

*Center for Communication Programs*



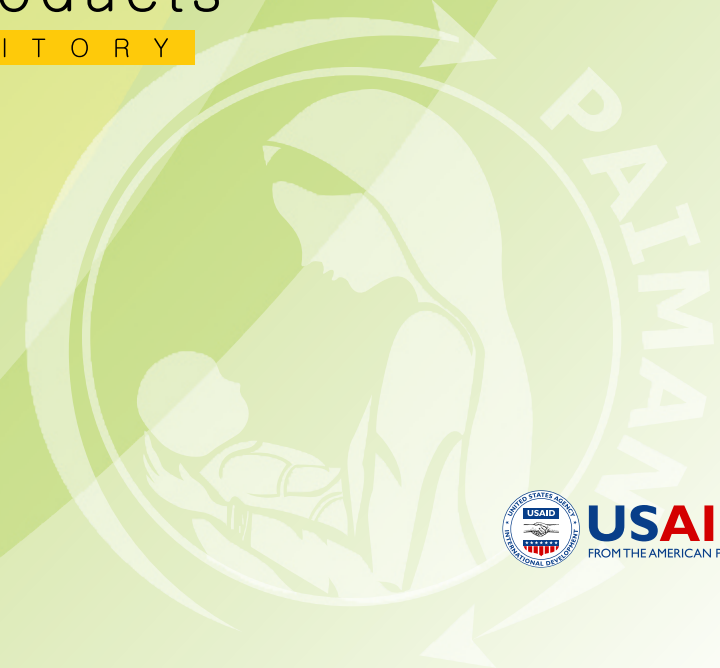
JSI Research & Training Institute, Inc.

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# PAIMAN

Media Products

A REPOSITORY



Pakistan Initiative for Mothers and Newborns (PAIMAN) is a USAID funded six-year project which aims to reduce the country's maternal, neonatal and child mortality as well as improve family planning situation. PAIMAN works at national, provincial and district levels to strengthen the capacity of public and private health care providers improve health care system infrastructure and bring about a positive change in attitudes of the general public towards maternal, newborn and child health (MNCH) issues. In addition to two tribal agencies, PAIMAN is being implemented in 24 districts across Pakistan in all four provinces and Azad Jammu & Kashmir.

The communication and advocacy components of PAIMAN are the responsibility of Johns Hopkins University's Center for Communication Programs (JHU-CCP). CCP, in consultation with its stakeholders, has formulated a Communication Advocacy and Mobilization (CAM) Strategy for achieving the first of the five strategic objectives of PAIMAN which is to "increase awareness and promote positive maternal, newborn and child health behaviors". As part of the implementation of CAM Strategy, CCP has produced a number of communication and advocacy products for reaching out to various target audiences. This repository provides a brief overview of these products developed for PAIMAN by CCP in first five years of the implementation of the project. The objective of the repository is to share these products with PAIMAN partners and have a visual documentation for future use and learning.

The repository is divided in five main sections covering enter-education and advocacy products developed through Electronic media as well as printed educational and promotional material. The last section provides brief overview of calendars and giveaways developed by CCP for PAIMAN.

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Electronic Media  
Enter-education Products

## Electronic Media

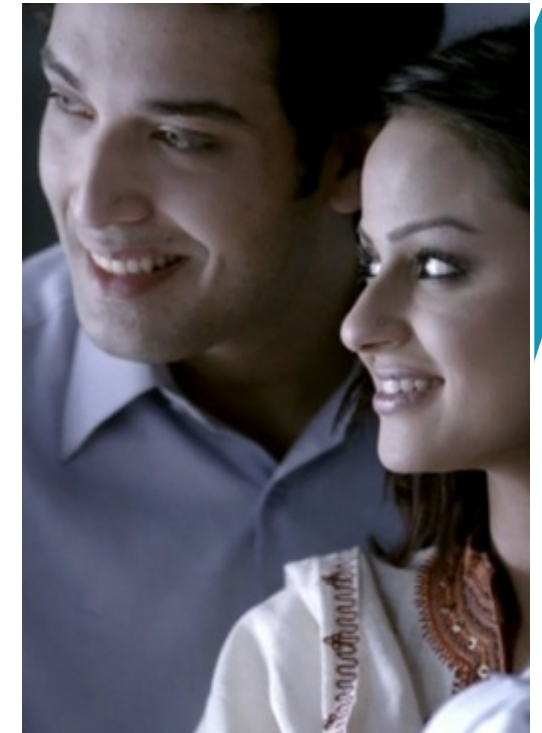
### Enter-education Products



Product:	Music Video 2 "Zindagi" [Life]
Production year:	2009
Language:	Urdu
Format:	DVD
Time Length:	~4 minutes 44 Seconds
Directed by:	sohail Javed
Creative Agency:	Adetude (Pvt) Ltd.
Singer:	Sajjad Ali
Purpose:	To promote the responsibility of family members for providing extra care to a newborn with the aim of insuring an improved neonate and child outcomes
Description:	PAIMAN programmatic expansion encompassed aspects of child health in addition to its earlier focus on maternal and newborn health issues. PAIMAN music video "Zindagi" aimed at positioning childcare as a very special stage in parents' life. The song and the music video reflect joy and celebration in life which are essential for upbringing of a healthy child.

## Electronic Media

### Enter-education Products



Product:	Music Video 1 "Paiman" [Life]
Production year:	2008
Language:	Urdu with English subtitles
Format:	DVD
Time Length:	~5 minutes 30 seconds
Distribution:	PTV Home ,Hum TV, ATV, & TV One
Directed by:	Sohail Javed
Creative Agency:	Lowe & Rouf Pvt. Limited.
Singer:	Shafqat Amanat Ali Khan
Purpose:	To promote the responsibility of family members especially of husband for providing extra care to a pregnant woman with the aim of insuring an improved maternal and neonate outcomes
Description:	PAIMAN music video aimed at positioning pregnancy as a very special stage in a woman's life. It also highlighted the important but often neglected fact that the health and wellbeing of mother and her unborn child is a mutual responsibility of the husband and her family members. The video is directed by the award winning Pakistani director, Sohail Javed while famous Pop Star, Shafqat Amanat Ali Khan has lent his vocals to the lyrics specially written for PAIMAN. The song was formally launched on February 6, 2008 and aired from May 28 to July 6, 2008.



## Electronic Media

### Enter-education Products



Product:	Television Commercials (TVCs) Child Health
Production year:	2009
Language:	Urdu with English subtitles
Format:	DVD
Total spots:	Two
Time length:	Breastfeeding: 50 seconds; Diarrhea: 52 seconds
Creative Agency:	Adetude Private (Ltd)
Singer:	Sajjad Ali
Purpose:	To communicate & promote the importance of breastfeeding for safeguarding the dietary requirements of children during the first six months of birth and to promote positive behaviors for diarrheal treatment.
Description:	The television commercial on child health are a sequel of the previously produced commercials by PAIMAN on birth preparedness and antenatal check ups. These TVCs focus on infant & childcare – for exclusive breastfeeding and management and treatment of diarrhea – for ensuring positive health outcomes.

## Electronic Media

### Enter-education Products



Product:	Television Commercials (TVCs) Maternal and Newborn Health
Production year:	2008
Language:	Urdu with English subtitles; and dubbed in Pashto and Sindhi languages
Format:	DVD
Time Length:	~5 minutes
Distribution:	Short version ~25 seconds Long version ~50 seconds
Airing:	PTV, ATV (Terrestrial TV Network) AVT Khyber (Pashto) & KTN (Sindhi), Sindh TV (Sindhi), Aaj TV, Hum TV, and Express News (Cable Networks)
Creative Agency:	Spectrum Communications
Singer:	Shafqat Amanat Ali Khan
Purpose:	To communicate messages on the importance of skilled birth attendance, antenatal checkups, postnatal care, birth preparedness and newborn care.
Description:	PAIMAN TVCs were produced to focus on key hurdles in adoption of healthy MNH behaviors. The TVCs conveyed messages on the importance of seeking the services of skilled birth attendant, antenatal checkups, postnatal care, birth preparedness and newborn care. Commercials were originally aired during the telecast of the drama series "Paiman" from August 10 to September 2, 2008 to have a complementary effect. In late 2008 and in 2009, TVCs were re-telecasted on different channels for greater recall and impact.

## Electronic Media

### Enter-education Products



Product:	Television Talk Show "Ghar Aik Paiman" [Home - A Promise]
Production year:	2009
Language:	Urdu
Format:	DVD
Time Length:	~ 30 minutes
Creative Agency:	Adetude Private Limited
Aired on:	Aaj TV (Cable Television Network)
Purpose:	To highlight the role that media personalities can play in order to promote maternal, newborn and child health issues through electronic medium in Pakistan.
Description:	One of PAIMAN's media agency Adetude produced and aired a special talk show "Ghar Aik Paiman" as a tribute to PAIMAN Consortium on Fathers Day. The production and airing of the show was fully sponsored by Adetude. The main purpose of the talk show was to highlight the role which media personalities can and need to play in order to promote maternal, newborn and child health issues on the electronic and print media in Pakistan. The talk show, was hosted by one of the most respected and popular media personalities - Ms. Samina Pirzada - and participated by Dr. Aitzaz Ahsan, a well known politician and activist and Mr. Mushtaq Minhas, host of a famous talk show "Bolta Pakistan". The Show was aired on Aaj TV on June 11, 2009.

## Electronic Media

### Enter-education Products



Product:	TV Drama Series "Paiman" [Promise]
Production year:	2008
Language:	Urdu, and dubbed in Pashto
Format:	DVD
Episodes:	13
Episodes length:	~ 40-50 minutes each
Original airing:	Pakistan Television (PTV) Home (Terrestrial)
Re-telecast:	ATV, AVT Khyber (Cable Networks).
Creative Agency:	Lowe & Rouf Pvt. Limited.
Purpose:	To promote pregnancy as a special condition in a woman's life requiring proper care, nutrition, hygiene, regular clinical examination and birth preparedness.
Description:	PAIMAN, under its Communication, Advocacy and Mobilization (CAM) Strategy, developed a 13-episode drama series "Paiman". Each episode of the drama series was based on real-life issues of mothers and newborns in Pakistan that had been derived from the findings of a qualitative research. The scripts of the drama series were written by a celebrated script writer Noor ul Huda Shah whereas some of the top most television directors of Pakistan directed its various episodes. The series featured a blend of senior and emerging stars playing some of the memorable characters of their lives.

Enter-education Products

Electronic Media



Product:	Radio Magazine Show "Paiman" [Promise]
Production year:	2009
Language:	Urdu, Pashto and Sindhi
Format:	Audio Compact Disc
Episodes:	13 each in Urdu, Sindhi and Pashto languages (Total 39)
Time Length:	~ 15-minutes
Broadcasting:	FM Channels: 95 (Jhelum), 97 (Khanewal), 99 (Dadu), 100 (Islamabad), and 106.2 (Sukkar) as well as on Radio Pakistan Stations of Islamabad, Jhelum, Khanewal, Multan, Rajanpur, Peshawar, Quetta, Khuzdar, Khairpur and Sukkur
Creative Agency:	Black Box Sounds
Purpose:	To highlight evidence-based distinct issues of maternal, newborn and child health.
Description:	Similar to the music video, the Radio Magazine Show aimed at positioning pregnancy as a very special stage in a woman's life. Each episode of the Magazine Show focused on a distinct MNCH issue based on evidence along with case studies, expert interviews, and facts & figures. The Show also highlighted issues and misperceptions related to pregnancy in an entertaining manner by a well known and anchor, Tosiq Haider, along with a team of radio stars.

Electronic Media  
Advocacy Products



## Electronic Media

### Advocacy Products

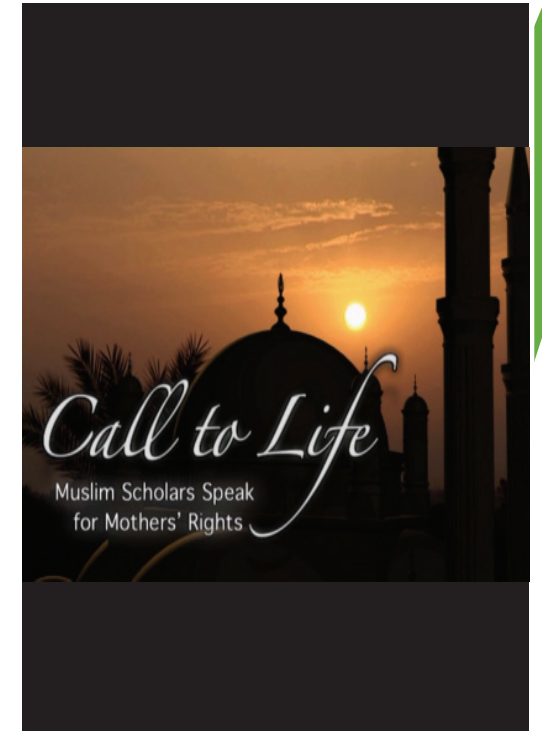


Product:	Mass Media Kit
Production year:	2009
Language:	English
Format:	DVD
Number of items:	In total 19 DVDs; containing 13-episode of TV drama serial "Paiman", all seven television commercials, two music videos, two documentaries and a television talk show
Creative Agency:	Sunrise digital & Capital Production
Distribution:	Among development partners and stakeholders
Purpose:	To have a comprehensive package of all the media products developed by PAIMAN to promote positive maternal, newborn and child health behaviors and to serve as a ready reference for partners and stakeholders in their work.
Description:	Mass media kit is developed with the aim to box together CCP's major television products, in a presentable kit; produced during last five years under PAIMAN project. Each product aims at increasing awareness and promoting positive maternal, newborn and child health behaviors among its target audience. Among the major media products, a television talk show "Paiman" a 13-episode TV drama serial also titled "Paiman", seven television commercials on MNCH, two music videos, and two documentaries on Ulama Intervention and puppet show were produced during the project life after a rigorous process from formative research of needs and audiences; and preparation of the communication strategy outlines to pre-testing the rough-cuts and finalization of the media airing plans

## Electronic Media

### Advocacy Products

Product:	Documentary on Ulama Intervention "Call to Life" (English) "Zindagi ki Pukar" (Urdu)
Production year:	2009
Language:	English
Format:	CD
Episodes:	~ 13 minutes
Creative Agency:	Adpro Communication
Distribution:	Through development partners and stakeholders
Purpose:	To document the approach and effectiveness of conveying maternal, newborn and child health messages through ulama.
Description:	The documentary primarily highlights the key features of the ulama intervention as an effort aiming to raise awareness and knowledge on maternal, newborn and child health with the support from and guidance of ulama in far-flung communities where reach of mass-media is limited and literacy is low. The documentary emphasizes the importance of ulama as an important medium for behavior change communication by assuring that religion and development can go hand-in-hand. The documentary begins with an overview of MNCH situation in Pakistan and draws attention to the significant role ulama can play in improving the lives of mothers and newborns across the Country.





## Electronic Media

### Advocacy Products



Product:	Video Presentation "PAIMAN – After the Promise"
Production year:	2009
Language:	English
Format:	DVD
Time length:	~ 50 minutes
Creative Agency:	Adpro
Purpose:	To have an attractive video presentation based on "successes", in each of the strategic objectives of PAIMAN, by comparing the present situation to the one when the Project had started for enhanced advocacy.

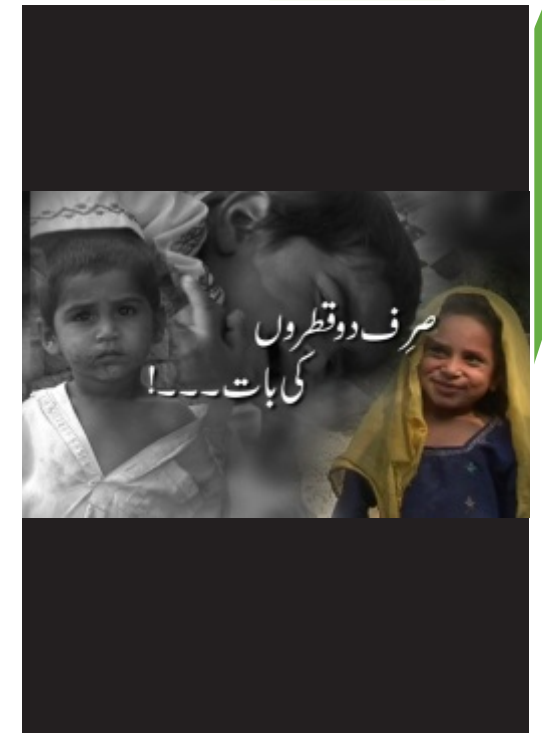
**Description:** Prepared for the Annual Technical Advisory Group (TAG) meeting of PAIMAN, this video presentation discusses "successes" and "innovations", in each of the five strategic objectives, by comparing the present MNCH situation in target areas to the beginning of the project. It highlights the goal, objectives, philosophy, activities and achievements of PAIMAN in a colorful and interesting manner.

The first version of the video was presented at the Fourth Technical Advisory Group meeting of PAIMAN in Dubai in year 2009 by the Chief of Party. This presentation was later updated and trimmed further to include all activities carried out in the Project. The second version of the video was first shown at the same year in Global Health Council Conference at Washington DC, USA.

## Electronic Media

### Advocacy Products

Product:	Documentary "Sirf Do Qatron Ki Baat" [A Matter of Just Two Drops]
Production year:	2009
Language:	Urdu
Format:	CD
Episodes:	~ 16 minutes
Creative Agency:	Adpro Communication
Distribution:	Through PAIMAN Consortium Partners and District Government officials
Purpose:	To evaluate the factors responsible for the persistence of polio incidence in district Khairpur
Description:	This short documentary commissioned at the special request of the District Coordination Officer, Khairpur, focuses on the situation of polio eradication campaign in Khairpur district. The video begins from the perspective of a polio affected person and is then steered towards giving insight into the polio cases registered during 2007 and 2008 in the Khairpur district. The documentary explores the factors responsible for the emergence of polio cases in spite of the coverage of Expanded Program on Immunization (EPI). The documentary aims to raise awareness and knowledge on issues of newborn health i.e. immunization, especially for polio eradication. The documentary also looks at the key features of the EPI program and possible reasons behind its failure in making a polio free environment.



## Electronic Media

### Advocacy Products



Product:	Documentary "Dancing Agents of Change" on the Pilot Testing of Puppet Shows in Communicating Maternal and Newborn Health Messages
Production year:	2007
Language:	English
Format:	CD
Episodes:	~ 9 minutes
Creative Agency:	Adetude Private Limited
Distribution:	To have video documentation of pilot testing of puppet shows in communicating maternal and newborn health messages.
Purpose:	To have video documentation of pilot testing of puppet shows in communicating maternal and newborn health messages.
Description:	A short documentary was produced to have video documentation of pilot testing of Puppet Shows at district Jhelum. The video begins with a brief overview of MNH situation in Pakistan and is then followed by an insight into PAIMAN, its objectives and the areas where it is being implemented. It highlights puppetry as an important effort aiming to raise awareness and knowledge on MNH issues by means of a low cost, colorful and entertaining art. The video looks at the key features, and clippings of puppet shows and response of audiences.

## Electronic Media

### Advocacy Products



Product:	PAIMAN TV Talk show
Production year:	2007
Language:	Urdu
Format:	DVD
Episodes:	11
Time length:	~ 25 minutes
Distribution:	ATV (Terrestrial Television Network)
Creative Agency:	Capital Productions and Interflow Communications Pvt. Limited.
Purpose:	To solicit commitment and support of district level decision makers for maternal and newborn health initiatives in their respective areas.
Description:	PAIMAN district television talk shows were produced to advocate for MNH issues by focusing on local MNH data and getting on-camera commitment from district government higher-ups for the betterment of prevailing situation. Each show featured a brief documentary on district MNH situation followed by a panel discussion by the key local level decision makers. A special episode titled "Making of the Talk Show" was the first one to be aired in line of 10 episodes. It comprised some of the important insertions from the district specific episodes besides a documentation of the production process at all locations.

## Advocacy Products

## Electronic Media



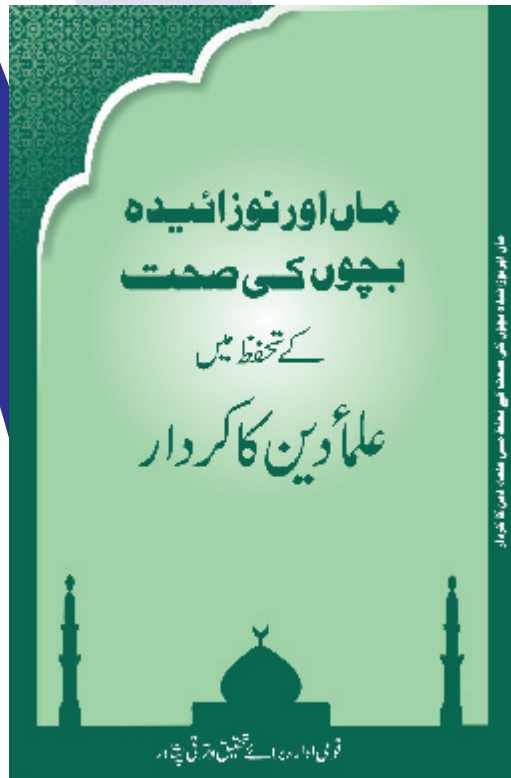
Product:	Documentary "Zindagi ki Dore" [Lifeline]
Production year:	2007
Language:	Urdu
Format:	DVD
Episodes:	~ 29 minutes
Creative Agency:	Montage Productions
Distribution:	Through Lady Health Workers during Support Group Meetings
Purpose:	To supplement MNH message given during support group meetings
Description:	The documentary "Zindagi ki Dore" is an abridged version of a 13-episode documentary series originally produced by Save the Children - US under its Saving Newborn Lives Initiative. The documentary highlights the worth of safe motherhood and calls for making all possible financial, material and nonmaterial arrangements before the time of birth so that necessary actions can be taken in time to handle complications. The documentary also highlights the importance of a clean delivery in detail while breastfeeding is encouraged as a healthy practice. Some of the family planning concerns are also addressed in the documentary.

Printed  
Educational Material



Printed

Educational Material



<b>Product:</b>	Ulama Book "Ma aur Nozaida Bachon ki Sehet kay Tahaffuz mai Ulama-e-din ka kirdar" [Role of Religious Scholars in Ensuring the Health of Mothers & Newborns]
<b>Latest Edition:</b>	2009 [earlier editions in year 2007 and 2008]
<b>Language:</b>	Urdu
<b>Dimensions:</b>	8.5" x 5.25"
<b>No. of pages:</b>	80
<b>Designed by:</b>	Sunrise Digital
<b>Distribution:</b>	At national, provincial and district levels among Ulama and concerned partners.
<b>Purpose:</b>	To serve as a resource material on MNCH for religious scholars and to highlight the role Ulama can play in furthering the cause of MNCH in Pakistan.
<b>Description:</b>	With inputs from various religious scholars on previous editions, the third version of the ulama book "Role of Ulama in Ensuring Mother and Child Health in Pakistan" served as the primary resource material for ulama in their advocacy work at the community level. The book contains several MNCH messages supported by relevant verses from Holy Quran and the sayings of Prophet (PBUH). The latest edition has endorsements from renowned religious scholars belonging to all major sects, which helped enormously in building the authenticity of the book.

Printed

Educational Material

<b>Product:</b>	MNCH Illustrative Brochure for Ulama
<b>Production year:</b>	2009
<b>Language:</b>	Urdu
<b>Dimensions:</b>	7.3" x 7.3"
<b>No. of leaves:</b>	2
<b>Designed by:</b>	Sunrise Digital
<b>Distribution:</b>	Among the attendees of mosques and seminaries, through ulama to support their sermons on MNCH issues.
<b>Purpose:</b>	To emphasize the need for taking appropriate care of mother, newborn and children among the attendees of mosques and seminaries who have come to attend sermons on MNCH issues delivered by Ulama.
<b>Description:</b>	Ulama brochure was produced as part of the awareness raising efforts and to supplement the MNCH messages communicated by Ulama in their sermons. The brochure contains 13 distinct behavior change message on MNCH. The main purpose for the brochure is for Ulama to share them among their audience after they have delivered sermons on MNCH issues, e.g. after Friday prayer. The brochure provides messages on antenatal and postnatal care and on care during delivery. While developing the brochure, special care was given to address religious injunction on the use of illustrations containing living images.



Printed

## Educational Material



Product:	Advocacy Kit "PAIMAN – After the Promise"
Latest Edition:	2009
Language:	English
Dimensions:	A4
Contents:	21 one-pagers on selected PAIMAN interventions
Designed by:	Sunrise Digital
Distribution:	At international, national, provincial and district levels through partners and in conferences, seminars and meetings.
Purpose:	To serve as a resource material on the work PAIMAN has undertaken in its first five years of implementation and to provide snapshot of key achievements.
Description:	The Advocacy Kit was produced to highlight PAIMAN's key achievements under each of its strategic objectives. The Kit was distributed on the Fourth Technical Advisory Group meeting held in Dubai in year 2009.

Printed

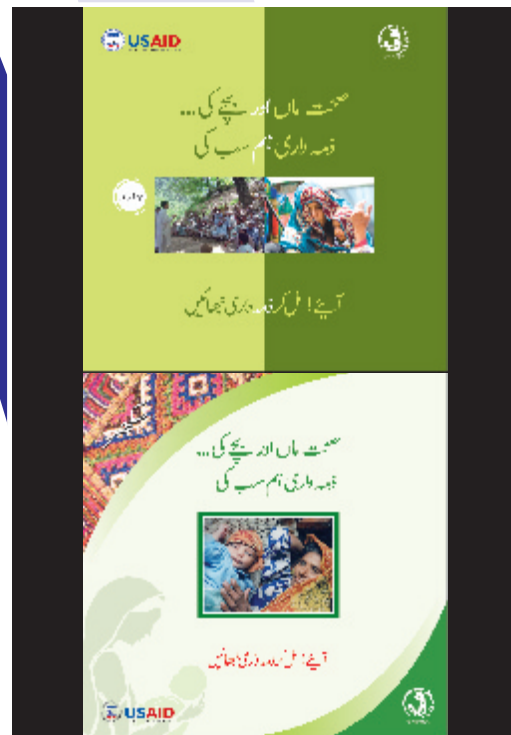
## Educational Material



Product:	Brochure Pakistan Initiative for Mothers and Newborns
Latest version:	2009
Previous versions	2006 and 2007
Language:	English
Dimensions:	9.0" x 7.5"
No. of leaves:	6
Designed by:	Johns Hopkins University, Center for Communication Programs
Designed by:	At district, provincial, national and international levels
Purpose:	To introduce "PAIMAN" highlighting 4+ years of successful partnerships and achievements to improve maternal, newborn and child health and family planning situation in Pakistan
Description:	The latest brochure on PAIMAN, designed in 2009, highlights the achievements made by the Project in the first four years of implementation. The brochure also reflects Project's geographic expansion into 14 new districts and programmatic extension into child health and family planning domains. Previously, two versions of PAIMAN brochures were printed to provide overall introduction of the Project.

Printed

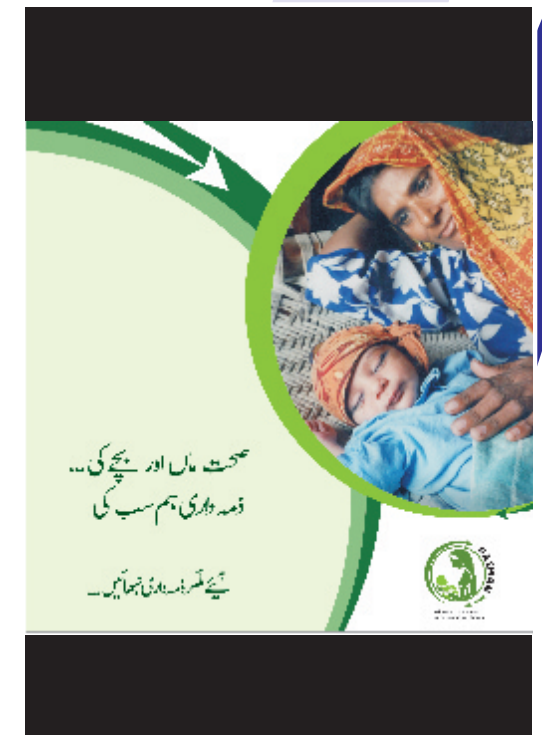
## Educational Material



Product:	District Specific PAIMAN Brochures "Sehat Maan aur Bachay Ke – Zemadari Hum Sab Ke" [Health of Mother and Child – Responsibility of Everyone]
Latest Edition:	2009
Previous version:	2008
Language:	Urdu
Dimensions:	7.25" x 7.25"
No. of leaves:	2
Designed by:	Sunrise Digital
Distribution:	At District Level through partners and stakeholders.
Purpose:	To highlight district specific MNCH situation along with countrywide overview of the same. And to inform various stakeholders about the role they can play for improving of MNCH situation in Pakistan.
Description:	Initially district specific PAIMAN brochures were developed to highlight the issues of Mothers and Newborn health (MNH) in the initial 10 project districts. In light of PAIMAN's programmatic expansion encompassing aspects of child health and family planning in addition to its earlier focus on maternal and newborn health issues, district-based brochures of the initial ten target districts were revised in 2009. Additionally, in light of PAIMAN's geographic expansion, brochures for the new 14 districts were also developed. Each brochure stresses the importance of a healthy mother, newborn and child and provides statistics of maternal, infant and child mortality at both the country and district levels.

Printed

## Educational Material

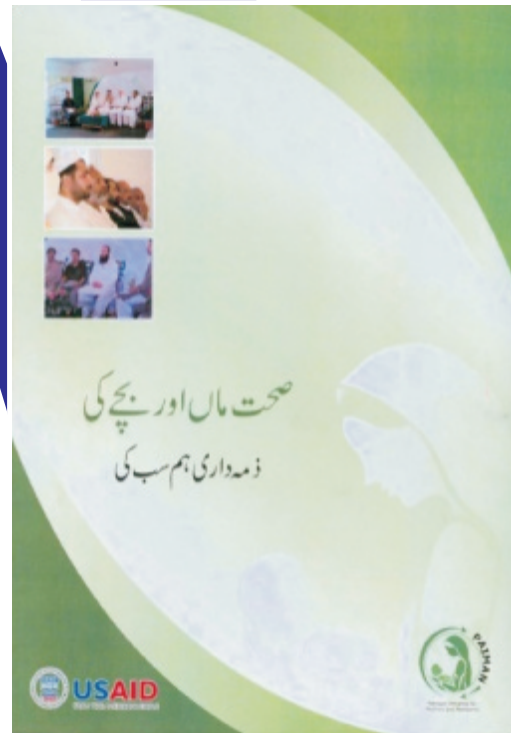


Product:	National PAIMAN Brochure "Sehat Maan aur Bachay Ke – Zemadari Hum Sab Ke" [Health of Mother and Child – Responsibility of Everyone]
Latest version:	2006
Language:	Urdu
Dimensions:	7.3" x 7.3"
No. of leaves:	2
Designed by:	Sunrise Digital
Distribution:	To national and provincial partners.
Purpose:	To emphasize the need for taking appropriate care of mother and newborn and to highlight MNH situation of the country. Also to inform various stakeholders about the role they can play for improvement of MNH
Description:	National PAIMAN brochure was produced as part of the awareness raising campaign and to supplement the district-based MNH brochure. The brochure stresses the importance of a healthy mother and newborn and provides facts and figures of maternal and newborn mortality in the Country. It looks at the reasons for the mortalities and the steps that can be taken to avoid them. It provides a brief introduction of PAIMAN besides specifying the roles that people in different capacities can play to improve the MNH situation.



## Educational Material

Printed



**Product:** Advocacy Kit "Sehat Maan aur Bachay Ke – Zedadari Hum Sab Ke" [Health of Mother and Child – Responsibility of Everyone]

**Latest Edition:** 2009

**Language:** Urdu

**Dimensions:** 10.3" x 7.7"

**Contents:** 5 one pagers and one booklet

**Designed by:** Sunrise Digital

**Distribution:** At national, provincial and district levels through partners and stakeholders.

**Purpose:** To inform decision makers and key stakeholders about MNH situation and the role they can play in improving the health of mothers and newborns at various levels.

**Description:** The advocacy kit was produced to stress the importance of taking appropriate care of mother and her newborn. It contains a booklet on the importance of MNH along with specially designed leaflets targeting different stakeholders and decision makers. The booklet is meant to support all advocates by providing data on the status and importance of MNH in the Country. The leaflets highlight the role of various stakeholders in providing an environment for the health and wellbeing of mothers and newborns in the country.

## Educational Material

Printed

**Product:** PAIMAN Communication, Advocacy & Mobilization (CAM) Strategy (English) "Paiman ke Iblaghi Hikmati Amli" (Urdu)

**Production year:** 2009; earlier versions in 2006 and 2007

**Language:** English (Urdu translation of 2007 version only)

**No. of leaves:** 65

**Designed by:** Crystal Printer (English), Sunrise Digital (Urdu)

**Distribution:** To PAIMAN consortium partners and concerned organization and professionals.

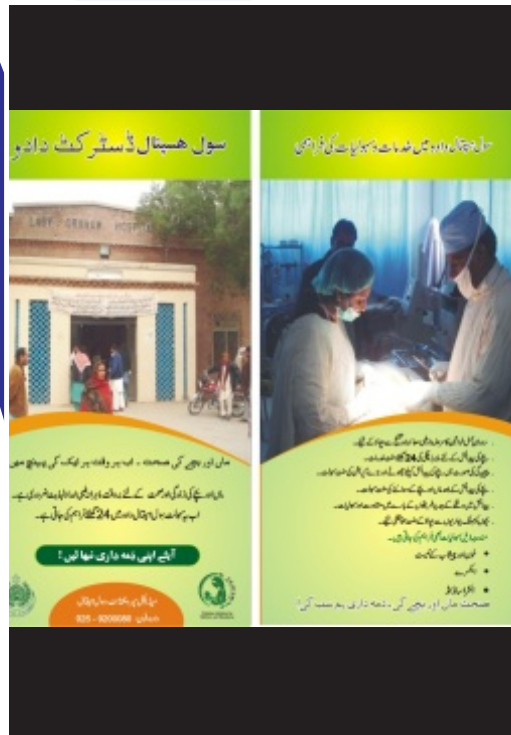
**Distribution:** To national and provincial partners.

**Purpose:** To set goal, objectives, key strategies and messages of PAIMAN for creating awareness, mobilizing community and doing advocacy for MNCH.

**Description:** The latest edition of the CAM strategy accommodated the new scope, child health and family planning in addition to maternal and newborn health, of work for PAIMAN after its geographic and programmatic extension. Positioning pregnancy as a special period in the life of a woman, the latest strategy stresses the role husbands, family members, and community can play in ensuring better maternal, newborn and child care. The strategy begins with an overview of the current MNCH situation in Pakistan and the existing initiatives undertaken to address the same. It briefly looks at the challenges to communication in Pakistan and enlists nine distinct groups of target audiences along with the objectives, sub objectives, activities and monitoring and evaluation indicators for each of the activity. CAM Message Matrix is given tabularizing evidence-based MNCH messages to be disseminated to the respective targeted audiences in view of their existing beliefs and practices.

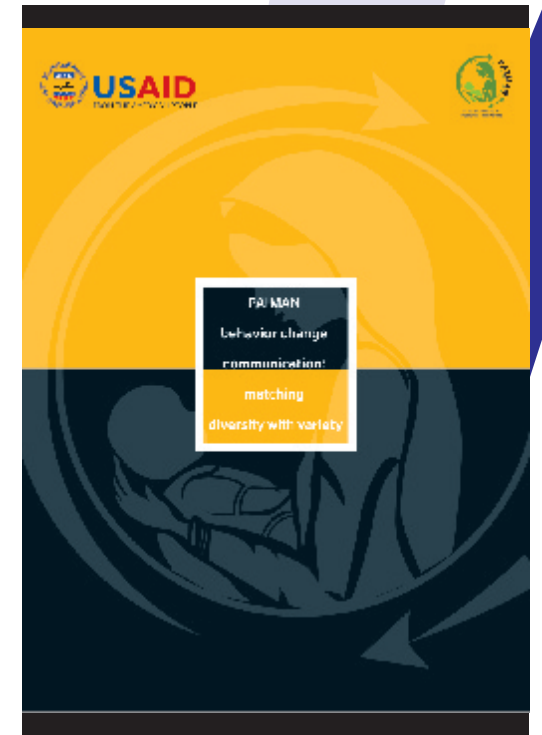


Educational Material



<b>Product:</b>	Health Facility Image Building Flyers "Maan aur Bachay ki Sehat – Abb har Waqt har Aik ki Pohanch main" [Health of Mother and Child – Now Available at Every Hour and in Reach of Everyone]
<b>Latest Edition:</b>	2009
<b>Language:</b>	Urdu
<b>Dimensions:</b>	3.75" x 7.25"
<b>Produced by:</b>	Talha Printers
<b>Distribution:</b>	Through PAIMAN partners in districts
<b>Purpose:</b>	For image building and promotion of services available in PAIMAN upgraded health facilities.
<b>Description:</b>	Flyers are developed to build image of and promote services available at 31 health facilities upgraded by PAIMAN. Each health facility flyer provides a brief detail of the maternal, newborn and child health services being offered. Country.

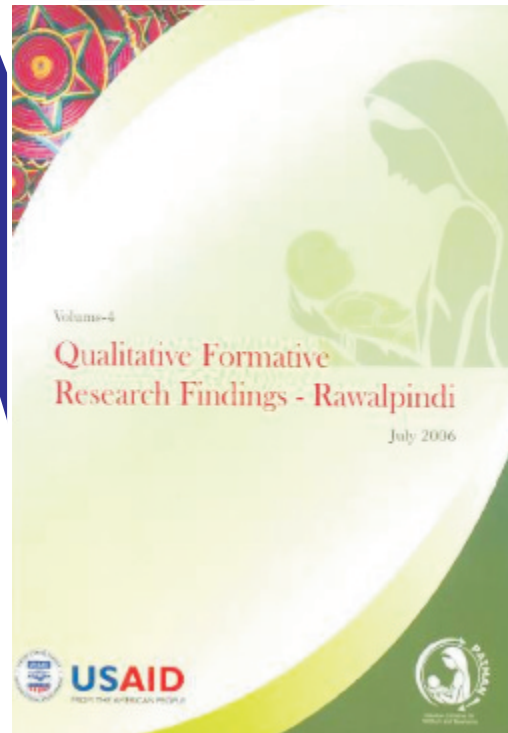
Educational Material



<b>Product:</b>	Advocacy Kit "PAIMAN Behavior Change Communication: Matching Diversity with Variety"
<b>Production year:</b>	2009
<b>Language:</b>	English
<b>Dimensions:</b>	9" x 7.5"
<b>Contents:</b>	Four briefs of 4 pages each
<b>Produced by:</b>	Sunrise Digital
<b>Distribution:</b>	Through PAIMAN consortium partners.
<b>Purpose:</b>	To highlight key communication interventions of PAIMAN from its Behavior Change Communication Strategy aimed at improving maternal, newborn and child health in Pakistan.
<b>Description:</b>	The Advocacy Kit highlights four of the key communication interventions of PAIMAN that were implemented with an aim to have a sustainable impact and be able to reach to a diverse group of audiences. The Advocacy Kit comprises briefs on the ulama interventions, partnership with journalists, puppet shows and district TV talk shows of PAIMAN. Each brief mentions, in detail, the methods, results, and provides a list of the major issues discussed during the development process of each of the intervention.

Printed

## Educational Material

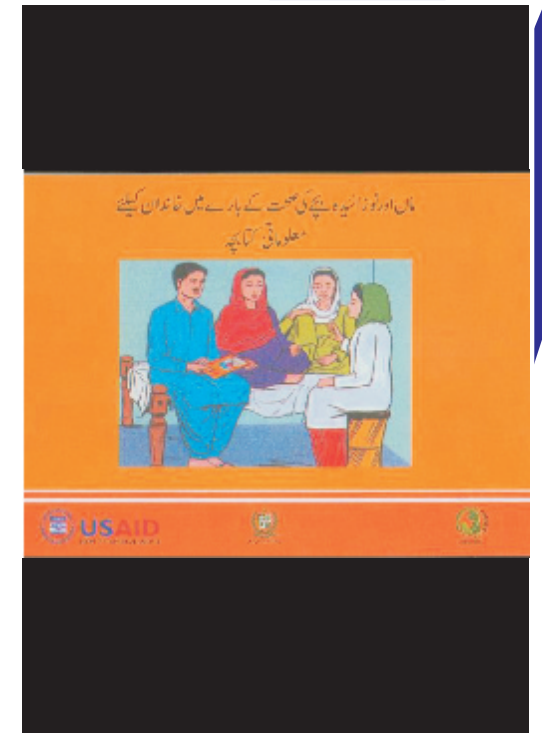


<b>Product:</b>	Reports on Qualitative Research“ Qualitative Formative Research Findings”
<b>Latest Edition:</b>	2006
<b>Language:</b>	English
<b>Designed by:</b>	Sunrise Digital
<b>Produced by:</b>	Talha Printers
<b>Volumes:</b>	Total 10 volumes whereas volume 1 provides summary
<b>Distribution:</b>	At national, provincial and district levels through partners.
<b>Purpose:</b>	To understand key maternal and newborn health attitudes and behaviors in selected districts of PAIMAN.
<b>Description:</b>	PAIMAN conducted formative research in 7 selected districts to examine existing MNH knowledge, attitudes, practices and norms in order to identify appropriate behavior change communication interventions. The complete set of formative research has nine volumes. Eight volumes deal with Study- 1 that examines the current MNH health-seeking and birth preparedness behaviors in each of the studied district besides studying the factors that facilitate or hinder these behaviors. Study II, on the other hand, investigates from health care providers the knowledge of obstetric and neonatal complications, perceptions related to accessibility of MNH services, perceptions of MNH and roles and responsibilities of providers. The complete volume contains a summary report of Study 1 & report on Study 2 and the formative research reports for seven selected PAIMAN districts. Study districts include Rawalpindi, Khanewal, D.G Khan, Buner, Jafferabad, Sukkur and Dadu.

Printed

## Educational Material

<b>Product:</b>	An Illustrative Booklet for Families“ Maan aur Nouzaida ke Sehat kay Barray main Khandaan kayliyay Maloomati Kitabcha” [An Informative Booklet for Families on Maternal and Newborn Health]
<b>Production year:</b>	2007
<b>Language:</b>	Urdu
<b>Dimensions:</b>	5.4” x 7.9”
<b>No. of pages:</b>	28
<b>Produced by:</b>	Spectrum Communications for Save the Children US
<b>Distribution:</b>	At the household level through the community mobilization officers of PAIMAN and LHWs.
<b>Purpose:</b>	To educate families about maternal and newborn health issues.
<b>Description:</b>	PAIMAN produced an informative booklet for families to disseminate MNH messages at the household level. The booklet contains illustrations along with key messages for care during pregnancy, effective handling of child birth and mother and newborn care in postpartum period.





## Educational Material

Printed

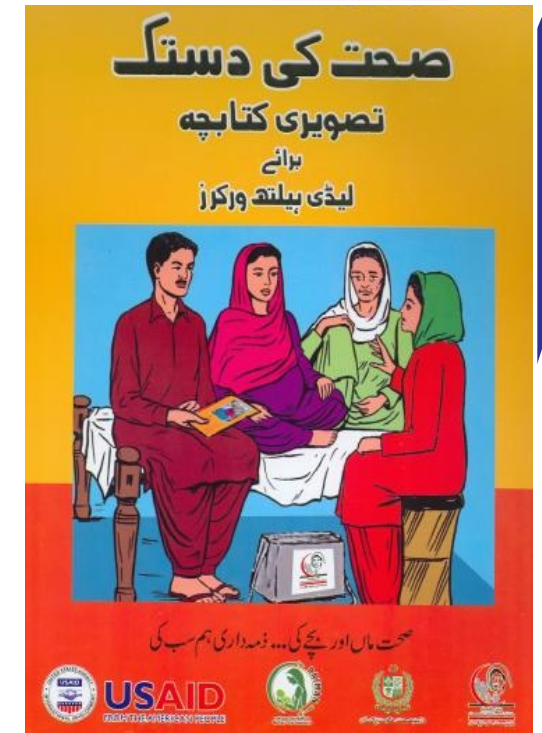


Product:	LHW Counseling Cards "Hamal Kay Duran Tabi Muaina" [Medical Examination During Pregnancy]
Latest Edition:	2005
Language:	Urdu
Dimensions:	11.2" x 7.7"
No. of Pages:	24
Designed by:	Spectrum Communications for Save the Children US
Distribution:	At district level through partners.
Purpose:	To assist LHWs in their counseling sessions/community outreach effort.
Description:	Counseling cards were produced to assist LHWs in their examination of pregnant women and to ensure that established procedures are precisely followed for maternal care during pregnancy, for effective handling of child birth and for mothers' and newborns' care in postpartum period. Pictorial illustrations are provided to ensure that all the instructions are followed well.

## Educational Material

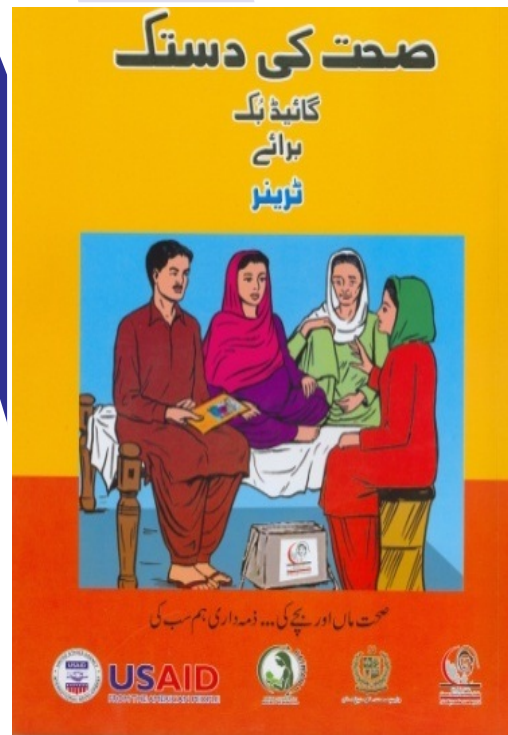
Printed

Product:	Pictorial Counseling Booklet for LHWs "Sehat ke Dastak" [Health's Knock]
Production year:	2005
Language:	Urdu
Dimensions:	11" x 8"
No. of pages:	26
Produced by:	Spectrum Communications for Save the Children US
Distribution:	At district level through partners.
Purpose:	To guide Lady Health Workers through pictorial illustrations of different stages of pregnancy, delivery and postpartum period
Description:	A pictorial counseling booklet was produced to assist LHWs in their dissemination activities. The booklet contains illustrations on key information for maternal care during pregnancy, for effective handling of child birth and for mothers' and newborns' care in postpartum period. The booklet discusses in detail the precautionary measures that must be taken during pregnancy, delivery and postpartum period, how to identify the danger signs and what should be done to cope with them. The booklet also stresses upon family planning and provides illustrations on different methods.



Printed

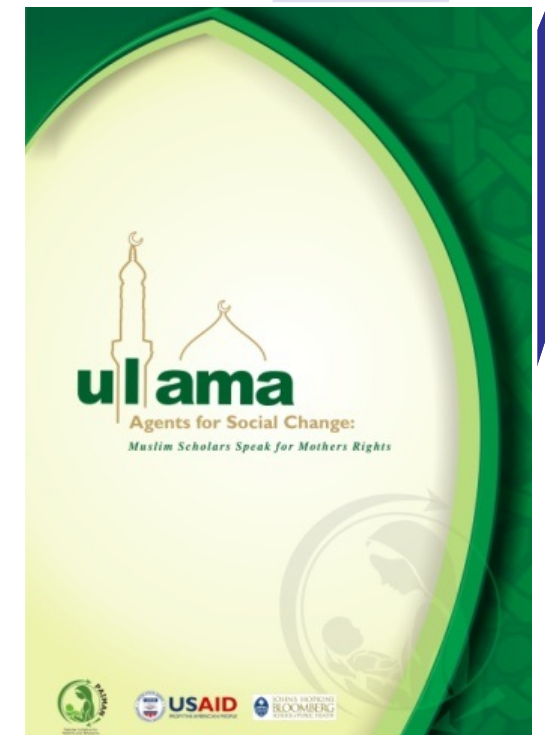
## Educational Material



Product:	Guidebook for LHWs' Trainers "Sehat ke Dastak" [Health's Knock]
Latest Edition:	2005
Language:	Urdu
Dimensions:	11" x 8.5"
No. of Pages:	92
Designed by:	Spectrum Communications for Save the Children US
Distribution:	At national, provincial and district levels through partners
Purpose:	To provide training guidelines to the LHWs' trainers.
Description:	The guidebook was produced to make LHWs' trainers familiar with various counseling skills and training procedures. The book comprises of five units. First unit discusses in detail the training methodology while the second one looks at communication and interpersonal communication skills. The third unit explains different counseling skills. Fourth unit discusses maternal care during and after pregnancy and the last unit elaborates upon the newborn care.

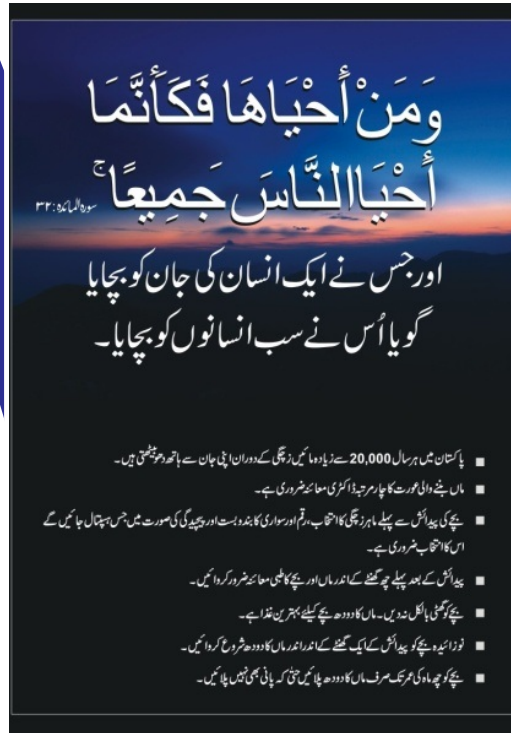
Printed

## Educational Material



Product:	Impact Ulama Evaluation Report on the Ulama Intervention "Ulama- Agents for social change: Muslim scholars speak for mothers rights"
Latest Edition:	First 2010
Language:	English
Dimensions:	9.5" x 8"
No. of pages:	98
Designed by:	Orange Advertising (Pvt) Ltd.
Distribution:	At national, provincial and district levels through partners and in conferences, seminars and meetings.
Purpose:	The report presents findings of a research study conducted in late 2008 in two districts of D. G. Khan and Khanewal of Punjab province to assess the effectiveness of the Ulama Project, especially of the medium of Friday prayer for communicating health-related messages.
Description:	PAIMAN started its work with ulama in 2007. After successfully piloting in two religiously conservative districts of the North West Frontier Province, i.e. Buner and Upper Dir, the ulama intervention was formalized and expanded to other parts of the country. A major research initiative was undertaken in late 2008 to evaluate the potential success and effectiveness of the intervention in two of the project districts of Southern Punjab, i.e. Dera Ghazi Khan and Khanewal. Besides the main research findings, the report also contains a comprehensive literature review and a detailed description of the ulama intervention.

Educational Material



Product:	MNCH Poster for Ulama
Production year:	2009
Language:	Urdu
Dimensions:	18" x 24"
Designed by:	Sunrise Digital
Distribution:	To Ulama for displaying at a prominent place in mosques and seminaries.
Purpose:	To advocate for MNCH issues through Quranic injunctions.
Description:	Ulama poster was produced as part of the advocacy campaign and to complement the MNCH messages communicated during the Friday sermons. The poster contains a verse from Quran and its translation which are followed with a set of distinct behavior change messages on antenatal and postnatal care and on exclusive breastfeeding. The poster was primarily distributed among the ulama network of PAIMAN.

Educational Material



Product:	MNCH Poster for Ulama (2)
Production year:	2010
Language:	Urdu
Dimensions:	18" x 24"
Designed by:	Sunrise Digital
Distribution:	To Ulama for displaying at a prominent place in mosques and seminaries.
Purpose:	To advocate for MNCH issues through Quranic injunctions.
Description:	The second Ulama poster was produced as part of two-month long media storming campaign in District Dera Ghazi Khan on the issue of breastfeeding. The campaign included several interpersonal, community and mass-media interventions as well as specially tailored Friday sermons on the issue of breastfeeding. The poster contains a verse from Quran and its translations which are followed with a set of three district behavior change messages on breastfeeding. The poster was directly distributed among the ulama network of Dera Ghazi Khan of PAIMAN.



Printed  
Promotional Material

## Promotional Material

Printed



Product:	Brochure, Banner and Steamer on Breast-feeding
Production year:	2009
Language:	Urdu
Designed by:	Sunrise Digital
Distribution & display:	In provincial capitals of Pakistan
Purpose:	To celebrate the "Breastfeeding Week"
Description:	A brochure, seven different banners and streamers were developed to celebrate the "Breastfeeding week" from August 1 to August, 7 2009, in collaboration with the Ministry of Health. The material stressed upon importance of exclusive breastfeeding for physical, psychological and mental growth of children. They also focused on the health advantages of breastfeeding for mothers themselves. The banners and streamers included slogans on breastfeeding were displayed at various prominent places at Pakistan.

## Promotional Material

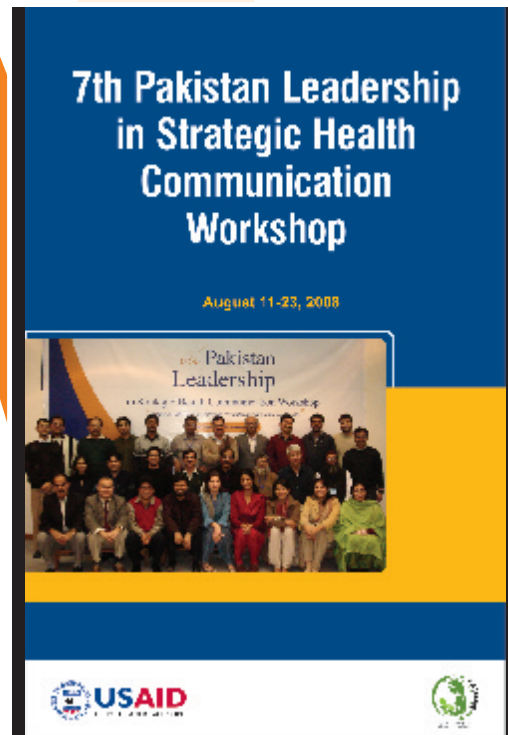
Printed

Product:	Standeas
Latest Edition:	2009
Language:	Urdu
Dimensions:	5' x 2'
Designed by:	Sunrise Digital
Designed by:	In offices, during meetings and in events.
Purpose:	To position PAIMAN as a key project aimed at improving the lives of mothers, newborns and children in Pakistan.
Description:	Standeas are developed to highlight PAIMAN's philosophy and vision in official events and meetings. At first, seven standees were developed based on the theme of PAIMAN's calendars for the year 2006. The position woman as someone who adds colors to our lives and symbolizes valor, hope, support and love. Additional standees were designed and printed for the Fourth Technical Advisory Group meeting held in Dubai in 2009.



## Promotional Material

Printed



**Product:** Workshop Brochure "Pakistan Leadership in Strategic Health Communication Workshop"

**Production year:** Latest 2008; also in year 2006 and 2005

**Language:** English

**Dimensions:** 8.00" x 5.25"

**No. of pages:** 2

**Produced by:** Sunrise Digital

**Distribution:** For prospective participants at national, provincial and district levels

**Purpose:** To introduce Pakistan Leadership in Strategic Health Communication Workshop to all prospective candidates.

**Description:** Brochures are produced prior to the Pakistan Leadership in Strategic Health Communication Workshop held almost every year in Islamabad. The brochure provides details about the workshop and positions it as an intensive learning opportunity for decision makers, health educators and communication managers. It provides a list of benefits which prospective participants can draw by attending the workshop as well as admission and logistical details. The last workshop, seventh in the series, was held from August 11 to August 22, 2008 in Islamabad.

## Promotional Material

Printed

**Product:** Poster TV Drama Series "Paiman" [Promise]

**Latest Edition:** 2008

**Language:** Urdu

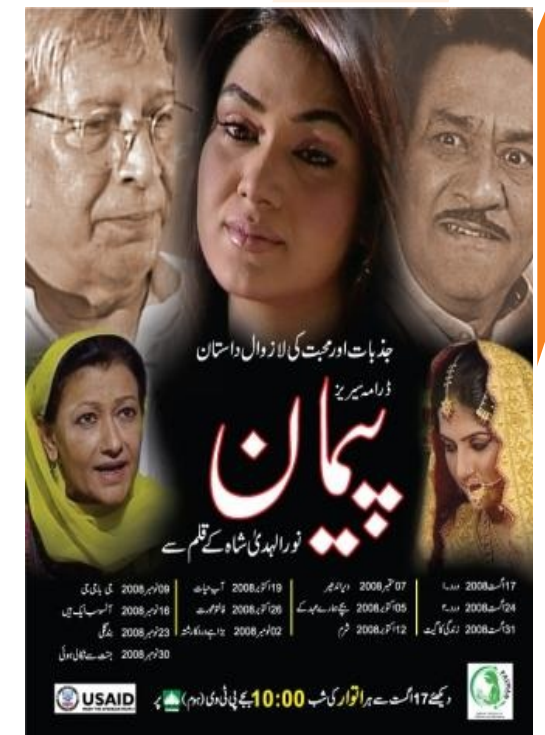
**Dimensions:** 6' x 3'

**Designed by:** Sunrise Digital

**Designed by:** Through partners and PAIMAN consortium members

**Purpose:** To promote and announce the airing schedule of 13-episode TV drama series "Paiman".

**Description:** PAIMAN, under its Communication, Advocacy and Mobilization Strategy, had developed a 13-episode drama series called "PAIMAN". The drama series was televised on Pakistan Television (PTV-Home) on every Sunday at 10:00 pm from August 17 to November 30, 2008. For announcing the drama series schedule in community, a poster was developed prior to airing, containing dates, timing and TV channel along with the names of each play.





## Promotional Material

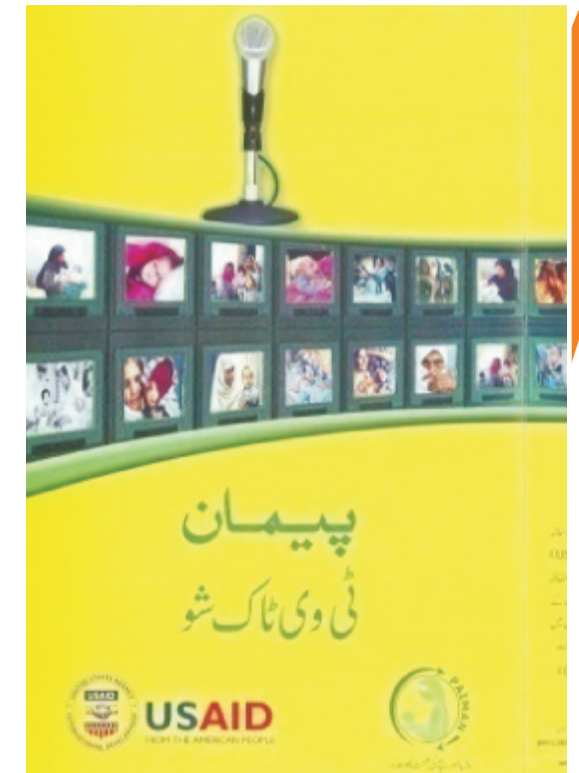
Printed



Product:	Poster "PAIMAN TV Talk Show"
Production year:	2007
Language:	Urdu
Dimensions:	1' 5" x 1' 10"
Designed by:	Interflow Communications Pvt. Limited
Distribution & placement:	In the initial ten districts of PAIMAN through partners and stakeholders in prominent places/offices.
Distribution:	For prospective participants at national, provincial and district levels.
Purpose:	To announce the airing schedule of PAIMAN TV talk show
Description:	Posters were part of the promotional campaign of the PAIMAN District TV Talk Show. Each poster provided information on the airing schedule of the talk show for the particular district.

## Promotional Material

Printed



Product:	Brochure "Paiman TV Talk Show"
Production year:	2007
Language:	Urdu
Dimensions:	7.5" x 4.9"
No. of leaves:	2
Designed by:	Interflow Communications Pvt. Ltd.
Distribution:	In the initial ten districts of PAIMAN through partners and stakeholders.
Purpose:	To provide introduction and airing schedule of the PAIMAN TV Talk Show
Description:	The brochure, as part of the promotional campaign of the PAIMAN TV Talk Show, disseminated key information regarding its main objective and schedule to its prospective audiences. It described the key features of the shows in order to generate interest and increase viewership.

# Printed Calendars & Giveaways

Printed

## Calendars & Giveaways



Product:	Calendars and Planner 2009
Production year:	2008-09
Language:	English (Desk Calendar, Wall Calendar and Planner) Urdu (Wall Calendar)
Designed By:	Sunrise Digital
Distribution:	Among partners and stakeholders at national, provincial and district levels.
Theme:	Mother – My life
Purpose:	To highlight the importance of mothers in our lives and position PAIMAN as a project working for the betterment of maternal, newborn and child health in Pakistan.
Description:	A set of wall and desk calendars with a planner for year 2009 was developed focusing on the enormous impact mothers make in our lives. Every page of the calendar contains statements of individuals representing a cross-section of our society, about their mothers' sacrifices, desires, passion and love. Calendars highlight a mother's immeasurable sentiments for her children.

Printed

## Calendars & Giveaways

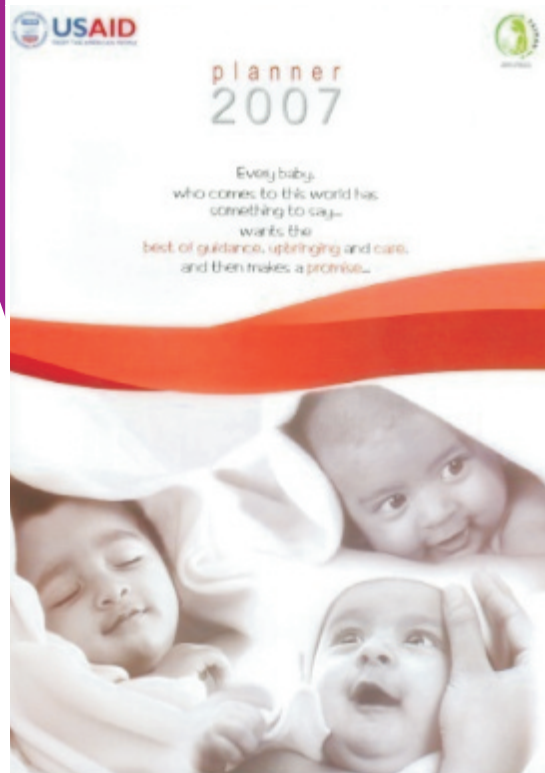


Product:	Calendars and Planner 2008
Production year:	2007
Language:	English (Desk Calendar and Planner) Urdu (Wall Calendar)
Designed by:	Interflow Islamabad
Distribution:	Among partners and stakeholders at national, provincial and district levels.
Theme:	The bondage between mother and her child: Too lives – too special.
Purpose:	To focus on the bondage between mother and her newborn and position PAIMAN as a project working for the betterment of maternal and newborn health in Pakistan.
Description:	A set of wall and desk calendars with a planner for year 2008 was developed focusing on both maternal and newborn health as its main theme. Every page of the calendar reminds the viewer/user of mother's immeasurable sentiments for her newborn and vice versa. Their bondage needs no words to feel each other's needs, desires, passion and above all love. Different title-line along with relevant visual of mother and newborn gives meaning to selected central theme for the year.



## Calendars & Giveaways

Printed



Product:	Calendars and Planner 2007
Production year:	2006
Language:	English (Desk Calendar and Planner) Urdu (Wall Calendar)
Designed By:	Lowe & Rauf
Distribution:	Among partners and stakeholders at national, provincial and district levels.
Theme:	Newborns: Every baby who comes to this world has something to say – wants the best of guidance, upbringing and care – and then makes a promise.
Purpose:	For sensitization on newborns' issues and position PAIMAN as a project working for the betterment of newborns' health in Pakistan.
Description:	A set of wall and desk calendars and a planner for the year 2007 was produced to emphasize that every newborn deserves the best of guidance, upbringing and care to ensure a healthy and bright future ahead. Each page of these products contains a distinct promise made by newborn for future if its rights are taken well care of.

## Calendars & Giveaways

Printed



Product:	Calendars and Planner 2006
Production year:	2005
Language:	English (Desk Calendar and Planner) Urdu (Wall Calendar)
Designed by:	Evernew Concepts
Distribution:	Among partners and stakeholders at national, provincial and district levels.
Theme:	Women – Life is life because of her
Purpose:	To highlight women issues and position PAIMAN as a project working for the betterment of maternal health in Pakistan.
Description:	A set of wall and desk calendars and a planner for the year 2006 was produced to stress that it is a woman who adds colors to our lives and symbolizes valor, hope, support and love. They emphasize that women must be treasured and taken good care of to ensure a bright and colorful world around us.

## Calendars & Giveaways

Printed



Product:	PAIMAN Giveaways "Conference Bag and Cardholder"
Production year:	2008
Designed By:	Xclusive Products
Distribution:	For the participants of the Third Technical Advisory Group (TAG) meeting held in 2008.
Purpose:	For distribution among meeting's participants as souvenirs.
Description:	A bag and a laser engraved cardholder with and without individual name of the participants were presented as a token of recognition to participants of the Third PAIMAN Technical Advisory Group Meeting (TAG) held from February 5-7, 2008 in Islamabad.

## Calendars & Giveaways

Printed



Product:	PAIMAN Giveaways "Workshop Bag"
Production year:	2006
Designed by:	Interflow Communications Pvt. Limited
Distribution:	For the participants of the Sixth Pakistan Leadership in Strategic Health Communication Workshop.
Purpose:	For distribution among workshop's participants as souvenirs.
Description:	This bag was presented as a token of recognition to participants of the Sixth Pakistan Leadership in Strategic Health Communication Workshop held from December 04 to December 15, 2006 in Islamabad.

## Calendars & Giveaways

Printed



<b>Product:</b>	PAIMAN Giveaways "Pen, Shield, Desk Clock and Keychain"
<b>Production year:</b>	2005
<b>Designed By:</b>	Interflow Communications Pvt. Limited
<b>Distribution:</b>	For dignitaries and guests in meetings and events or for committed officials at national, provincial, or district levels.
<b>Purpose:</b>	To acknowledge the commitment and contribution of various stakeholders towards improving maternal and newborn health situation in Pakistan.
<b>Description:</b>	A PAIMAN shield, desk clock, keychain and pen are presented as a token of recognition to various stakeholders for their support to the cause of maternal, newborn and child health in Pakistan. The shield and clock are meant for senior decision makers whereas the pen and keychain are presented to the participants of various workshops or meetings organized by PAIMAN. These products are presented to remind them of their association with PAIMAN and commitment to the cause of saving mothers' and newborns' lives.

## Calendars & Giveaways

Printed

<b>Product:</b>	Calendars and Planner 2010
<b>Production year:</b>	2009-10
<b>Language:</b>	English (Desk Calendar, Wall Calendar and Planner) Urdu (Wall Calendar)
<b>Designed by:</b>	Sunrise Digital
<b>Distribution:</b>	Among partners and stakeholders at national, provincial and district levels.
<b>Theme:</b>	PAIMAN – A promise well kept
<b>Purpose:</b>	To position PAIMAN as a Project working for improving maternal, newborn and child health as well as family planning situation in Pakistan through a comprehensive set of interventions.
<b>Description:</b>	A set of wall and desk calendars with a planner for year 2010 was developed focusing on the impact PAIMAN has made, throughout Pakistan, in saving precious lives of mothers and children during its 5+ years of implementation. This 12 page calendar documents some of the successes of PAIMAN ranging from the provision of ambulance services and setting up of midwifery homes to advocacy through ulama and use of clean delivery kits by traditional birth providers.

