



**SHIFA  
FOUNDATION**  
*making an effort*

MONTHLY

# NEWSLETTER

SEPTEMBER - 2024

**SHIFA FOUNDATION**  
**MAKING AN EFFORT**

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📍 Plot No. 210, Street No. 7, I-9/2, Islamabad - Pakistan

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## SHIFA FOUNDATION'S THREE-DECADE JOURNEY OF IMPACT

Its establishment in 1991, Shifa Foundation has emerged as a leading non-profit organization, affiliated with Shifa International Hospital. Founded by healthcare professionals and philanthropists, its mission is to serve underserved communities across Pakistan, providing essential services such as healthcare, water, sanitation, disaster relief, and education to over 8 million people without discrimination.

Accredited by bodies like the Pakistan Centre for Philanthropy and the Economic Affairs Division, Shifa Foundation's efforts focus on ensuring that marginalized populations can access their fundamental rights with dignity. The foundation's extensive experience has enabled it to craft sustainable, community-based solutions, while actively advocating for policy reforms that uplift disadvantaged segments of society.

Through its work, Shifa Foundation continues to create an enabling environment for children, women, and families to thrive and claim their rights to health, education, livelihood, and citizenship.



## SHIFA FOUNDATION'S STRATEGIC DISCUSSIONS WITH PUNJAB GOVERNOR



A significant strategic dialogue took place between Governor of Punjab, Sardar Salim Haider Khan, and Dr. Khadeeja Azhar, Executive Director of Shifa Foundation, accompanied by senior members of the Foundation, including Amir Ali (Provincial Manager), Zia-ur-Rehman (Associate Director), and Syed Ali Raza (District Program Coordinator). This meeting showcased the Foundation's ongoing efforts to address critical health and development challenges across Pakistan.

During the discussion, Dr. Khadeeja Azhar provided an insightful overview of Shifa Foundation's stunting prevention initiative, which is currently being implemented in 14 districts of Punjab. Supported by the World Food Programme and the Benazir Income Support Programme, this initiative aims to tackle malnutrition and improve the health outcomes of vulnerable communities across the region.

Governor Sardar Salim Haider Khan expressed his deep appreciation for the transformative work of Shifa Foundation. He acknowledged the Foundation's vital contributions to health, nutrition, water, sanitation, hygiene, and emergency response. In his remarks, he emphasized the importance of these efforts in enhancing public health and pledged his continued support to help expand and elevate the program's impact.

This strategic dialogue represents a meaningful step forward in strengthening collaboration for long-term, sustainable health solutions across Punjab, reinforcing the shared commitment to improving the lives of communities throughout the province.

# SHIFA FOUNDATION CELEBRATES WORLD HEART DAY WITH A COMMUNITY FOCUS ON CARDIOVASCULAR HEALTH

Shifa Foundation's Philanthropic Team recently joined forces with Shifa International Hospital's Cardiology Department, the Medical Student Association at Rawalpindi Medical University, and the Rawalpindi Chamber of Commerce to commemorate World Heart Day. This event was an opportunity to raise awareness about cardiovascular health, promote prevention, and encourage proactive heart care among communities.

The celebration featured enlightening presentations from top cardiologists, including Dr. Asaad Akbar Khan (Head of Cardiology), Dr. Asad Ali Saleem, Dr. Umer Mufti, and Dr. Liaquat Zaman, who provided valuable insights into cardiovascular health, preventive measures, and the importance of timely care. Their collective expertise offered attendees crucial knowledge to safeguard heart health. Dr. Khwaja Junaid Mustafa, Chief Medical Officer (CMO), provided the opening remarks, setting the tone for the day's informative and engaging discussions.

Special gratitude was extended to Dr. Manzoor ul Haq Qazi, Chairman of Shifa Foundation, whose closing remarks were an inspiring call to action for improving heart health. The event's success was made possible by the invaluable contributions of our sponsors, whose support was instrumental in promoting this essential cause.

These efforts not only enhanced awareness about heart health but also strengthened the commitment to fostering a heart-conscious, healthier community.



# FOSTERING A SAFE ENVIRONMENT: HIGHLIGHTS FROM SHIFA FOUNDATION'S PSEA TRAINING



Shifa Foundation recently conducted a comprehensive **Prevention of Sexual Exploitation and Abuse (PSEA)** training for its employees, underscoring the organization's commitment to creating a safe and respectful environment. This critical training covered essential topics such as sexual abuse, harassment, violence, and safeguarding protocols.

Employees actively participated in discussions aimed at recognizing the signs of abuse, understanding proper reporting mechanisms, and fostering accountability. The training equipped staff with the necessary knowledge and tools to protect both themselves and the vulnerable communities they serve.

By enhancing our focus on safeguarding, we continue to uphold the highest standards of integrity in our humanitarian efforts, ensuring the well-being of our employees and beneficiaries. This training marks another step in Shifa Foundation's ongoing mission to foster a culture of respect and safety for all.



## DEFENSE DAY CELEBRATION: SHIFA FOUNDATION, SERVING COMMUNITIES

Every year, Pakistan's Defense Day serves as a powerful reminder of the courage, sacrifice, and unity demonstrated by our armed forces in safeguarding the nation.

At Shifa Foundation, we recognize the importance of instilling these values of patriotism and resilience in the younger generation, particularly among underprivileged communities that may lack the resources to celebrate this significant day.



This year, Shifa Foundation organized a special event to commemorate Defense Day for children from marginalized backgrounds. Our objectives were twofold: to provide these children with opportunities to participate in the festivities and to educate them about the historical significance of this day.

As part of the celebration, the children received Pakistan's national flags, symbolizing our unity and independence. Their joy was evident as they waved the flags proudly, connecting them to the spirit of Defense Day. This simple yet impactful gesture allowed them to feel included in a celebration that honors the strength of our nation and the heroes who protect it.

In addition to flag distribution, we ensured that the children received nutritious food items. Many come from families facing financial challenges, and providing them with healthy meals not only brightened their day but also highlighted Shifa Foundation's commitment to supporting those in need.

The event also featured interactive sessions where the Shifa Foundation team engaged the children in discussions about the significance of Defense Day. They participated in activities like making paper flags and discussing the bravery of Pakistan's armed forces. This approach aimed to empower the children with knowledge and inspire a sense of pride and responsibility toward their country.

Shifa Foundation remains dedicated to uplifting and empowering underserved communities, not just through humanitarian aid but also by fostering a sense of belonging and national pride.

# SHIFA CENTER OF PROFESSIONAL EXCELLENCE (SCOPE)



## **Breast Imaging & Intervention Masterclass (Sept 1, 2024)**

Shifa International Hospitals, in collaboration with SCOPE, hosted a comprehensive masterclass on advanced breast imaging techniques. Key speakers, including Dr. Sana Sayeed and Dr. Madiha Saeed Wahla, highlighted continuous education, standardized reporting, and practical tips for ultrasound and biopsies. The session empowered participants with enhanced clinical skills.

## **Low Back Pain Management Session (Sept 7, 2024)**

Led by Muhammad Kashif Khan, this session featured experts Dr. M. Bilal Rizwan and Hamza Bilal, who shared evidence-based strategies for managing low back pain. Attendees gained valuable insights into diagnostic tools and non-pharmacological treatments for LBP.

## **PCOS Workshop (Sept 13, 2024)**

SCOPE partnered with the Endocrinology Department to hold a PCOS workshop focused on adolescents and premarital women. Dr. Saba Hafeez led discussions on diagnosis, lifestyle interventions, and advanced treatment options for PCOS, emphasizing early detection for improved outcomes.

## **World Patient Safety Day (Sept 19, 2024)**

This year's theme, "Improving Diagnostic Accuracy for Patient Safety," brought together healthcare professionals to address diagnostic errors. The event promoted collaboration and advanced diagnostic techniques, aligning with global safety goals.

## **Breastfeeding Workshop (Sept 2024)**

A two-day event that covered the benefits of breastfeeding, maternal nutrition, and practical insights for healthcare professionals. The workshop focused on supporting mothers and improving infant nutrition.

## **High-Alert Medications Session (Sept 26, 2024)**

Aimed at reducing medication errors, this session highlighted the importance of proper prescribing, patient education, and medication reconciliation. Attendees engaged in scenario-based learning to enhance HAM management.

## **Kangaroo Mother Care Training (Sept 27, 2024)**

In collaboration with UNICEF, this workshop trained healthcare professionals on KMC techniques to improve neonatal outcomes in Pakistan. Experts shared insights on preterm care, breastfeeding, and national KMC guidelines.

# BENAZIR NASHONUMA PROGRAM BALOCHISTAN

## MONTHLY ACHIEVEMENTS

### Emergency Relief:

- Distributed 500 food packages to flood-affected families in Sindh, supporting over **2,500 individuals**.
- Provided **1,200 hygiene kits** in collaboration with UNICEF, enhancing health and sanitation for **1,200 families**.

### Health Camps:

- Conducted 3 free medical camps in underprivileged areas, treating over **700 patients**, with **250 patients** receiving follow-up care.
- Successfully performed **120 cataract** surgeries, restoring vision for 120 individuals and improving their quality of life.

### Nutritional Support:

- Completed **2,500 MUAC** checkups, identifying 300 cases of malnutrition in children and referring **150 cases** for further assistance.

### Community Engagement:

- Organized 10 awareness sessions focused on health education, benefiting over **400 participants** with crucial information on nutrition and hygiene.

### Partnerships:

- Collaborated with the World Food Programme, providing training to **80 community** workers on nutrition and health promotion, empowering local leaders to effect change.



# EMERGENCY HEALTH RESPONSE JAMSHORO

The "Emergency Health Response in Selected Union Councils (UCs) of Jamshoro" project aims to address urgent health needs in communities impacted by natural disasters and socio-economic challenges. This training enhances the capacity of healthcare workers and community leaders to deliver integrated maternal, newborn, and child health services during emergencies.



## Objectives:

- Enhance understanding of maternal, newborn, and child health in emergencies.
- Promote evidence-based maternal and newborn care to reduce mortality.
- Educate on Prevention of Sexual Exploitation and Abuse (PSEA).
- Improve Integrated Management of Childhood Illness (IMCI) competencies.
- Foster community engagement and health campaigns.

## Monthly recap

- **Training Sessions:** Conducted a one-day training on Sehat Ki Dastak and IMNCI, led by Dr. Zaid from UNICEF, to improve maternal and child health services.
- **Field Monitoring:** Regular field visits assessed project implementation and OPD service performance, ensuring quality health services.
- **Health Education:** Community sessions focused on hygiene practices and disease prevention, emphasizing women's participation.
- **Nutritional Awareness:** Conducted IYCF sessions for mothers and trained on PSEA to create a supportive environment for women and children.
- **Screenings:** Screened Pregnant and Lactating Women (PLWs) and children

for malnutrition, facilitating timely interventions.

- **Kit Distribution:** Distributed clean delivery and newborn kits to support safer childbirth and neonatal care.
- **World Patient Day:** Organized community events to promote patient rights and highlight healthcare quality.

## 3. Stakeholder Meetings

- Collaborated with district health officials to review project data, assess health interventions, and identify improvement areas.
- Engaged with religious leaders to enhance community awareness of Shifa Foundation initiatives, notably in RMNCH and IMNCI.
- Conducted regular meetings with various health facility in-charges to strengthen coordination and data management.

## 4. Donor Engagement

A UNICEF representative visited to review project progress and provide feedback. This visit helped reinforce donor relations and ensure program accountability.

## 5. Health Facility Coordination

Field teams maintained weekly visits to health facilities for effective patient referrals, enhancing communication and addressing any service gaps.

# BENAZIR NASHONUMA PROGRAM – PUNJAB



## Key Achievements from September

### 1. Strategic Dialogue with Provincial Leadership:

- A significant meeting was held between the Governor of Punjab, Sardar Salim Haider Khan, and Dr. Khadeeja Azhar, Executive Director of Shifa Foundation. The discussion focused on the Foundation's extensive initiatives in health, nutrition, and emergency response, highlighting the importance of the stunting prevention program currently implemented in 14 districts of Punjab.

### 2. Continued Support from Government Officials:

- The Governor expressed deep appreciation for Shifa Foundation's transformative work and pledged his ongoing support to expand and enhance the impact of the Benazir Nashonuma Program (BNP), reinforcing a shared commitment to improving public health outcomes in Punjab.

### 3. Mission Visit from Asian Development Bank (ADB):

- A successful visit from ADB and BISP at FC THQ Wah General Hospital highlighted the program's achievements. The Chairman of ADB commended Shifa Foundation for its effective implementation of the BNP and showed interest in expanding the program further.

### 4. Monitoring and Oversight Activities:

- The Provincial Manager conducted visits to various Field Centers (FCs), including DHQ Rawalpindi, THQ Wah Cantt, and THQ Murree, to monitor ongoing activities and ensure effective implementation of the program.

### 5. Impressive Beneficiary Enrollment and Support:

- In September, the BNP achieved the following key outputs:
- **New Enrollments: 2,185 individuals** (including 236 boys, 223 girls, 1,528 pregnant women, and 198 lactating women).
- **Total Beneficiaries Served: 14,100 individuals** received specialized nutritious food (SNF) across various categories.
- **SNF Distributed:** A total of **75.369 MT** of SNF was distributed, showcasing the program's commitment to addressing the nutritional needs of the most vulnerable groups in the community.

The Benazir Nashonuma Program continues to make significant strides in addressing malnutrition among mothers and children in Punjab. The collaborative efforts between Shifa Foundation, government officials, and development partners underscore the importance of sustained support and innovative strategies to prevent stunting and improve health outcomes.

# BENAZIR NASHONUMA PROGRAM SINDH

Pakistan faces a child nutrition crisis, with **40.2%** of children stunted, **28.9%** underweight, and **17.7%** wasted. To combat this, the Benazir Income Support Programme (BISP) has initiated a Conditional Cash Transfer Intervention to promote health and nutrition services. The Shifa Foundation, in partnership with the World Food Programme (WFP), is enhancing the Nashonuma Program in targeted districts to strengthen Reproductive, Maternal, Newborn, and Child Health (RMNCH) services.



## MONTHLY ACHIEVEMENTS

In September 2024, the team registered **11,123 beneficiaries**, including **2,982 pregnant** and breastfeeding women (PBW) and **611 children**. Despite challenges such as network issues and increased logistics costs, the team effectively utilized **68.42 MT** of specialized nutrition food (SNF).

### **Progress Summary**

New Registrations: **2,982 (including 1,602 children)**

Assisted Beneficiaries: **11,123 (6,613 mothers and 4,510 children)**

### **Consumption Summary for September 2024**

Total SNF Used: **68.42 MT**

Mumta: **46.96 MT**

Wawamum: **21.46 MT**

### **Key Health Initiatives**

Counseling Sessions:

- Breastfeeding Counseling: **6,613 women**

- Nutrition Counseling: **11,123 mothers**

- Other Health Counseling: **11,123 mothers and children**

-NADRA Referrals: **1,020 beneficiaries (882 for B-Form)**

The team showed resilience and adaptability despite numerous challenges, resulting in a positive outcome. Continued efforts are expected to yield further improvements in the coming months.



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

in partnership with care international pakistan, shifa foundation is implementing a comprehensive initiative aimed at supporting flood-affected families in district matiari, sindh. the project focuses on providing financial aid, enhancing agricultural and livestock livelihoods, and promoting kitchen gardening to alleviate food insecurity and improve nutrition among vulnerable populations.



## Key Achievements for September 2024

### 1. Cash Grants Distribution:

- Distributed **1,200 conditional cash grants** to support livelihood activities.

### 2. Nutritional Assessments:

- Conducted **3,200 MUAC screenings** for children under five:
  - **Boys (6-23 months):** 553
  - **Girls (6-23 months):** 500
  - **Boys (24-59 months):** 2,460
  - **Girls (24-59 months):** 2,053
- Identified **142 cases of Severe Acute Malnutrition (SAM):**
  - **Boys (6-23 months):** 51
  - **Girls (6-23 months):** 69
  - **Boys (24-59 months):** 9
  - **Girls (24-59 months):** 13

### 3. Health Screenings:

- Screened **1,441 women** for malnutrition:
  - **Pregnant Women:** 756
  - **Lactating Women:** 685

### 4. Iron and Folic Acid Supplementation:

- Provided **3,432 doses of IFA** to adolescent girls in schools.

### 5. Community Engagement:

- Conducted **97 awareness sessions** on health and nutrition.

### 6. Food Supplement Distribution:

- Distributed **14,400 Ready-to-Use Therapeutic Food (RUTF)** packets and **438,570 Iron Folic Acid supplements**.

### Field Monitoring Visit

A joint field monitoring visit by District Coordination Committee for Nutrition (DCCN) members assessed project effectiveness and community engagement. Key observations included:

- Successful implementation of kitchen gardening sessions and seed distribution.
- Positive health status of livestock and community involvement in nutrition interventions.

Shifa Foundation is committed to enhancing food security and nutrition services in District Matiari. The achievements in September reflect our ongoing dedication to improving the lives of vulnerable populations through collaborative efforts and targeted interventions.

# MMS SMART SCALE-UP PROJECT

Maternal and newborn health in Pakistan faces critical challenges, with a neonatal mortality rate of 42 per 1,000 live births and a significant prevalence of low birth weight (23% in 2018). Micronutrient deficiencies are prevalent, contributing to high rates of anemia and malnutrition among women of reproductive age. The MMS SMART Scale-up Project aims to address these issues by transitioning from iron-folic acid (IFA) to multiple micronutrient supplements (MMS) as the standard of care for pregnant women.



## Monthly Achievements

### 1. Successful Orientation of Project Staff:

The workshop effectively oriented 23 participants, including 14 newly hired regional project staff and representatives from Shifa Foundation and Nutrition International. This collaborative effort aimed to enhance understanding of the MMS SMART Scale-up Project and its implementation strategies.

### 2. Implementation Strategy Rollout:

Participants were introduced to a comprehensive rollout strategy that included insights on project specifications, reporting fundamentals, and key deliverables. This strategic alignment is expected to bolster the project's effectiveness in maternal and newborn health.

### 3. Capacity Building Initiatives:

The workshop focused on building the capacity of the project staff, with targeted outcomes of improved performance and sustainability. Participants gained valuable knowledge in project implementation, coordination, and the importance of collaborative efforts to serve humanity effectively.

### 4. Policy and Operational Insights:

Attendees received a thorough orientation on administrative, human resources, and procurement policies, ensuring clarity on the processes necessary for successful project management and financial disbursements.

### 5. Collaborative Framework Established:

A participatory approach allowed for collaborative discussions on the roles of Shifa Foundation and Nutrition International in project implementation, fostering a strong foundation for teamwork in addressing the critical maternal and child health needs in Pakistan.

These achievements mark a significant step towards integrating multiple micronutrient supplements (MMS) as the standard of care for pregnant women in Pakistan, aiming to improve nutrition outcomes and reduce anemia rates by 2026. The collaborative efforts demonstrated in this workshop lay the groundwork for a successful project rollout across the targeted districts.

# ADVANCING MATERNAL HEALTH THROUGH MMS & IMPLEMENTATION RESEARCH (AMMI)

The AMMI project, in collaboration with Nutrition International (NI) and the Government of Pakistan, aims to implement research on antenatal multiple micronutrient supplementation (MMS) in Swabi district, Khyber Pakhtunkhwa. The project is currently in Phase 3 of implementation research, focusing on developing Pakistan-specific solutions to enhance maternal nutrition.



## **1. Monitoring Visits and Engagements:**

Conducted monitoring visits to several health facilities, including RHC Anbar Kunda and BHU Deri Zakarya, ensuring that MMS distribution is being accurately documented and delivered to pregnant women. Discussions with healthcare providers reinforced the need for proper record-keeping and adherence to project guidelines.

## **2. Supportive Supervision:**

A comprehensive supportive supervision visit was undertaken across all 12 union councils involved in the intervention, assessing MMS implementation at 14 health facilities. Close collaboration with local health workers (LHWs) facilitated effective oversight of the MMS activities.

## **3. International Oversight:**

Miss Roslyene, Global Portfolio Director, visited Swabi to meet with local health authorities and the MMS team, providing valuable insights and appreciation for the ongoing efforts to improve maternal health through MMS.

## **4. Director Nutrition Engagement:**

Dr. Fazal Majeed conducted a monitoring visit to RHC Tordher, where he interacted with local health workers and evaluated the documentation and educational materials associated with the MMS initiative, contributing to the research's effectiveness.

## **5. MMS Distribution Planning:**

A detailed distribution plan for MMS was developed for health facilities and the LHW program. This planning will enhance the efficiency of MMS delivery and ensure that all pregnant women receive the necessary supplements.

## **6. Training and Capacity Building:**

New District Education Officers (DEOs) were hired to support MMS scale-up efforts. They received training on data entry and reporting processes, ensuring they are equipped to engage in MMS distribution activities effectively.

## **7. Total MMS Distributed:**

- **1st Bottle Distributed:** 3,273
- **2nd Bottle Distributed:** 667

The AMMI project continues to make significant strides in advancing maternal health through MMS in Swabi. Collaborative efforts with local healthcare providers and international partners underscore the commitment to improving maternal nutrition and health outcomes in the region.

# CENTRE OF PHILANTHROPY AND COMMUNITY SERVICES (COPCS)

The Centre of Philanthropy and Community Services (COPCS) made significant strides in various community outreach initiatives during September 2024, focusing on health care, grassroots fundraising, and event coordination.



**Healthcare Support:** In partnership with Shifa International Hospital, Shifa Foundation facilitated the treatment of 55 deserving patients, providing critical medical assistance. The COPCS team coordinated patient referrals, admissions, and treatment approvals through restricted and general donations, ensuring efficient support to underprivileged individuals.

**Fundraising and Event Coordination:** The team worked diligently to secure sponsorships and partnerships for upcoming events, particularly for World Heart Day. Collaboration efforts included discussions with key organizations like Hilton Pharma, Centaurus Mall, Khaadi Corporation, and others. Additionally, a focus on CSR (Corporate Social Responsibility) initiatives led to promising engagements with various companies for long-term collaborations and sponsorships.

**World Heart Day Event:** COPCS played a pivotal role in organizing the World Heart Day event, securing sponsorships and coordinating with multiple pharmaceutical companies and stakeholders. The event included a seminar, walk, and various awareness activities, successfully engaging corporate sponsors, volunteers, and the community.

**Tree Plantation Drive:** In collaboration with LEVERIFY and CDA, COPCS organized a successful tree plantation campaign, contributing to environmental sustainability while enhancing the visibility of Shifa Foundation's ongoing initiatives.

**Food Distribution:** A food distribution drive was conducted in Rawalpindi, Islamabad, and Jhelum, benefiting underprivileged communities. The team coordinated logistics and ensured the smooth execution of this humanitarian effort. COPCS remains committed to its mission of providing healthcare, driving fundraising efforts, and coordinating impactful community events to uplift underprivileged communities across Pakistan.



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

## Achievement/Key Highlights for the month of September 2024

- Attended team meetings via Zoom with Dr. Florian and Katharina Gossman.
- Project Manager arranged meetings with school heads in Rawalpindi and Islamabad to start FU-1.
- Meetings with Florian and Kate (Psych.D) virtually and attended training on CANVAS.
- Followed up with the data entry team to track entered data and provided new files for data entry.
- Followed up with the Secretary of Education to implement the ICC-T project in three districts: Muzaffarabad, Bagh, and Hattian Bala.
- Coordinated with school heads in District Khairpur Mirs, Sindh, to implement follow-up-1 (FU-1).
- Started follow-up-1 in Government Girls High School, Pir Jo Goth.
- Recruited and hired 9 research assistants for CANVAS project in Sindh and Punjab study sites.
- German Trainer arrived in Pakistan and started conducting training with research assistants for the CANVAS project.



Join us in this compelling journey of impact, where every step we take brings us closer to a brighter, more equitable future for all. Together, we can make a world of difference. We sincerely value your participation in this transformative journey as we strive to instill hope and make a profound impact on the lives of those in need.



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