

Annual Report 2016



**“ Using communication to
save and improve lives ”**

**“A fast growing organization excelling
in the study and practice of development
communication”**





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Abbreviations and Acronyms

AusAID	Australian Agency for International Development
CCP	Center for Communication Programs
Center	Center for Communication Programs Pakistan
CEJ	Center for Excellence in Journalism
DFID	Department for International Development
EE	Entertainment Education
EVA	Empowerment Voice and Accountability for Better Health and Nutrition
FATA	Federally Administered Tribal Areas
HCC	Health Communication Component
HIV/AIDS	Human immunodeficiency virus infection and acquired immune deficiency syndrome
IPC	Inter Process Communication
JHCCP	Johns Hopkins Center for Communication Programs
JHU	Johns Hopkins University
JSI	John Snow, Inc.
KP	Khyber Paktunkhwa
LHW	Lady Health Worker
MD	Momina Duraid Productions
MNCH	Maternal Newborn Child Health
MoU	Memorandum of Understanding
NCA	National College of Arts
NGO	Non-Governmental Organization
NMNCH	National Maternal Newborn Child Health
NRSP	National Rural Support Program
Packard Foundation	David and Lucile Packard Foundation
PAIMAN	Pakistan Initiative for Mother and Newborns
PTV	Pakistan Television Corporation
RMC	Rawalpindi Medical College
RMNCH	Reproductive Maternal Newborn Child Health
SBCC	Social Behavior Change Communication
TV	Television
UK	United Kingdom
UN	United Nations
UNFPA	United Nations Population Fund
UNICEF	United Nations International Children's Emergency Fund
USA	United States of America
USAID	United States Agency for International Development
WHO	World Health Organization

Message

Member – Board of Governors



It is with great pleasure that I am writing this introductory message for the 2016 Annual Report of Center for Communication Programs Pakistan. Since its inception in 2011, I have been closely following the growth of Center in Pakistan and the amazing strides it has made in the study and practice of strategic communication. As the Founding Director of the oldest and the largest sister organization of Johns Hopkins Center for Communication Programs (JHCCP) – Bangladesh Center for Communication Programs – it is heartening to see Center in Pakistan having achieved so much in such a short period of time.

Earlier this year, I wholeheartedly accepted the invitation of Center for Communication Programs Pakistan to join its Board of Governors. As a sister organization, I feel obliged to share the experiences we have had in establishing Bangladesh Center for Communication Programs and assist in guiding the tremendous growth of Center in Pakistan. Learning organizations are defined by certain core characteristics that, among others, include desire for consistent innovation and passion for par excellence. This is what I have observed, time and again, in Center for Communication Programs Pakistan. It is not just a privilege to be a member of Center's Board of Governors, I strongly believe that it will also help strengthen bilateral ties with Center in Bangladesh and other sister organizations of the region, leading to mutual learning and knowledge generation through opportunities of collaboration.

As we move forward in 2017 and beyond, I am extremely pleased by what Center in Pakistan has accomplished in 2016, which is reflected in this year's annual report. You will see numerous examples of how Center is making a meaningful difference in the lives of millions of people, not just in Pakistan but outside as well, through strategic use of communication. On behalf of the Board of Governors, I would like to congratulate Center's entire team for carrying forth the outstanding legacy of its formative years and enduring commitment to improving the lives of the people of Pakistan. I wish Center the very best and look forward to its contributions to the science and art of strategic communication through its journey in the year ahead.

*Mohammad Shahjahan
Founder Director and Chief Executive Officer
Bangladesh Center for Communication Programs*

Center at a Glance



Center for Communication Programs Pakistan (Center) is a fast growing organization working globally for improving lives through strategic communication. Affiliated with JHCCP, USA, Center is an independent non-profit entity based in Pakistan that excels in the study and practice of development communication. Through social and behavior change communication, advocacy and community mobilization, Center works to address social and cultural issues while adopting multi-channel holistic approaches to adequately address diversities.

Center focuses on tailor-made interventions ranging from using interpersonal, group and community-based channels of communication to strategically employing traditional, modern and mainstream media vehicles to reach large and diverse groups of people. Center has expertise in design, implementation, and evaluation of strategic communication, including development of campaigns, materials, and special events. It also has unparalleled experience in advocacy and community mobilization, as well as in extensive outreach, with well-entrenched and large networks of faith-based leaders, journalists, communication activists and community-based workers. Center works in partnerships with various global organizations and has implemented projects in Afghanistan, Jordan, and the Eastern Mediterranean Region besides leading strategic media and communication interventions in Pakistan.

As an organization that seeks to use communication for saving and improving lives, Center's core areas of specialization includes social and behavior change communication, advocacy and media relations, knowledge management, capacity strengthening, and research and evaluation.

Social and Behavior Change Communication

Center works through all available forms of media and has expertise in conceptualization, design, implementation, and evaluation of strategic communication interventions for bringing positive social and behavioral change.

Capacity Strengthening

Center in Pakistan draws upon resources from its global network, in particular from JHCCP, to conduct state of the art capacity strengthening initiatives including annual training on leadership in strategic health communication as well as design and development of communication strategies, application of concepts, theories and research in communication programming, among others.

Research and Evaluation

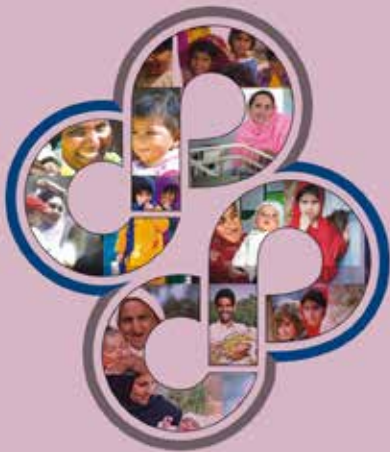
Center has unparalleled communication research and evaluation capabilities, such as for application of innovative data collection tools and analysis techniques. It has expertise in formulation and implementation of formative research, pre-testing, exploratory studies and impact evaluation of communication related interventions.

Knowledge Management

Center develops advanced mechanisms and time-tested tools to foster and sustain networks, information systems and databases. Center uses information and communication technologies and digitized platforms for synthesis of available information, and accumulation of knowledge for improving policies, programs, services and practices.

Advocacy and Media Relations

Center works closely with policymakers and civil society organizations to bring critical development topics to the top of political agenda and to garner consensus for high impact initiatives. Center specializes in design and implementation of media advocacy initiatives for connecting citizens with policymakers through using mainstream print, broadcast and digital media as forums for engagement.



Center down the memory lane...

1991



With Aahat, a mini-television drama serial on PTV, the art and strategy of entertainment-education was introduced by JHCCP for the first time in Pakistan.

As part of Pakistan's National Family Planning Communication Strategy and Plan of Action, a multimedia advertising campaign was developed by JHCCP to encourage birth spacing and spousal communication. The campaign included production of 'Aahat' (An Approaching Sound), a 6-episode mini-series broadcast on Pakistan Television (PTV). The program conveyed family planning messages interwoven into a social drama. 'Aahat' marked the first highly visible collaboration between PTV and the Population Program, signaling positive change in high-level government commitment to family planning in Pakistan.

1993



JHCCP cemented its position as the pioneer in entertainment-education in Pakistan with another hit full-length television drama serial Nijaat.

Having witnessed the commercial success of the six-episode TV drama, Aahat (An Approaching Sound), Pakistan TV subsequently provided 50% of the funding for the next JHCCP Enter-Educate program, the 13-episode TV social drama 'Nijaat' (Deliverance). After the launch of the drama in July 1993, the national ratings for 'Nijaat' reported an estimated 75% viewership, and a number suggesting as many as 20 million viewers.

1995



JHCCP continued providing technical assistance to Ministry of Population Welfare in its population program and was able to achieve tremendous results in the first half of 90s, especially in terms of uptake of family planning.

Capitalizing upon momentum and experience gained from an earlier media campaigns, JHCCP produced another highly regarded hour-long television drama, 'Ek hi Raasta' (The Only Way).

2008



The first exclusive project was awarded to JHCCP in Pakistan by the Packard Foundation to reposition family planning as a health and lifesaving intervention.

The project 'Improving women's life by positioning family planning as health and life saving intervention through strategic advocacy in Pakistan,' carried a set of strategic activities to position family planning as an intervention for the health and wellbeing of mothers and families. The project continued till 2011 and entailed numerous advocacy initiatives coupled with media activism, which included a full-length drama serial, a documentary on family planning and an advocacy package positioning family planning as a life-saving intervention for mothers and newborns.

2004



Formal operations were started in Pakistan under the USAID-funded Pakistan Initiative for Mothers and Newborns with a 3-member team.

Launched in 2004, the six-year project served 24 districts, and two Frontier and two FATA Agencies. Led by JSI Research and Training Institute, Inc. (US), PAIMAN was a consortium of international and national partners, including JHCCP.

2001



The flagship training series 'Leadership in Strategic Health Communication' was initiated, which has been held ever since almost every year.

Conducted by Professor Dr. Benjamin Lozare, Leadership in Strategic Health Communication is a flagship training program based on a transformative course to guide participants through the steps involved in conceptualizing and implementing behavior change communication initiatives that work. The first leadership workshop was held with the support from Population Council and attended by 15 participants. A total of ten workshops have been held so far and there are more than 200 alumni placed all over Pakistan.



On February 22, 2011, Center registered as a nonprofit nongovernmental organization in Pakistan.

2011

Center was locally registered in 2011 after the conclusion of a pioneering health project, Pakistan Initiative for Mothers and Newborns, by the team of professionals working for JHCCP. The decision to register Center in Pakistan was based on a policy of decentralization of units that had generated enough capacity to manage mega projects independently.



The blockbuster feature film Bol produced under PAIMAN was released in Pakistan and abroad, the first of its kind mega initiative.

2011

The film 'Bol' was co-produced by JHCCP with Shoman Productions under the Pakistan Initiative for Mothers and Newborns (PAIMAN), a six-year project funded by USAID and designed to reduce Pakistan's maternal and neonatal mortality and improve child health. The groundbreaking film spurred national and international discourse about gender equity, family planning and maternal health. While the film is aimed specifically at opinion leaders and policymakers, it has received critical and widespread acclaim in over a dozen countries across three continents. The film is considered to have played a critical role in revival of cinema in Pakistan.



Center signed its first major project as an independent local organization with the International Foundation for Electoral Systems, and established its identity as the only specialized development communication agency in Pakistan.

2013

The project 'Increasing Women Participation in General Elections 2013 (and Beyond) in Pakistan', applied Crowdsourcing Strategy and covered whole of Pakistan. It comprised mass-media campaign, social mobilization in selected districts and a concerted advocacy to generate support and mobilize resources in support of increasing women participation in elections.



Since its registration as a local non-governmental organization (NGO) in 2011, Center has won a total of 13 national and international projects in a short span of five years.

2016

Center, since its inception as an independent organization in 2011, has won a total of 13 projects inside and outside Pakistan. Center's clientele includes all major donors including USAID, DFID, UNICEF, UNFPA, WHO and Packard Foundations. Center has so far worked in the sectors of health, women empowerment, governance, voice and accountability, peace building, education, and early childhood development.



Center won two long-term consortium awards from USAID and DFID and was given the responsibility of managing media and communication components of the two largest-ever health communication and voice & accountability initiatives ever implemented in Pakistan.

2014

Center in partnership with JHCCP, Rural Support Programmes Network and Mercy Corps started implementing the Health Communication Component with the USAID funding in Sindh province. In Punjab and Khyber Pakhtunkhwa, center started implementing a DFID-funded initiative together with Palladium International. These are the two largest ever initiatives carried out in Pakistan on health communication and voice & accountability.



Center was awarded its first international contract to assist UNICEF Afghanistan in developing Social and Behavior Change Communication Strategy and provincial action plans for the Ministry of Public Health.

2014

Center provided technical assistance to Ministry of Public Health through UNICEF Afghanistan for developing national social mobilization and communication strategic plan for reproductive, maternal, neonatal and child health by addressing knowledge, attitudes and practices of all relevant stakeholders through identifying, analyzing and segmenting audiences and participants.

Since the Afghanistan Award, Center has further expanded its footprints beyond Pakistan and has also worked with WHO Cairo Office and UNICEF Jordan Office.

Leadership

Center has a seven-member Executive Council, which is headed by a President. Other members of the Executive Council include a Vice President, Secretary General, Joint Secretary, Treasurer, Legal Secretary and Media Secretary. In addition to the Executive Council, Center has a five-member Board of Governors, which performs an advisory role and is assisted by the President as its Secretary. A full-time paid Executive Director heads the regular staff.

Board of Governors



Dr. Benjamin Lozare

Dr. Benjamin Lozare is a leading international figure in research, teaching and practice in development communication. He is Director for Training and Capacity Building at JHCCP. Before joining JHCCP, he served as Dean of the College of Arts and Sciences at the Health Sciences Campus of the University of the Philippines, as the first Director-General of the Philippine Information Agency, and as Deputy Secretary-General of the Asian Mass Communication Research and Information Centre Foundation. He has consulted with UN agencies, such as the World Health Organization, the Economic Commission for Asia and the Far East, and United Nations Population Fund (UNFPA). Dr. Lozare has also advised various Pakistani partner organizations on health communication issues, including the ministries of Population Welfare and Health, as well as UNFPA and USAID. He was an Eisenhower Fellow and recipient of the first Newsweek International Communication Grant. He has a Ph.D. in Mass Communications from the University of Wisconsin, USA.



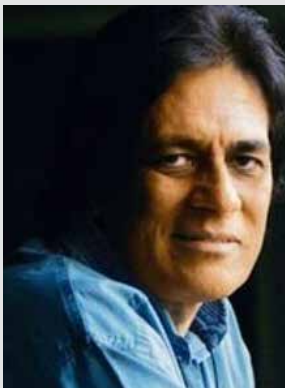
Basil Safi

Basil Safi is an international expert in designing and implementing public health and integrated communication programs. He is currently leading the 'Engaged Cornell' initiative of the Cornell University as its Executive Director, promoting innovation in community-engaged and real world learning, and making those practices the hallmark of the Cornell undergraduate experience. Before joining Cornell, Safi was Team Leader and Director of Field Programs for JHCCP's Knowledge for Health Project. He has worked in different countries, including Azerbaijan, Bangladesh, Barbados, Bolivia, Egypt, India, Indonesia, Jordan, Kenya, Lebanon, Pakistan, Panama, Tajikistan, Tanzania, South Sudan, Uganda, and the United States.



Mohammad Shahjahan

Mohammad Shahjahan is the founder Director and Chief Executive Officer of Bangladesh Center for Communication Programs. As a regional pioneer in strategic communication, he has developed the Center in Bangladesh to be a self-sustaining and one-stop communication service organization since it took over from the Bangladesh country office of Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs in 1996. He is a Member of the National Population Council headed by the Prime Minister of Bangladesh, and an active member of the National Information Education and Communication Technical Committee of the Ministry of Health and Family Welfare, Government of Bangladesh.



Shoaib Mansoor

Shoaib Mansoor is one of the most influential and renowned figures in film and television in Pakistan and South Asia. He is internationally known for directing a series of seminal TV dramas, including the 1982 classic *Ankahi*, comedy series *Fifty Fifty* (1980), and the military fiction series, *Alpha Bravo Charlie* (1998). His work in music has also received critical acclaim; he wrote songs, notably for *Vital Signs* in the 1990s and contributed towards introducing the band nationwide. He transitioned from TV to film direction during the last decade, helming major films from Pakistan, including the critically acclaimed and commercially successful *Khuda Kay Liye* (2007) and *Bol* (2011). The latter was produced by JHCCP. Shoaib Mansoor's films are credited with reviving cinema in Pakistan. He has won many awards for his work, including the national civil award of Pakistan, *Sitara-e-Imtiaz* from the President of Pakistan in 2007.



Sidney B. Westley

Sidney B. Westley is an international expert in the field of communication. She is currently the Communication Specialist at the East-West Center, Honolulu, Hawaii, USA. Before joining the East-West Center in 1994, she worked for research organizations in the fields of forestry and agroforestry, immunology and molecular biology, animal science, development, and African history. At the East-West Center, she has worked on a variety of publication projects, including 'The Future of Population in Asia' (with Robert D. Retherford) and 'Asia's Energy Future: Regional Dynamics and Global Implications' (with Kang Wu and Fereidun Fesharaki). She has also consulted with The Rockefeller Foundation, Ford Foundation, Oxford University Press, Winrock International, The David & Lucile Packard Foundation, Gates Foundation, Population Reference Bureau, Save the Children, and the Australian Agency for International Development (AusAID). For her work, she was awarded the Population Institute's Annual Global Media Award for Excellence in Population Reporting for Best Periodical in 1998, and the East-West Center's Makana Award for Outstanding Achievement in 1995.

Executive Council



Fayyaz Ahmad Khan

Fayyaz Ahmad Khan is an international communication expert, who specializes in designing and implementing leadership, behavior change, advocacy and community mobilization strategies. He is currently the Chief of Party for a major JHCCP project in Egypt. He was previously Country Representative for JHCCP in Pakistan, and also led CCP efforts in Malawi. Fayyaz Ahmad Khan's work is particularly known for developing strategically targeted multi-media entertainment-education programs and leading capacity-building activities in media and communication. He notably produced the Shoaib Mansoor directed Bol (2011) under the USAID-funded JHCCP's project Pakistan Initiative for Mothers and Newborns (PAIMAN).



Shahzad Akbar Bajwa

Shahzad Akbar Bajwa is an expert in procurement, supply chain operations and management, particularly within the context of implementing international development and public health programs in the Asia and Africa regions. He currently leads procurement for John Snow Inc. International Division, providing technical assistance and support for capacity building of staff worldwide. Shahzad Akbar Bajwa has also worked closely with donor missions, federal and provincial governments, public and private sector partners and a variety of sub-grantees in supporting public health projects on mother and newborn health, HIV/AIDS, malaria and nutrition.



Fatima Shahryar

Fatima Shahryar is a senior communication specialist, focusing on maternal and child health. She has led various national communication initiatives, featuring IPC tools, mass media products, and policy forums. Currently leading communication at the World Health Organization (WHO) mission in Pakistan, she was previously the Social and Behavior Change Communication Specialist with JHCCP for the Health Communication Component of the Maternal and Child Health Program in the Sindh province of Pakistan. She has worked with UNICEF and JHCCP's USAID-funded project, PAIMAN.



Muhammad Ihatsham Akram

Muhammad Ihatsham Akram is a public health and development specialist, who has led major advocacy and communication initiatives in Pakistan. He has played a critical role nationally in scaling up maternal, newborn and child health (MNCH) interventions through evidence generation, communication and policy advocacy. He is currently Director Advocacy and Accountability for the Palladium Group in Pakistan. He has previously worked for initiatives such as the National Maternal and Newborn and Child Health (NMNCH) programme; Lady Health Workers (LHW) programs; National Rural Support Programme (NRSP), as well as Save the Children.



Dina Khan

Dina Khan is a development professional specializing in climate change planning and finance. She has led the design and delivery of climate compatible policies and plans across Asia, in collaboration with national and sub-national governments and regional communities of experts. She has extensive experience working with government and communities in Pakistan, in addition to steering research and technical assistance initiatives across South and Southeast Asia, and directing a Country Program in Indonesia. Her current engagements include factoring climate resilience considerations into urban planning, and strengthening country systems and processes for management and oversight of public climate finance. Ms. Khan holds a Masters in Human Resource Development from the University of Durham, UK.

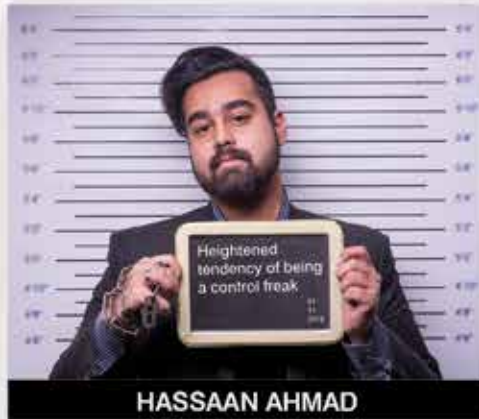


Prof. Dr. Atifa Shuaib

Prof. Dr. Atifa Shuaib is one of Pakistan's leading clinical and academic experts in pathology. She is Professor of Pathology at the Rawalpindi Medical College (RMC). She previously led Haematology Section at the Pathology Department of the Sheikh Zayed Medical College, Rahim Yar Khan, Pakistan. A medical graduate from the RMC, she completed her residency in 1986 in Gynaecology & Obstetrics at the renowned Holy Family Hospital Rawalpindi, Pakistan.

M O S T W

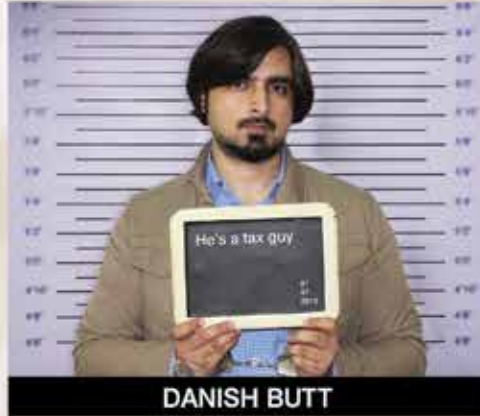
Team Center



WANTED



AZEEMA FAIZUNNISA



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EHTESHAM ABBAS



FAISAL KHALIL



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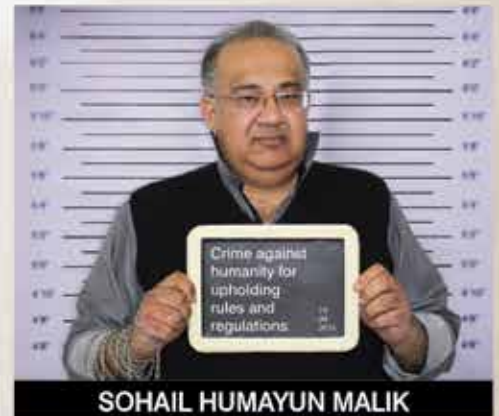
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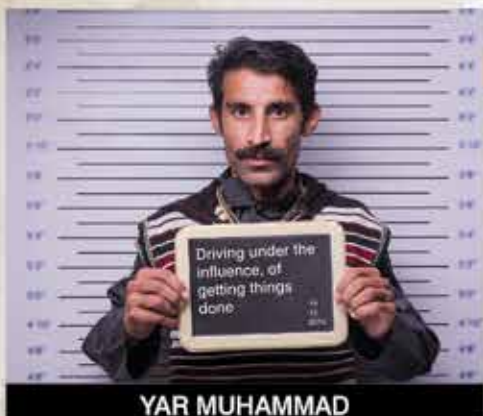
SANAULLAH QUADRI



SARAH KHOKHAR



SOHAIL HUMAYUN MALIK



YAR MUHAMMAD



TAHIR ABBAS

Ongoing Programs

Health Communication Component of Maternal and Child Health Program (HCC)

Period:	2014 – 2018
Duration:	4 Years
Coverage:	15 focus districts in Sindh, Pakistan
Donor:	United States Agency for International Development, through Johns Hopkins Center for Communication Programs
Focus:	Maternal and Child Health



During Year III of the Health Communication Component, the focus of the program remained on continued support to the Departments of Health and Population Welfare of Government of Sindh in its efforts to improve mother and child health status in the province. In the reporting year, Center launched a strategic communication movement, Bright Stars Working Together for a Brighter Future, to inspire communities by delivering aspirational messages through a coordinated and participatory communication approach. The movement is also helping in harmonizing communication activities across the Health Communication Component. A dedicated music video, with vocals from Ali Zafar and Saman Marvi, and a television commercial on the central theme were launched on the mass media, along with public gatherings in focus districts, to initiate the Bright Stars Movement.

Under the Health Communication Component, Center is engaging faith and community leaders for promoting maternal, newborn and child health. Center, in this respect, has formed a 15-member interfaith Council comprising religious leaders from Christian, Hindu and Muslim (major schools of thought) communities active in Sindh. The Council has provided inputs in formulation of four Friday sermons for faith leaders from the Muslim community, one Sunday sermon for the Christian community and one sermon for the Hindu community, as well as endorsed the resource pack prepared to be used for improving health-seeking behavior, especially for addressing the 'three delays to seeking maternal care'.

Center is also establishing a large district-based network of journalists and media professionals to provide them with essential skills and resource on health journalism. In this respect, Center has produced a set of tutorials on health journalism for district-level journalists. The tutorials feature nine lessons on key aspects of practicing health journalism, in addition to self-assessment questions and take-away exercises. In partnership with local press clubs in Sindh and major national press associations, the tutorials are implemented in the ten program districts in Sindh. A digital and web-enabled version of the health journalism tutorials has also been developed.

In 2017, which is the last implementation year of the Component, Center will be consolidating the activities implemented so far.

Empowerment, Voice and Accountability for Better Health and Nutrition (EVA)

MY HEALTH
MY RIGHT

Period: 2014 – 2019
 Duration: 5 Years
 Coverage: 9 districts (05-Punjab and 04-Khyber Pakhtunkhwa) of Pakistan
 Donor: Department for International Development, UK Aid, through Palladium International
 Focus: Reproductive, Maternal, Newborn and Child Health and Nutrition

With Center's efforts, the project in year 2016 witnessed numerous examples of situations where citizens harnessed the power of media and community mobilization to secure health services and entitlements. Similarly, religious leaders stood up in District Advocacy Forums for the rights of marginalized citizens to raise their voice and receive quality services. The rights-based journalists network formed at the national and district-level has helped increase quality reporting on health issues in general and specially on reproductive, maternal, newborn & child health, and nutrition issues many fold. The media content analysis carried out by Center this year showed an impressive increase in reporting on reproductive, maternal, newborn and child health and nutrition issues by 145% against the baseline established in January 2015.

The scriptwriters and screenwriters initiative under this project made new strides this year. The television dramas supported under the project will start airing from January 2017. Among them is a 20-episode drama serial Sammi, produced jointly with MD Productions, and is scheduled to be aired on Hum TV from January 29, 2017, every Sunday at 8:00 pm. The project also continued its engagement for the institutionalization of its entertainment-education work, the process of development and induction of entertainment-education curriculum with academic institutions teaching art and drama, in addition to the ongoing engagement with the National College of Arts (NCA). A series of discussions with various academic institutions in Islamabad, Rawalpindi, Lahore and Karachi were held to explore possibilities of inducing an academic course on entertainment-education at the undergraduate level.

Through an inclusive bottom-up approach, Center has developed a Charter of Demands for better health and nutrition that highlights key areas requiring attention for bringing improvement to the healthcare delivery systems. The Charter is supported by a position paper and a video brief that are being presented to different stakeholders at policy forums. Also in 2016, a three-month long media campaign was launched in partnership with the Dawn Television on health rights and entitlements. The campaign comprised two public service messages, 30 news packages of two minutes each, aired five times in news bulletins; three morning shows; and five current affairs programs. The campaign reached a total of estimated 4.7 million people nationwide.

Moving forward in 2017, Center's focus is now on institutionalization of various innovative components conceived and implemented in previous years. This includes development and induction of curriculums on entertainment-education and rights-based approach to journalism in academic institutions; initiating health bulletin during primetime news hours of a mainstream channel; launching citizen's media initiative; and working with religious authorities for announcing a day in Islamic calendar to celebrate the status of women.

Initiatives Completed

Awareness Campaign on Seasonal Influenza

Period: 2016
Duration: 4 Months
Coverage: Eastern Mediterranean Region
Donor: World Health Organization's Regional Office for the Eastern Mediterranean
Focus: Seasonal Influenza

Center assisted the World Health Organization in its efforts to improve preventive knowledge and vaccination practices related to influenza with development of campaign material for the Eastern Mediterranean region. The project entailed designing, developing and delivering English language communication campaign material on seasonal influenza, namely brochure, factsheet, posters, giveaway items and short animated videos. Under the project, campaign material was developed and messages were framed according to three key audience groups, namely general public, high-risk individuals and health workers. The material development also included placement of Arabic and French translation.



Journalistic Practices on Child Protection: Issues in Jordan

Period: 2016
Duration: 3 Months
Coverage: Jordan
Donor: United Nations Children's Fund
Focus: Child Protection

In view of the potential role of the news media in Jordan, United Nations Children's Fund commissioned a study to Center to assess the skills and knowledge among journalists in Jordan on issues related to violence against children. The aim of the assessment was to contribute towards improving the capacity of and engagement with journalists for improving quality of reporting on child protection issues, in particular on violence against children in Jordan. The assessment was part of a broader set of initiatives being carried out to strengthen the capacity of journalists in Jordan in reporting on child protection issues, generally, and on violence against children more specifically.

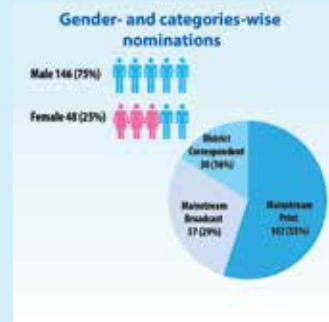
As part of the assessment, a media roundtable was held in Amman with editors of all major newspapers and senior media professional on the role of journalist community in ending violence against children in Jordan. Center also held a workshop for journalists on rights-based approach to reporting on issues of violence against children. The assessment itself included in-depth interviews with industry experts and online survey of journalists.



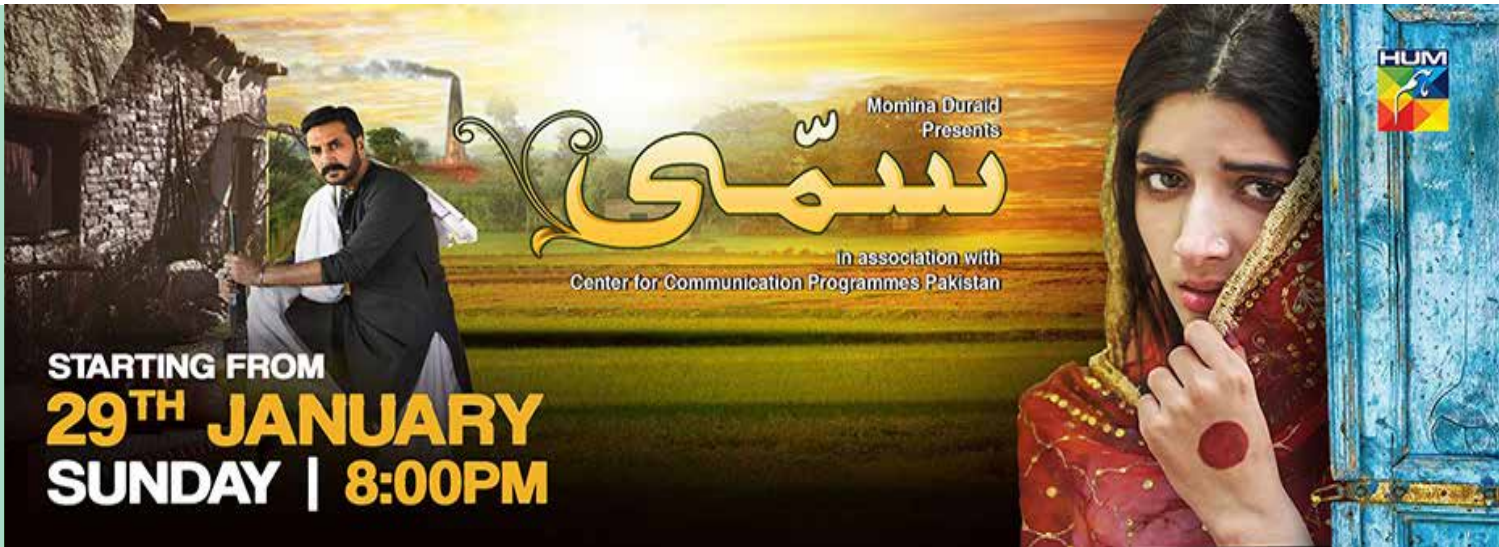
Partnerships Forged

Lab Azad – Award on Excellence in Journalism

Under the project 'Empowerment, Voice and Accountability for Better Health and Nutrition' and with support from Palladium International, Center has partnered with Center for Excellence in Journalism at the Institute of Business Administration, Karachi, Pakistan for developing and conferring 'Excellence Award in Journalism' with the aim to promote and recognize specialized reporting in Pakistan. In its inaugural year, the Award focused on health journalism. The Award is titled Lab Azad to reflect independence, originality, impartiality and accountability in journalism. In its inaugural year, the Award attracted a total of 194 submissions from all across Pakistan in which one-fourth were from female journalists. The Award was conferred to three categories, namely: mainstream broadcast television and radio, mainstream print, and online and district correspondents for television, print, radio and online. The distinguish panel of judges, comprised of Mr. Rahimullah Yusufzai, Resident Editor of the daily The News, Mr. Wusatullah Khan of Dawn Television, and Ms. Farah Zia Editor of the daily The News. The award ceremony was held in Karachi on December 18, 2016, in which journalists who had won in their respective categories were presented certificates and cash prizes. Center, together with Center for Excellence in Journalism, aims to institutionalize the Award within the Institute of Business Administration and expand its scope to other specialized beats in coming years. As part of this engagement, Center also intends to develop a course on rights-based approach to journalism for graduate level students to be inducted in the Master of Journalism program of the Institute of Business Administration.



Award holders with chief guest Dr. Seemi Jamali (Director Jinnah Post Graduate Medical Center Karachi), Mr. Kamal Siddiqui (CEJ Director), Dr. Fayaz Ahmed Khan (Team Leader EVA-BHN) and Dr. Atif Ikram Butt (Executive Director CAPP) - December 18, 2016.



A full-length drama serial "Sammi" on women's issues in Pakistan jointly produced by Center and MD production, has a star-studded cast with Mawra Hocane in the lead role.

Television Drama Serial Sammi

Center, with the support from CCP and Palladium International, has jointly produced a full-length television drama serial Sammi with MD Productions. The serial is scheduled for airing on Hum TV from January 29, 2017, every Sunday at 8:00 pm. The drama serial is produced through an innovative tripartite arrangement where the Health Communication Component of the Maternal and Child Health Program, the Empowerment, Voice and Accountability for Better Health and Nutrition of Provincial Health and Nutrition Program and MD Productions are equally contributing towards the production of the drama serial, while its airing is free-of-cost. The drama serial consists of 20 episodes written by celebrated drama writer Noor ul Huda Shah, after a gap of more than five years. The drama serial is based on the art and strategy of entertainment-education and seeks to highlight issues of women empowerment, maternal health, son preference, girls' education and patriarchy.



Promotional show on HUM TV of a jointly produced drama serial Sammi, by Center and MD Productions - December 29, 2016.



Mawra Hocane (Sammi Jutt), Ahad Raza Mir (Salar) with Saman Ansari (Salima), sharing their views about the drama serial Sammi on its promotional show.

Academic Curriculum on Entertainment-Education

Center, under the EVA Project, has embarked on an innovative initiative to introduce students aspiring to be Pakistan's top writers, directors and producers to the underlying principles, theories and techniques of entertainment-education. In this respect, Center together with the support from JHCCP, has designed a curriculum that takes a learning-by-doing approach. The course allows students the chance to showcase their own creativity while exploring the potential use and impact of entertainment-education programs on challenging social issues, like family planning, girls' education, honor killing, men's health, skilled birth attendance and its impact on maternal and child mortality, and youth development.

Center, in this respect, has held consultations with 11 academic institutions that have program on media studies or related discipline for their willingness and familiarization to induct the curriculum in their regular degree programs. Center has signed an MoU with Riphah University (Islamabad) and a formal endorsement from Habib University (Karachi) for inducting the course on entertainment-education for their regular undergraduate intakes. Center has planned a workshop to help familiarize the educators from participating universities with the content of the curriculum, as well as to ascertain their feedback, and conceptualized on how they would be teaching the course to their own students. A formal academic course on entertainment-education is the first for this region.



Mr. Andrew Whaley, a known dramatist is facilitating the process of designing the curriculum on Entertainment-Education for universities in Pakistan.



Ms. Caroline Jacoby, an academician is facilitating institutionalization of first ever curriculum on EE for Social and Behavior Change.



Students attentively listening the lecture on EE organized by Center.

Major Publications

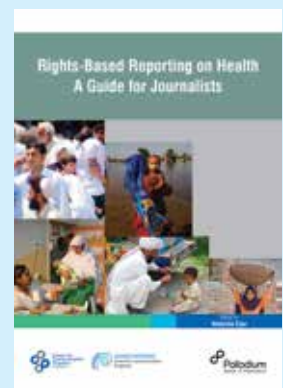
Health Rights of Mother and Child and Responsibility of the State

This publication, produced under Empowerment, Voice and Accountability Project, and together with Palladium Pakistan discusses the health rights of mother and child in the perspective of Islam, and there of the responsibilities of an individual, community and state towards ensuring the same. The publication is based on references from the Quran and Hadith, and divided into four chapters. It is part of a comprehensive toolkit that also includes a set of three Friday sermons, introduction to members of the Central Council of Religious Leaders who have contributed in compilation of this toolkit, a list of reference material, and a poster on mother and child health.



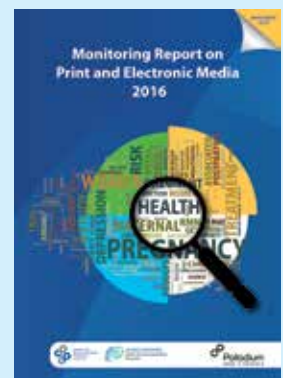
Rights-Based Reporting on Health: A Guide for Journalists

This Guide was developed under the Empowerment, Voice and Accountability Project, and together with Palladium Pakistan to assist journalists in producing quality story-based news reporting for print and broadcast journalism on health issues. The Guide helps journalists in applying the rights-based prism that illustrates the problems around health and nutrition issues in the broader context from the perspectives of both duty-bearers and rights-holders. It is being inducted through Center's journalists network for increasing the amount of quality coverage and creating recognition and commitment among senior editors, management and media groups.



Monitoring Report on Print and Electronic Media 2016

Center, under Empowerment, Voice and Accountability Project, had initiated a series of capacity strengthening activities for journalists for improving quality and coverage of health reporting. This report was based on the key findings of a Training Needs Assessment of Journalists conducted, which stated that health reporting on all media platforms across Pakistan was very low. In order to substantiate these findings, Center conducted media monitoring exercises. This report is a comparative of those exercises. The 2016 supplement of media content monitoring was published this year, which undertook detailed comparison of health reporting with information collected from baseline and preceding years.



Major Media Products



Animated Video Brief on Health Systems Delivery in Pakistan – Misri

Center, under Empowerment, Voice and Accountability Project, and together with Palladium Pakistan has developed a short animated Video Brief that creatively presents the healthcare delivery systems of Pakistan. The video narrates the health system, its main challenges and issues, and policy imperatives required for bringing improvements in health and nutrition status. The video besides highlighting the issues citizens face while accessing these services also presents opportunities available in the existing governance system for improving the access to health services. The video brief is based on a Charter of Demands for Improved Health and Nutrition Services developed through an inclusive, consultative and participatory process, which highlights nine key areas of the health system requiring immediate attention of the policymakers.



Bright Stars Anthem

Center, under the Health Communication Component, and with support from JHCCP, has produced a Bright Stars Anthem sung by renowned Pakistani singers Ali Zafar and Sanam Marvi. While the lyrics of the song carry the central theme of the Component, its video showcases the concept positive deviance at individual, community and service delivery levels. The video shows how small gestures can make huge difference in the lives of mothers and children. The lead guitarist of Fusion Band, Shalam Xavier has composed the song, while Baqar Abbas who has won the Pride of Performance Award is among the musicians. Rizwan Ahmad, a leading Director for Video Productions at RAM Studios Karachi has directed the video. The song was simultaneously released on television, radio and digital media from December 21 to December 30, 2016. On its first week of release, more than 100,000 people on social media viewed the song.



An Animation Series on Prevention from Seasonal Influenza

Center, for the WHO, has developed a series of three short animations for high-risk groups, healthcare workers and general public on protection and prevention from seasonal influenza. The animations are one of several campaign materials that Center has produced for the World Health Organization on Seasonal Influenza.

Public Events in 2016

Event:
Date(s) & Place(s):
Participation:
Project:

District Meeting Religious Leaders

19 Jan (Lahore)
 20 and 21 Jan (Sahiwal)
 60 overall

EVA



District Meeting Religious Leaders

15 & 16 March (Swabi)
 22 March (Bhakkar)
 90 overall
 EVA



Training of District Journalists on Rights Based Health Reporting

4 May (Sahiwal)
 5, 6, 19 and 20 May (Multan)
 10 May (Lahore)
 16 May (Nowshera)
 17 May (Mardan)
 23 May (Swabi)
 24 May (Peshawar)
 26 May (Haripur)
 27 May (Mansehra)
 31 May (Karachi)
 126 overall
 EVA

January February March April May



Private - Public Sector engagement / launch of 360 Media report
 8 Feb (Karachi)
 39
 HCC



District Meeting Religious Leaders
 25 Feb (Mardan)
 35
 EVA



Central Council of Religious Leaders
 14 April (Islamabad)

Private - Public Sector Engagement Strategy Validation
 21 April (Karachi)
 50
 HCC



Peer Review Meetings with Journalists

2 August (Mardan)
3 August (Swabi)
4 August (Peshwar)
8 August (Nowshera)
17 August (Lahore)
26 August (Haripur)
38 overall
EVA



Roundtable Meeting with Media Professionals and Journalists

1 December (Islamabad)
28
EVA



Leadership Alumni Reunion & Springboard Launch

10 August (Islamabad)
88
HCC



Award of Excellence in Journalism 2016

19 December (CEJ Karachi)
52
EVA

District Council Meetings

18 August (Lahore)
31 August (Peshawar)
31 August (Nowshera)
16
EVA

Peer Review Meeting with Journalists

27 October (Karachi)
10
EVA

Provincial Moot of Religious Leaders

29 December (Lahore)
41
EVA

July

August

September

October

November

December

Peer Review Meetings with Journalists

12 July (Manshera)
13 July (Sahiwal)
25 July (Lodhran)
27 July (Bhakkar)
28 July (Muzaffargarh)
48 overall
EVA



District Council Meetings

2 September (Sahiwal)
7 September (Mardan)
8 September (Swabi)
20 September (Bhakkar)
21 September (Layyah)
34 overall
EVA

Meeting of Central Council of Religious Leaders

29 September (Lahore)
5
EVA

Second Round of Peer Review Meetings with Journalists

10 November (Layyah)
11 November (Muzaffargarh and Bhakkar)
21 November (Peshawar)
22 November (Nowshera and Swabi)
23 November (Mardan)
25 November (Lahore)
28 November (Sahiwal)
72
EVA

District Meeting of Religious Leaders

28 November (Sahiwal)
29 and 30 November (Muzaffargarh)
69
EVA

Roundtable Meeting with Civil Society and Health Experts on Charter of Demands

29 November (Islamabad)
28
EVA

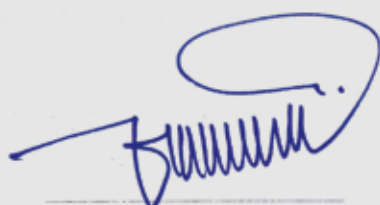


Finances

**CENTER FOR COMMUNICATION PROGRAMS
BALANCE SHEET
AS AT DECEMBER 31, 2016**

		2016	(RESTATED) 2015
	<u>NOTE</u>	<u>RUPEES</u>	<u>RUPEES</u>
<u>ASSETS</u>			
NON-CURRENT ASSETS			
Property, plant and equipment	4	5,882,985	2,246,603
Intangible	5	350,800	-
		6,233,785	2,246,603
CURRENT ASSETS			
Account receivables	6	15,493,367	6,519,354
Advances, deposits and prepayments	7	2,762,923	2,011,271
Cash and bank balances	8	9,604,544	82,135,527
		27,860,834	90,666,152
		34,094,619	92,912,755
<u>FUNDS AND LIABILITIES</u>			
FUNDS			
Accumulated surplus	9	15,913,818	15,569,175
Deferred grant	10	11,761,109	57,877,191
CURRENT LIABILITIES			
Creditors, accrued and other payables	11	6,419,693	19,466,389
CONTINGENCIES AND COMMITMENTS			
	12	-	-
		34,094,619	92,912,755
		34,094,619	92,912,755

The annexed notes from 1 to 19 form an integral part of these financial statements.



PRESIDENT



SECRETARY GENERAL

**CENTER FOR COMMUNICATION PROGRAMS
INCOME AND EXPENDITURE STATEMENT
FOR THE YEAR ENDED DECEMBER 31, 2016**

	<u>NOTE</u>	<u>2016 RUPEES</u>	(RESTATED) <u>2015 RUPEES</u>
INCOME	13	136,646,464	109,217,502
EXPENSES			
Project personnel cost	14	(67,429,390)	(52,432,571)
Program cost	15	(58,155,752)	(30,592,326)
Administrative cost	16	(11,297,309)	(22,588,362)
		(136,882,452)	(105,613,259)
Other income	17	580,630	345,591
(DEFICIT) / SURPLUS FOR THE YEAR		344,643	3,949,834

The annexed notes from 1 to 19 form an integral part of these financial statements.



PRESIDENT




SECRETARY GENERAL

CENTER FOR COMMUNICATION PROGRAMS
 CASH FLOW STATEMENT
 FOR THE YEAR ENDED DECEMBER 31, 2016

	2016 <u>RUPEES</u>	(RESTATED) 2015 <u>RUPEES</u>
CASH FLOWS FROM OPERATING ACTIVITIES		
Net surplus for the year	344,643	3,949,834
Adjustment for:		
Grant amortized during the year	(93,119,056)	(49,077,509)
Depreciation	1,399,711	1,014,417
Amortization	87,700	-
Operating profit before working capital changes	<u>(91,287,003)</u>	<u>(44,113,258)</u>
Working capital changes:		
(Increase) / decrease in current assets :		
Account receivables	(8,974,013)	1,366,338
Advances, deposits and prepayments	(751,652)	(640,704)
Increase / (decrease) in current liabilities:		
Accrued and other liabilities	(13,046,697)	17,150,558
Taxes paid	(114,059,364)	(26,237,066)
Net cash flows from operating activities	<u>(114,059,364)</u>	<u>(26,237,066)</u>
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of property, plant and equipment	(5,036,093)	(1,756,460)
Intangible	(438,500)	-
Net cash flows from investing activities	<u>(5,474,593)</u>	<u>(1,756,460)</u>
CASH FLOWS FROM FINANCING ACTIVITIES		
Grants received from donors	47,002,974	106,954,700
Net cash flows from financing activities	<u>47,002,974</u>	<u>106,954,700</u>
Net increase in cash and cash equivalents	(72,530,983)	78,961,174
Cash and cash equivalents at the beginning of the year	82,135,527	3,174,353
Cash and cash equivalents at the end of the year	<u><u>9,604,544</u></u>	<u><u>82,135,527</u></u>




The annexed notes from 1 to 19 form an integral part of these financial statements.



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Every effort has been made to verify the accuracy of the information contained in this document. All information was deemed to be correct as of December 2016. Nevertheless, the Center for Communication Programs Pakistan (CCPP) cannot accept responsibility of the consequences of its use for other purposes or in other contexts.

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