**Development support communication campaigns in Pakistan**

1. **COMMUNICATIONS PARTNER FOR JSI**

Center facilitated John Snow International (JSI) in its communications related work for its USAID funded, Pakistan Integrated Health Systems Strengthening and Service Delivery project. The project benefitted from Center’s technical input for design and refinement of strategic content and materials related to the project. Professional design templates were finalized to bring harmony in the periodic reports and materials. In addition to this, Center has been supporting the project in all its event management activities.

**Duration:** 0.6 Years

**Coverage:** National

**Donor:** JSI

**Focus:** Maternal, Newborn and Child Health

2. GIZ FUNDED SUPPORT TO LOCAL GOVERNMENT PROJECT (LOGO

Center has been working with the LoGo Program’s result area State-Citizen Dialogue for development and implementation of a Communication for Development (C4D) Campaign to support citizen’s voices, rights and responsibilities in Pakistan. The Support to Local Governance Program is implemented by GIZ and SDC to improve service delivery by local government in Khyber Pakhtunkhwa (KP) and Punjab. The program consists of three interlinked components of supporting local government reforms, increasing local revenue generation, right to information and enhancing state-citizen dialogues. LoGo has been implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and co-financed by the Swiss Agency for Development and Cooperation (SDC).
The program aims at strengthening the local government system by contributing to a trust-based state-citizen relationship and building capacities for service delivery based on people’s needs. This is where a series of integrated communication activities, based on human centered design approach and entertainment education, were launched to steer an interactive communications campaign between the local government and citizens. The outreach aimed at multiple segments of society, especially women and youths. Under this initiative, Center developed and launched a fictional character named “Qasim the Khadim” to be the carrier of messages to citizens and counterparts. The character was developed through a participatory approach based on human centered design and has inputs from partners in Punjab and KP. Qasim the Khadim has reached thousands of people, including students and women across Punjab and Khyber Pakhtunkhwa through trans media activities, such as theatre performances, comics and posts for social media, as well as live action and animation videos.

One key achievement of the LoGo project was its exhibition at the second edition of the prestigious Paris Peace forum at la Grande Halle de La Villette, in Paris, France. It is a European initiative championed by the president of France, Mr. Emmanuel Macron to tackle global problems that requires international cooperation and collective action. The Right to Information Evaluation Methodology, which is part of the LoGo Project, was the only project that was selected from Pakistan to be showcased at this prestigious international forum from more than 700 project submissions from 115 countries. The representation of Pakistan within the context of its progress in the field of “Right to Information” was a recognition of its efforts in a field that is quite contemporary as well as critical to the modern concept of democracy. Center was part of the group that represented Pakistan alongside the Government dignitaries including the Federal Education Minister, Mr. Shafqat Mehmood, the Provincial Minister for Information KP, Mr. Shaukat Yusufzai and the Provincial Finance Minister for KP, Mr. Taimoor Jhagra. LoGo project has led with a work package to increase knowledge and awareness about rights and responsibilities of an active citizenship through interventions based on human centered design, visibility strategies, excellence in learning, Entertainment Education (EE), outreach and social mobilization, and civic education. Center has also built the capacity of all concerned government partners from KP and Punjab in continuing the activities for long-term benefits to the core mandate of the project.

**Duration:** 1.5 Years

**Coverage:** Provinces of Punjab and Khyber Pakhtunkhwa, Pakistan

**Donor:** GiZ

**Focus:** Local Governance

**3. TRAINING MATERIALS FOR HEALTHCARE PROVIDERS FOR DEVELOPING MULTI-SECTORAL HEALTH SYSTEM RESPONSE TO GENDER BASED VIOLENCE INCLUDING SEXUAL VIOLENCE**

Center for Communications Programs Pakistan, henceforth Center, is facilitating WHO in development of informational materials and infographics as part of its efforts to provide technical support to Government of Pakistan, Ministry of National Health Services Regulation and provincial health departments to develop multi-sectoral health system response to Gender based Violence including Sexual Violence. Research suggests that health service providers and health facilities are often the first point of entry for survivors of GBV including sexual violence who decide to disclose incident and seek help. However, the lack of policies, guidelines and requisite capacities as well as preparedness among health care providers is a key barrier to address GBV as a health problem in both development settings and humanitarian crisis. Center’s developed materials will goa long way in supporting the capacity development efforts for increasing the readiness, capacity and response of healthcare providers to deal with GBV survivors according to their needs. The developed materials will facilitate the following objectives: 1. Trainings of facility based health staff and care providers i.e. doctors, LHVs/nurses, midwives, practitioners, psychologists & managers on clinical management of rape; 2. First line (LIVES) and psycho-social support and referral for SGBV survivors; 3. IEC material for facility and community based awareness 4. Strengthening multi-sectoral coordination among health department; administration of merged tribal district and sectoral departments

Center holistically applied all technical as well as creative skills necessary for the development of the said animations and info graphics. This included technical content development, scripting and storylines, character development for the animations, ambience, environment, color scheme and situations development, Info graphic content and structure development, healthcare provider barrier and limitations analysis, translation of technical jargon into understandable language, storyline and scene development and integrated visuals and illustrations development.

Duration: 0.2 Years

Coverage: Pakistan

Donor: WHO

Focus: Gender Based Violence

**4. AAWAZ II – INCLUSION, ACCOUNTABILITY AND REDUCING MODERN SLAVERY PROGRAMME**

The AAWAZ II program is a DFID funded 5-year initiative which will work with local communities to promote; the rights of the most vulnerable population including children, women, youth, religious minorities and people with disabilities to strengthen their control over their own development. The program has a focus on exclusion and exploitation issues in local communities that disproportionately affects vulnerable and marginalized groups. The AAWAZ II program is the successor initiative to AAWAZ I (a voice and accountability program implemented between 2012-2018, also funded by DFID) that reached over 7 million poor and marginalized people across 45 districts of KP and Punjab. The AAWAAZ II program aims to work on the development and promotion of a more inclusive, tolerant and peaceful Pakistan. The program aims to achieve this vision by working both with communities and state institutions to support increased voice, choice and control for women, girls, boys, youth, religious minorities and marginalized groups by supporting/ strengthening systems and community responses that provide protection from exploitation and prevent discrimination and intolerance at all levels.

**Duration:** 5 Years

**Coverage:** Khyber Pakhtunkhwa and Punjab

**Donor:** DFID

**Focus:** Modern Slavery

**Key Results and Achievements**

During the inception phase: Center has developed the first modern slavery vulnerability index for the AAWAZ II project. Based on this index, detailed district profiles of 61 districts of Khyber Pakhtunkhwa and Punjab were created with relevant details on each indicator that was contributing to the index. Center, as a strategic partner, has also developed a communication strategy which will support program interventions by communicating messages towards reducing modern slavery and risks for vulnerable groups in Pakistan.

**5. DEVELOPING COMMUNICATION STRATEGY FOR SEHAT SAHULAT PROGRAM IN PAKISTAN**

Social Health Protection (SHP) program commenced in Pakistan in 2015 under two distinct names i.e. Sehat Sahulat Program (SSP) - previously known as Prime Minister’s National Health Program (PMNHP) - at the federal level and Social Health Protection Initiative (SHPI) at the provincial level (Khyber Pakhtunkhwa). Both program are now recognised as ‘Sehat Sahulat Program’ and currently cover a population of over 4.5 million families/households living below the poverty line. Center, with support of GiZ, is developing Communication Strategy for Sehat Sahulat Program with the objective of improving acceptability, knowledge and awareness among all stakeholders i.e program, purchasers’ of health service, providers of healthcare services, policy makers, beneficiaries as well as other partners such as Non Governmental Organizations which are associated with the program.

**Duration:** 0.35 Years

**Coverage:** National

**Donor:** GIZ

**Focus:** Social Health Protection

**Key Results and Achievements**

Through extensive consultations with federal and provincial Sehat Sahulat Program, Center has conducted a stakeholder analysis as well as desk review to inform the development of a comprehensive communication strategy. Both these documents focus primarily on communication related initiatives.

**6. SUKH DISSEMINATION**

Center for Communications Programs Pakistan facilitated Aman Foundation in disseminating its project results to its stakeholders through strategic placement of content and materials. Center’s role was to create content that can engage the stakeholders and amplify project achievements. The content included both digital and printed materials and was disseminated through digital media as well as series of launch events in Karachi, Lahore and Islamabad.

**Duration:** 0.2 Years

**Coverage:** Karachi, towns of Malir, Korangi, Landhi and Bin Qasim

**Donor:** Aman Foundatin, David and Lucile Packard foundation and Bill and Melinda Gates Foundation

**Focus:** Family Planning

**Key Results and Achievements**

Center led the creation of creative materials on both print and electronic formats along with media amplification of its dissemination events held nationwide. Dissemination materials included multiple items targeting its stakeholders Media briefs were developed for media representatives and all launch events were widely covered in both electronic and print media.