severely malnourished children. This collaborative effort continues to strengthen the continuum of care for our beneficiaries.

6. 220 Maternal, Infant, and Young Child Feeding practices (MIYCN), 232 Health & Hygiene, 152 Utilization of Supplementary Nutrition, 175 Stunting, 213 Essential Nutrition Program (EN), 81 Covid-19, 188 Vaccination of Children/Pregnant and Lactating Women (PLW) sessions were conducted.

Beneficiaries Assisted:

- 1,302 beneficiaries were referred to NADRA.
- 3,781 new beneficiaries were registered.
- 4,047 beneficiaries under normal follow-up.
- 374 beneficiaries of Targeted Supplementary Feeding Program (TSFP).
- 119 beneficiaries registered in Outpatient Therapeutic Program (OTP).
- 337 Beneficiaries undergoing a follow-up in the Moderate Acute Malnutrition (MAM) program (45 days):
- 195 beneficiaries were cured.
- 7,828 beneficiaries received Severe Acute Malnutrition Therapeutic Food (SNF).
- 659 children in the Community-based Management of Acute Malnutrition (CMAM) program received SNF.
- 8,374 beneficiaries received cash assistance.

NEONATAL AND PEDIATRIC VENTILATION TECHNIQUES, BOTH INVASIVE AND NON-INVASIVE

Shifa Center of Professional Excellence (SCOPE) organized a series of workshops focusing on **Neonatal and Pediatric Ventilation techniques, both invasive and non-invasive.**



Esteemed experts in the field led discussions on the latest trends in ventilation for neonates and children, with a strong emphasis on hands-on training sessions.

The event featured three distinguished presenters, each addressing critical aspects of non-invasive ventilation:

- Dr. Yasser Masood's presentation delved into the principles and applications of CPAP in neonatal care.
- Dr. Salman Wani's presentation focused on high flow nasal cannula therapy (HFNC) in pediatric care.
- Dr. Saira Tahawur's presentation offered an overview of hypoxia, hypoxemia, indications for oxygen therapy, and potential side effects.

Hands-on segments were provided by the Respiratory Therapy Department, Ms. Tooba Khwaja Mohsin, Mr. Khateeb Ur Rehman and Ms. Areeba, provided participants with the skills and knowledge to operate various ventilators, CPAP machines, and High Flow devices, all of which play a crucial role in the treatment of sick infants in Pediatric and Neonatal ICUs.



CPR COMMUNITY EVENT



Shifa LiST Center, dedicated to advancing community health and well-being, hosted a highly successful two-day CPR community event with the primary aim of educating the public about life-saving techniques and fostering a sense of preparedness. This event coincided with AHA MENA CPR Month, and it made a significant impact on the community.

The two-day event featured a diverse range of activities designed to fulfill its objectives:

- **CPR Workshops:** Skilled AHA instructors from the Shifa LiST Center, along with the support of TCC, conducted hands-on workshops to instruct participants in the correct CPR techniques for both adults and children.
- **Basic Life Support:** The event also covered fundamental life support skills, including assessing breathing, administering chest compressions, and utilizing bag mask devices.

The Shifa LiST Center eagerly anticipates organizing similar events in the future, continuing to play a pivotal role in our community's well-being and furthering the mission of AHA, which is to save lives.



DIABETES MELLITUS SYMPOSIUM

Updates on **Diabetes Mellitus Symposium** was organized in collaboration with Shifa Center of Professional Excellence – SCOPE and Pakistan Endocrine Society at Shifa International Hospitals Ltd, Islamabad, was a remarkable gathering of prominent experts, medical professionals, and researchers in the field of endocrinology. With a primary focus on diabetes mellitus management and related subjects, this conference offered valuable insights, groundbreaking ideas, and a platform for meaningful discussions.

- Dr. Matiullah Khan delivered a presentation on an evidence-based medication algorithm for diabetes management. His comprehensive approach and evidence-supported insights were warmly received by the attendees, providing practical guidance for effective diabetes treatment.
- Dr. Dina Shrestha's presentation on the future of type 2 diabetes treatment was a standout moment at the conference. Her exploration of the potential of oral GLP agonists, dual GLP/GIP agonists, and triple GLP/GLIP/Glucagon agonists opened up new possibilities in the realm of diabetes care.
- Dr. Umar Yousaf Raja provided illuminating insights into the world of precision medicine in diabetes. Attendees gained a deeper understanding of the evolving landscape of personalized diabetes care and its potential to significantly improve patient outcomes.
- Dr. Osama Istiaq's presentation on insulin initiation offered a fundamental understanding of this critical aspect of diabetes management. Attendees left with a clearer grasp of the process and its significance.
- Dr. Adnan Zahid led an engaging case-based discussion on insulin titration, enriching the practical knowledge and skills of healthcare professionals in adjusting insulin doses, to the benefit of both patients and medical practitioners.
- Dr. Naila Satti delivered a global perspective on insulin use, emphasizing diverse practices from around the world. Her presentation broadened attendees' horizons and underscored the importance of a global outlook in diabetes management.

The symposium not only facilitated the sharing of cutting-edge research and clinical practices but also provided a unique platform for networking and collaboration. It is clear that the future of diabetes management holds promising innovations, and these insights will undoubtedly benefit patients and healthcare providers.



BISP KAFALAT PROGRAMME – SINDH

Pakistan is facing a critical child nutrition crisis marked by alarming rates of malnutrition, including stunting, underweight, and wasting, positioning it as a regional leader in grappling with this formidable challenge. Recognizing the profound and far-reaching consequences of this issue on the health and development of children, the Shifa Foundation has forged a partnership with World Food Programme (WFP) to propose a comprehensive solution.

This collaborative program is laser-focused on supporting Nashonuma and Ehsas Kafalat Programs in Noushero Feroz, Jacobabad, Shikarpur, Qambar, Kashmore, Hyderabad, Sanghar, Umerkot, SBA, Matiari, Tharparker, Mirpurkhas, Tando Allahyar, Karachi Central, Karachi Malir, Karachi West and Karachi South, with a specific emphasis on maternal and child health. It encompasses a range of vital components, including the provision of monitoring vehicles, the establishment of facilitation centers, and the deployment of mobilization teams for awareness and education. Shifa Foundation's overarching objective is to extend the program's reach and impact by addressing the underlying causes of malnutrition while simultaneously improving healthcare, socio-economic conditions, and the overall well-being of vulnerable populations.

Monthly Overview:

1. 1,774 individuals have been directed to NADRA for further assistance.
2. The enrollment of 1,379 fresh beneficiaries has been completed within the BNP program.
3. BNP has facilitated the referral of 24 malnourished male children and 55 malnourished female children.
4. 5,352 pregnant and lactating women, along with 1,283 children, have received Supplementary Nutrition Food (SNF).



PSYCHIATRY SYMPOSIUM



To celebrate World Mental Health Day, the **Psychiatry Symposium 2023** was organized by the Shifa Center of Professional Excellence – SCOPE, in collaboration with the Department of Psychiatry, Shifa International Hospitals Limited (SIHL) Islamabad.

The day began with an opening address by Mr. Taimoor Shah, Chief Operating Officer, SIHL Islamabad, who set the stage for the symposium with a warm welcome. His words emphasized the significance of mental health and the importance of these discussions in the context of Pakistan.

Throughout the day, we were privileged to hear from esteemed speakers, each contributing valuable insights into various aspects of mental health.

- Prof. Dr. Khalid Mufti, Medical Director/CEO Ibadat Hospital Peshawar and Member Federal Mental Health Authority, Pakistan, provided a historical perspective on the evolution of mental health services in Pakistan, shedding light on the progress made and the path ahead.
- Prof. Dr. M. Iqbal Khan, Vice Chancellor, Shifa Tameer-e-Millat, Islamabad, stressed on the importance of mental health, highlighting its pivotal role in overall well-being.
- Prof. Dr. Abdul Wahab Yousafzai, Consultant/HOD Psychiatry, SIHL Islamabad, eloquently reminded us that mental health is a universal human right, deserving of attention, care, and respect.
- Dr. Sehar Ashraf, Associate Consultant Psychiatry, SIHL Islamabad, discussed the significance of World Mental Health Day, emphasizing the global effort to reduce the stigma surrounding mental health.
- Dr. Mehboob Yaqub, Consultant Psychiatry, SIHL Islamabad, addressed the myths and misconceptions surrounding mental health, dispelling these barriers to seeking help and support.
- Dr. Nosheen Kazmi, Associate Consultant Psychiatry, SIHL Islamabad, provided a compassionate insight into children's mental health, reinforcing the idea that everyone deserves happiness and peace of mind.
- Clinical Psychologist, SIHL, Islamabad, Ms. Attia Rehman, shared real stories of struggle and hope, giving a voice to the individuals who have overcome their mental health challenges.

The symposium was brought to a close with inspiring closing remarks and shield`s distribution by Chief Executive Officer, SIHL, Dr. Zeeshan Bin Ishtiaque. He appreciated the efforts of Prof. Dr. Abdul Wahab Yousafzai for his efforts on thought-provoking event. He reaffirmed the significance of mental health in our lives and our communities.

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

In collaboration with Nutrition International, Shifa Foundation is fervently implementing the Multiple Micronutrient Supplementation (MMS) program as a vital component of the Maternal and Newborn Health and Nutrition Services in SWABI, Khyber Pakhtunkhwa. The primary aim of this partnership is to provide robust operational support, guaranteeing the smooth execution of MMS initiatives, in perfect alignment with Nutrition International's all-encompassing integrated intervention for Maternal and Newborn Health and Nutrition (MNHN). This collaboration represents a dedicated effort to enhance the overall well-being and health outcomes of mothers and newborns, by ensuring access to essential micronutrients, and furthering our commitment to the betterment of maternal and child health in SWABI.



Monthly Overview:

1. Team of healthcare professionals carried out monitoring and supervision visits at various health facilities in Swabi. The primary objective of these visits was to provide comprehensive support for the implementation of MMS activities at the district level. The active participation of these health officials during the monitoring visits greatly contributed to the successful execution of MMS initiatives.
2. Extensive MMS training program focusing on enhanced approaches took place from the 16th of the month across 12 intervention Union Councils (UCs) and was a collaborative effort between the National Institute (NI) and a change consultant. It encompassed various healthcare roles, including Lady Health Workers (LHWs), Lady Health Visitors

(LHVs), Lady Health Supervisors (LHSs), Women Medical Officers (WMOs), and Facility Incharges. The training was organized into different batches, each tailored to specific healthcare roles:

Batch 1 (October 16, 2023): Conducted at the District Health Office (DHO), this batch trained 14 LHVs from the 12 intervention UCs.

Batch 2 (October 16, 2023): Hosted at the Taj Mahal Hotel, this session provided training to 25 LHWs from the same 12 intervention UCs.

Batch 3 (October 18, 2023): Carried out at the DHO, this batch involved all LHVs from the 12 intervention UCs.

Batch 4 (October 18, 2023): Held at the Taj Mahal Hotel, this session trained an additional 25 LHWs from the 12 intervention UCs.

Batch 5 and Batch 6 (October 23-24, 2023): These sessions, hosted at both the DHO office and the Taj Mahal Hotel, included LHWs and WMOs from the 12 intervention Ucs.

MECHANICAL VENTILATION IN NEONATES AND CHILDREN

Shifa Center of Professional Excellence (SCOPE) organized a series of workshops focusing on **Mechanical Ventilation in Neonates and Children.**

Distinguished speakers who shared their expertise on various aspects of mechanical ventilation. The workshop aimed to provide insights into neonatal and pediatric mechanical ventilation, addressing specific modes, principles, and disease-specific considerations.



- Dr. Shahid Nazir provided a foundational understanding of mechanical ventilation in neonates, covering topics such as respiration mechanics, lung development, and when to use assisted ventilation.
- Dr. Yasser Masood discussed mechanical ventilation modes, oxygenation and ventilation principles, and the goals of ventilation, offering a comprehensive overview of respiratory support strategies for neonates and children.
- Dr. Fatima Gul addressed disease-specific mechanical ventilation approaches for pediatric respiratory conditions, including asthma, increased intracranial pressure, pulmonary hypertensive crises, and Pediatric Acute Respiratory Distress Syndrome (PARDS). She emphasized lung protective strategies and tailored ventilation techniques.

Hands On segments were provided by the Respiratory Therapy Department, Ms Tooba Sehr Aftab, Mr. Khateeb Ur Rehman, Mr. Khwaja Mohsin Ali and Ms. Areeba Nasir, provided participants with the skills and knowledge to operate various ventilators, Modes of Ventilation (AC/ SIMV), Volume guarantee Ventilation, Ventilation/ Oxygenation / ABGs, Basics of HFOV, all of which play a crucial role in the treatment of sick infants in Pediatric and Neonatal ICUs.

Dr. Kh. Junaid Mustafa - Chief Medical Officer, SIHL, Dr. Arif Malik - Director Risk Management, SIHL and Mr. Umar Farooq, Acting Chief Nursing Officer, SIHL appreciated the efforts of organizers.



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

In collaboration with Konstanz University in Germany, Shifa Foundation is actively involved in the implementation of the CRCT Phase of the ICC-T Project. This initiative is dedicated to providing comprehensive training for 720 elementary and secondary school teachers within four specific study regions across Pakistan. The goal is to elevate the well-being of children by equipping teachers with the essential knowledge and competencies necessary to create a nurturing and conducive learning environment. The project's effectiveness is further fortified by a dedicated research team comprising psychologists and expert trainers.

Central to this initiative is the holistic development of children, which addresses their educational, emotional, and social needs comprehensively. Through this partnership, we aim to empower teachers with the tools and expertise required to foster an environment that nurtures the growth and development of the next generation, ensuring they have access to quality education and support.



Monthly Overview:

1. Conducted a 5-day training session with research assistant teams from AJ&K, Punjab, Islamabad, and Sindh.
2. Initiated follow-up with government authorities in AJK and Punjab to secure necessary NOCs for conducting the study in schools.
3. Conducted visits to 12 randomly selected schools in Islamabad, ensuring compliance with inclusion and exclusion criteria as per the study protocol, ultimately finalizing 8 schools for the study.
4. Held a productive meeting with Deputy Director Dr. Tabbasum, obtaining the NOC to carry out the study in the 8 selected schools in Islamabad.
5. Commenced pre-visits to Islamabad schools and organized meetings with school principals to provide project orientation following standardized guidelines and documentation procedures.
6. Submitted lists of randomly selected Secondary and Higher Secondary schools in Khairpur Mirs & Naushahro Feroze and received NOCs from District Education Officers.
7. Attended weekly team meetings via Zoom with Prof. Tobias, Florian, Kate, and Dr. Alaptagin to ensure project alignment.
8. Conducted a comprehensive half-day training session with Florian and Kate regarding team leader training in AJK, Punjab, Islamabad, and Sindh.
9. Participated in a 2-hour training session with Kate (PhD) Clinical Psychologist, a post-doctorate researcher, focusing on team psychology.
10. Our team leader in Islamabad visited two schools, randomly selecting students from grade 7, providing them with an orientation about the assessment. He also distributed consent forms and instructed the students to return them with their parents' signatures before commencing the baseline assessment.

ADULT MECHANICAL VENTILATION - WORKSHOP

Shifa Center of Professional Excellence – SCOPE organized a workshop focusing on **"Adult Mechanical Ventilation - Workshop"**. The workshop aimed to educate healthcare professionals on various aspects of adult mechanical ventilation. Key highlights included:

- Dr. Hajira Bukhari explained different ventilation modes, their strategies, settings, and clinical applications, emphasizing the differences between assist-control and pressure support ventilation modes.
- Dr. M Abdul Quddus Anwar discussed patient-ventilator interaction, highlighting the importance of synchrony for patient comfort and clinical outcomes, and addressing causes and effects of asynchrony.
- Dr. Abid Ilyas introduced attendees to adaptive support ventilation, covering its principles, settings, and clinical scenarios where ASV is beneficial, offering insights into advanced ventilation techniques.
- Dr. Jaffar Khan and Saher Piyara provided insights into spirometry, lung volumes, and their clinical applications, including patient preparation, test procedures, and result interpretation, with a hands-on spirometry demonstration.

Dr. Aftab Aktar - Head of Department Critical Care, SIHL, Dr. Kh. Junaid Mustafa - Chief Medical Officer, SIHL, Mr. Malik Uzair - Director Operations, SIHL, Mr. Umar Farooq - Acting Chief Nursing Officer, SIHL and Ms. Ayesha Siddiqi - Supervisor Respiratory Therapy Department appreciated the efforts of organizers for conducting this workshop and distributed token of appreciation.



IMAGE BUILDING AND VISIBILITY THROUGH SOCIAL MEDIA

Shifa Foundation remains resolute in its unwavering dedication to harnessing the dynamic power of social media platforms as a pivotal means to connect with its audience and drive forward its mission of providing healthcare, education, and vital support to underserved communities. By skillfully utilizing the strategic and potent capabilities of social media, Shifa Foundation has successfully elevated awareness of its transformative initiatives, actively fostered community engagement, and garnered substantial support for its noble causes. We wholeheartedly acknowledge the indispensable role that social media plays in forging connections with a diverse and expansive audience, enabling the dissemination of critical information, and cultivating a strong sense of unity around the profound impact of Shifa Foundation. Through these influential platforms, Shifa Foundation has adeptly woven intricate networks of significance, sparked meaningful conversations, and catalyzed a wave of positive actions for change. Together, we are utilizing the digital landscape to amplify our message and extend our reach, making a lasting difference in the lives of those we serve.

Facebook		Instagram		Twitter		LinkedIn	
Posts	2,317	Posts	1,978	Posts	1,366	Posts	1,398
Likes	27,973,736	Likes	407,682	Likes	224,924	Likes	356,481
Reached	28,048,927	Reached	410,288	Reached	228,985	Reached	418,707



CENTRE OF PHILANTHROPY AND COMMUNITY SERVICES (COPCS)

COPCS department is committed to empowering marginalized communities through the establishment of impactful partnerships with potential donors, volunteers, and philanthropic individuals. Our well-documented history serves as a testament to our proficiency in securing financial support from a diverse array of domestic and international donor organizations, corporations, and individuals.

In addition to our successful fundraising endeavors, our close collaboration with dedicated volunteers enables us to spearhead community-led initiatives. With these invaluable resources at our disposal, COPCS department is fully equipped and poised to provide essential assistance to underserved populations. Our unwavering dedication and proactive efforts play a pivotal role in advancing socio-economic well-being within the community, creating a lasting and meaningful impact.

Tree Plantation Drive:

We are delighted to recount the incredible journey of our recent campaign—Tree Plantation Drive at Model Forestry Park, Malpur, Islamabad, which proved to be a resounding success. Collaboration played a pivotal role in this initiative, and we are proud to highlight the generous support of the Capital Development Authority (CDA) and Leverify, who joined hands with us. Their contribution of essential resources, including land, plants, gardeners, equipment, and refreshments, was nothing short of inspiring. What set this campaign apart was the collective effort of seven universities: Air University, Bahria University, Foundation University, Shifa College of Medicine (SCM), National University of Sciences and Technology (NUST), National University of Modern Languages (NUML), and Quaid-e-Azam University. Their enthusiasm, commitment, and dedication to the cause of environmental preservation were truly heartwarming. Our Tree Plantation Drive unfolded on a grand scale, featuring approximately 200 participants from the universities, each armed with a shared desire to make a positive impact on our environment. The atmosphere buzzed with energy as we planted saplings and nurtured the seeds of change. The success of this campaign transcends mere numbers; it embodies the tangible impact we've made. Model Forestry Park now teems with new life, a testament to the collective efforts of everyone involved. We anticipate that the trees we planted will yield countless benefits for our environment and community in the years to come. A heartfelt expression of gratitude goes to CDA, Leverify, the participating universities, and every individual who played a role in making this event a triumph. As we reflect on this achievement, we plan to continue our collaborative efforts to make the world a better place for all.



Breast Cancer Awareness (PINK LADY CAMPAIGN):

Reflecting on the impactful Pink Lady Campaign, we are thrilled to recount the remarkable journey we undertook throughout the entire Cancer Awareness Month. This campaign served as a tribute to the unwavering strength, resilience, and unity displayed by all those who joined hands with us in spreading awareness about breast cancer.

Over the month, we immersed ourselves in the Pink Lady Campaign with boundless enthusiasm, unwavering passion, and a profound commitment to the cause. Our primary objective was to illuminate the path towards a future free from the shadows of breast cancer, and we are delighted to report significant strides in that direction.

Our strategy included reaching out to corporate offices and educational institutions through impactful seminars and awareness sessions. What truly set this campaign apart was the collaborative effort of numerous esteemed organizations, including Shifa College of Medicine (SCM), National University of Science and Technology (NUST), National University of Modern Languages (NUML), Human Developmental Foundation (HDF), Unilever, Transworld, Roots (TMUC), Koh-e-Noor, Serena Hotel, Telenor, IBEX, and Arid University. These venues became the stages where we disseminated crucial knowledge about breast cancer prevention, early detection, and the importance of regular check-ups. This incredible journey would not have been possible without the unwavering support and dedication of our remarkable team, our valued partners, and the individuals who actively participated in our sessions.

As we celebrate the achievements of the Pink Lady Campaign, we acknowledge that our work is far from over. This initiative is not confined to a month; it is a movement. We are steadfast in our commitment to sustaining this momentum and expanding our efforts to ensure that breast cancer awareness remains a top priority in our ongoing mission.



FEED THE POOR (FOOD PACKAGES DISTRIBUTION)

Under "Feed the Poor" drive, our mission revolves around the monthly provision of food parcels to families in dire need. Shifa Foundation remains resolute in its commitment to securing consistent contributions from generous donors, ensuring that the nutritional requirements of vulnerable households are met. In October, we reached a significant milestone by distributing a remarkable **2.9** metric tons of food packages to **66** families. This initiative has left a positive impact on the lives of **301** individuals residing in various locations in Islamabad and Rawalpindi. With the unwavering support of our dedicated donors, Shifa Foundation has ambitious plans to expand our outreach, extending a compassionate hand to even more deserving families, and making a profound difference in their lives.




HEALTH CARE





Shifa Foundation plays a pivotal role in delivering healthcare services to disadvantaged individuals by aiding deserving patients at both the Shifa Falahee Clinic and Shifa International Hospitals. In the month of October, this unwavering commitment materialized as we extended support to **30** patients grappling with a diverse range of medical conditions through our patient treatment panel. It serves as an embodiment of our dedication to ensuring that individuals in need have access to essential medical care and the vital support they require. We are committed to making a meaningful difference in the lives of those who rely on us for their health and well-being.

Your participation in this transformative journey is sincerely valued as we endeavor to instill hope and create a profound impact on the lives of those in need. Together, we can rewrite the narrative of hope, resilience, and transformation.

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