



Center for
Communication
Programs
Pakistan

ANNUAL REPORT **2017**

**Center for Communication
Programs Pakistan**

“Leading the study and
practice of development
communication”

“Using Communication to
Save and Improve Lives”





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ABBREVIATIONS AND ACRONYMS

CAD	Communication for Development
CCP	Johns Hopkins Center for Communication Programs
CEJIBA	Center for Excellence in Journalism at the Institute of Business Administration
Center	Center for Communication Programs Pakistan
DFID	Department for International Development
EE	Entertainment-Education
EVA	Empowerment, Voice and Accountability for Better Health and Nutrition
HCC	Health Communication Component
HGHI	Harvard Global Health Institute
IPC/I	Interpersonal Communication for Immunization
KP	Khyber Pakhtunkhwa
MCH	Maternal and Child Health
MD	Momina Durraid Productions
MoU	Memorandum of Understanding
NDMA	National Disaster Management Authority
PHNP	Provincial Health and Nutrition Programme
PTV	Pakistan Television
RMNCH	Reproductive Maternal, Newborn and Child Health
SBC	Social and Behavior Change
SSI	Scriptwriter/Screenwriter Initiative
SZABIST	Shaheed Zulfiakar Ali Bhutto Institute of Science and Technology
UN	United Nations
UNFPA	United Nations Population Fund
UNICEF	United Nations Children's Fund
USA	United State of America
USAID	United States Agency for International Development
WHO	World Health Organization

MESSAGE

Member – Board of Governors



Shoab Mansoor
Writer, Producer and Director

My bond with Center for Communication Programs goes back to the year 2008 when I had embarked on producing the film Bol. It was a daring project, not just for its storyline but also in terms of production. The film touched upon a range of issues on which we are still hesitant to speak up. It was also the first and largest-ever joint production of a commercial feature film in Pakistan with a purposeful social cause. In Center's leadership I saw the passion for innovation and strength of imagination. This is what has been at the heart of artistic impression and the evolution and growth of the discipline itself. When I was invited to join Center as its Governor, the organization as a locally registered entity was at its infancy. Knowing its leadership and seeing the clarity of its mission – improving lives through communication – I had no doubt it will become a successful institution. Hence, despite the fact that I try to avoid titles and unnecessary limelight, I accepted the invitation. In past six years of my association with Center, I have never regretted my decision.

Today, I am extremely happy of my association with Center, which I believe is among the very few institutions in Pakistan giving a meaningful life to entertainment

media. There is no parallel to what it has achieved in terms of advancing the genre of entertainment-education in Pakistan both in the sense of creating a distinct niche in the industry and in academics too by establishing it as a core discipline. It was heartfelt to learn that due to Center's efforts and based on its designed course, entertainment-education is now taught in eight leading higher education institutions of Pakistan.

I have written somewhere that film to me is like poetry. If carved out with similar passion and vigor, it carries far deeper meaning and ideology. I see that very passion and vigor in Center and its work. Pakistan, in fact this region as a whole, needs more organizations like Center that have the ability to bring out our most inner conscience to vivid imagination.

The journey that Center and I had started with the film Bol is by no means over. The companionship, however, we two have forged on this shared journey is strongest ever.

CENTER AT A GLANCE



Center for Communication Programs Pakistan (Center) is a fast growing organization working globally for improving lives through strategic communication. 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, and an extensive outreach, with well-entrenched and large networks of faith-based leaders, journalists, communication activists and community-based workers. Besides leading strategic media and communication

interventions in Pakistan, Center works in partnerships with various global organizations and has implemented projects in Afghanistan, Jordan, and the Eastern Mediterranean Region.

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

Social and Behavior Change

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 Johns Hopkins University, to conduct state of the art capacity strengthening initiatives in leadership in strategic communication, design and development of communication strategies, application of concepts, theories and research in communication programming, among others.



Communication Research and Evaluation

Center has unparalleled communication research and evaluation capabilities, including application of innovative data collection tools and analysis techniques. Center 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 the policymakers through using mainstream print, broadcast and digital media as forums for engagement.

PIONEERING ENTERTAINMENT- EDUCATION IN PAKISTAN



This year's annual report highlights Center's contribution in establishing and institutionalizing Entertainment-Education in Pakistan, both in academia and in industry, through a range of initiatives.

Based on evidence and informed by social and behavior change (SBC) theories, Entertainment-Education (EE) is purposeful use of entertainment media to educate viewers about certain social issues.

The art and strategy of EE was first introduced in Pakistan by Johns Hopkins Center for Communication Programs (CCP) in 1991 with the mini-television drama serial *Aahat* (Approaching Sound) on Pakistan Television (PTV). Written by Hasseena Mohi and directed by Sahnia Kazmi, the serial introduced Sania Saeed, who was to become one of the most established television artists of Pakistan, and Salman Ahmad of a famous music band *Junoon*, who later served as United Nations (UN) Goodwill Ambassador. The drama for the first time dealt with the sensitive issue of family planning and interspousal communication on the national media. In 1993, CCP further cemented its position as the pioneer in EE in Pakistan with another thirteen-episode hit drama serial *Mijaz* (Deliverance), also aired on PTV. *Mijaz* was written by Asghar Nadeem Syed and directed by Sahnia Kazmi. The drama emphasized on family planning and community reforms and

reflected different shades of women lives in urban and rural Pakistan. Both the drama serials *Aahat* and *Mijaz* were instrumental in the uptake of family planning practices and services at the turn of the twenty-first century. An independent evaluation of the drama serial *Aahat* showed a 10 percentage points increase in acceptance of family planning and 1.2% in action to space children among its viewers.

With telefilm *Ek Hi Raasta* (The Only Way) in 1995 on family planning and safe motherhood and the eight-episode drama serial *Kaisey Kahoon* (How Shall I Say It) in 2002 on the importance of communication in families and life planning for young adults, CCP kept the tradition alive. In 2008, CCP produced *Angoori*, another full-length drama serial, to reposition family planning as health and lifesaving intervention. The 13-episode drama series *Paiman* (Promise), originally aired on PTV in 2008, was produced under a USAID-funded Pakistan Initiative for Mothers and Newborns. Written by Noor ul Huda Shah, each episode of *Paiman* was based on a distinct real-life health issue of mothers and newborns in Pakistan. Through Pakistan Initiative for Mothers and Newborns, the art of

EE was extended to puppetry, song, and film. The year 2011 was a watershed moment for EE in Pakistan with the release of blockbuster feature film *Bol*. The film *Bol* not only brought the issues of women empowerment and gender apathy into the mainstream media and at the helm of decision making but also contributed towards pro-women legislations of the time. The film also set a number of records of popularity and business at the box office. The film is also believed to have helped revive the depleting cinema industry of Pakistan. EE has since been integrated into every major project of Center and applied in other forms of media, i.e. animation, theatre and radio.

In 2014, Center embarked upon a challenging initiative together with its lead partner, Palladium Pakistan, namely the Empowerment, Voice and Accountability for Better Health and Nutrition (EVA), with the funding from the Department for International Development (DFID). Confronted with limited resources and increasingly saturated entertainment media industry in Pakistan, Center designed and implemented a two-pronged strategy to produce media



content through an innovative financing model as well as institutionalize EE in academia in Pakistan for long-term gains. As a result, the drama serials *Sannai* on Hum TV and *Mujhoy Jeeny Dou* (Let Me Live) on Urdu1 were produced and broadcasted in 2017. Side-by-side, a course curriculum on EE was developed and inducted in eight leading higher-education institutions all across Pakistan.

Curriculum development on EE, the first of its kind initiative anywhere in the world, started with a scoping study in which 11 higher-education institutions were consulted for their readiness and need for incorporating EE as one of the courses in their media programs. The inputs were incorporated in designing the first-ever university curriculum on EE and holding a design workshop for participating institutions. In total, eight institutions participated in the workshop and went through the draft curriculum for revisions and its finalization. The workshop also helped the educators in familiarizing with the subject and later inducting the same in their respective institutions. By year-end, the EE course is institutionalized into curricula of eight



higher-education institutions and taught to more than 500 students of media and communication studies in Karachi, Lahore, Rawalpindi and Islamabad.

The challenges posed by saturated media and limited resources, in parallel, were also addressed through devising a seed-funding and coaching program for scriptwriter and screenwriters of Pakistan. In 2015, Center made a national call to producers, writers and television channels to submit their drama concepts on a broad theme of mother and child health with a possibility of seed funding for production and broadcast. More than 50 concepts were received from which 10 concepts were selected and their writers invited to a Scriptwriters' Workshop. Over a period of two weeks, each concept was given treatment in lines with the EE approach. The drama serial Sammi and Mujhay Jeenay Dou were conceived in the workshop and later provided with seed-funds for their production and broadcast.

Released in 2017, the drama serial Sammi focused on women's issues in Pakistan and had a star-studded cast with Mawra Hocane.

Other cast included Adnan Siddiqui, Saman Ansari, Sania Saeed, Ahad Raza Mir and Bilal Khan. Directed by Saife Hassan and written by Noor ul Huda Shah, Sammi became the most popular drama during its telecast. On average, more than three million people watched each episode and the drama itself generated more than 60 pieces of reporting in mainstream media. The 22-episode drama serial Mujhay Jeenay Dou was coproduced with Angelic Films and focused on the issue of child marriage. Directed by Angelina Malik, the cast of drama included Hania Aamir, Gohar Rasheed, Nadia Jamil and Sammad Khoosat.

In 2018, Center plans to organize the first national EE Conference bringing together academicians, activists and practitioners on one platform. More universities are expected to integrate EE course in their programs on media and communication studies. In 2018, the drama serial Sammi will be translated into three languages, namely Sindhi, Sarki and Pashto, and re-broadcasted on regional television channels. Center also plans to take the lessons from its pioneering experience in instituting EE in Pakistan to international forums in 2018 and beyond.



LEADERSHIP

Board of Governors



Center has a seven-member Executive Council, which is headed by a President. 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 fulltime paid Executive Director heads operations and the regular staff.

Dr. Benjamin Lozare is a leading international figure in research, teaching and practice in development communication. He is the former Director for Training and Capacity Building at CCP and teaches strategic communication at the Johns Hopkins University. Before joining Johns Hopkins University, 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 Saifi 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, he was Team Leader and Director of Field Programs for CCP'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 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's 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.



Shoab Mansoor is one of the most influential and renowned figures in film and television in South Asia. He is internationally known for directing a series of seminal television dramas, including the classic *Ankhi* (1982), 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* band in the 1990s and contributed towards introducing the band nationwide. He transitioned from television to film direction during the last decade, directing major films from Pakistan, including the highly acclaimed and commercially successful *Khuda Kay Liye* (2007) and *Boi* (2011). The latter was produced by CCP. His most recent film, *Verna*, was released in 2017. Shoab 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.



Shana Yansen is a strategic communication specialist and a public health expert with 20 years of leadership experience in Asia, Latin America, Africa and the United States. Currently working for the Harvard Global Health Institute (HGHI), she is responsible for designing and implementing a global health security and pandemic preparedness programs, including the recently launched Global Monitoring of Disease Outbreak Preparedness project. Prior to HGHI, she has worked for eight years at the Johns Hopkins Bloomberg School of Public Health Center for Communication Programs managing public health programs across South Asia (India, Bangladesh, Pakistan). Along with Basil Saifi, Ms. Yansen co-directed CCP's Avian and Pandemic Influenza Program. She has Masters in Health Science from the Johns Hopkins Bloomberg School of Public Health with a Certificate in Health Communication. She earned a BA with Honors from Stanford University in the Social Sciences and has also served in the US Peace Corps in Honduras as a maternal and child health specialist.

President



Foyyaz Ahmad Khan is a veteran communication professional with over 20 years of strong communication experience. He excels at designing and implementing leadership, behavior change, advocacy and community mobilization strategies with a range of public and private sector partners; developing strategically targeted multi-media entertainment-education programs; and leading capacity-building initiatives in media and communication. Mr. Khan has worked with Johns Hopkins University's Center for Communication Programs since 2001. Currently, he is serving as the Senior Regional Technical Advisor for South Asia and providing backstopping to country operations in Pakistan and Egypt.

Executive Director



Dr. Atif Ikram Burti is social and behavior change specialist with nearly 20 years of leadership experience. He has expertise in use of all forms of media, communication research, partnership building, knowledge management and advocacy, especially in application of theory and use of evidence in practice of development communication. He has conceptualized and implemented some of the pioneering initiatives by successfully using information and communication technologies for achieving development goals. He also spearheaded establishment of two national alliances, namely Population Association of Pakistan and the White Ribbon Alliance Pakistan. He has successfully modeled engagement with religious leaders, application of rights-based approach to journalism and introduction of entertainment-education in academia. He has a doctorate degree in International Development Studies from Ruhr University Bochum, Germany and Masters degree in public policy from Erfurt University Germany. His doctoral research is focused on the concept of ideation and its influence on policymaking.





FAISAL
KHALIL

NAZIA
TARIQ

NATASHA
EJAZ

SARA
KHOKAR

ZAHRA
KHALID

MUHAMMAD

RAFIQ

NOMAN
SAJJAD

TAHIR
ABBASS

MAHEERAH
ALI

EHTESHAM
ABBASS

MUHAMMAD

SALMAN

ATIF
IKRAM BUTT

WAQAR
HAMEED

AZEEMA
FAIZ UN NISSA

IRFAN
HAYEE

ZAIN
UL ABIDIN BOKHARI

MAHWISH
GUL

SHAGUFTA
BHATTI

ASIM
NAZEER

FARIHA
NAZ

HASSAAN
AHMED

SAMI
SAMUEL

SANAULLAH
QUADRI

CENTER'S TEAM

31|12|17



ONGOING PROGRAMS



Students of Habib University Karachi and SZABIST University Islamabad at the screening of feature film 'Boi'



The Health Communication Component of Maternal and Child Health Program

serial was to inspire individuals, families and communities to advocate for their own health and support positive health and family planning practices.

Funded by the United States Agency for International Development (USAID), and primed by CCP, the Health Communication Component (HCC) of the Maternal and Child Health (MCH) Program is being implemented in 15 focus districts of Sindh. The HCC is designed to provide leadership and strategic cohesion to the various communication activities under the MCH Program. In 2017, the four-year project entered into its last year of implementation. During this year, Center together with CCP implemented a range of activities to reintroduce the blockbuster feature film *Boi* to young people in Pakistan. A toolkit was developed in this respect to allow people to create screening events and spark dialogue and action for reproductive health and gender equality in Pakistan. In addition, screenings were held in 06 higher-education institutions in Karachi, Lahore and Rawalpindi/ Islamabad. A social media campaign was also launched to initiate discussion on the role of youth and media in raising voices for social issues and in fostering change.

One of the landmark activities in 2017 was the production and broadcast of a premier entertainment-education drama serial *Sammi* on Hum TV. The drama was produced under a tripartite arrangement with the DFID-funded Empowerment Voice and Accountability (EVA) project, USAID-funded Health Communication Component and Hum TV's sister concern MD Productions. The purpose of the drama

As a follow up to the trainings held for journalists across Sindh, Center has developed a web-based platform for the English and Urdu tutorials on health reporting and upgraded it to a Learning Management System (LearnDash¹). The platform with English and Urdu tutorials is now live on Center's website and being accessed by journalists across the country. Center, in 2017, completed piloting implementation of an innovative Community Dialogue Toolkit aimed at inspiring discussion on deep-seated cultural and social issues, norms and values hindering the advancement of maternal and child health. The toolkit consists of video profiles of community case studies of women and men along with a guidebook on various themes, i.e. early marriages, birth spacing, self-esteem, girls' education, women's mobility and health, son preference and social change agents. A scale-up strategy will be developed based on the results and lessons learned from this pilot intervention.

The HCC will close in the first quarter of 2018 with a focus on documenting, showcasing and institutionalizing its successes and lessons learned.

¹ <http://ccp-pakistan.org.pk/courses/the-health-journalism-tutorials/>

Empowerment Voice and Accountability for Better Health and Nutrition of Provincial Health Programme



Award holders of Excellence in Journalism Awards 2017, with chief guest Mr. Javed Jabbar (former Federal Information Minister), Mr. Kamal Siddiqui (CE Director), Dr. Fayaz Ahmed Khan (Team Leader EVA-BHN) and Dr. Aftab Khan Butt (Executive Director CCP) - December 20, 2017.

Empowerment, Voice and Accountability for Better Health and Nutrition (EVA) is a five-year programme funded by DFID under the Provincial Health and Nutrition Programme (PHNP). It is being implemented through a consortium comprising of Palladium Pakistan (lead partner) and Center. EVA emphasizes on the demand for Reproductive, Maternal, Newborn and Child Health (RMNCH) and nutrition services by focusing on: enhancing the understanding of communities' health rights, entitlements and engagement in monitoring the planning and delivery of services; and organizing communities at a local, provincial and national levels to bring the desired policy changes.

This year, in partnership with CE-IIBA Karachi, Center organized a rights-based health-reporting workshop for its Journalists' Network, particularly for women and minority journalists. The workshop involved a series of peer-to-peer trainings and presentations for members of the local media group. A total of nine district-level trainings were held in which 130 journalists participated. Furthermore in 2017, an increase of 22.9% in health reporting was recorded in the mainstream news media. And overall, an increase of 200% has been recorded in health reporting since the baseline established in 2015, which was before the launch of the journalist component. In addition to this, Center continued recognizing journalists by organizing the second Excellence Award in Journalism in Partnership with CE-IIBA. The Award was given in four categories under three broad themes.

Another highlight of 2017 was airing of the two drama serials, '*Sammi*' and '*Mujibay Jeeray Dou*' developed under the Scriptwriter/Screenwriter Initiative (SSI). This year, Center



Participants of the Right Based Health Reporting Workshop for Women and Minority Journalists, organized by Center in partnership with CE-IIBA Karachi.

also built an academic network across Pakistan and developed a first of its kind curriculum on Entertainment-Education. A workshop was organized for the faculty members of the eight participating institutes to introduce them to the curriculum and train them in the art and strategy of entertainment-education. This ensued a process of supporting academic institutions to institutionalize the curriculum, which included seven guest lectures, three workshops for students and a panel discussion. In addition to this, a debrief workshop was also held to take stock of the lessons learned. As of December 2017, Entertainment-Education Curriculum was successfully piloted in the eight participating institutes and introduced to a total of 525 students. The Religious Leaders' Network remained vibrant throughout the year. It involved planning for the National Convention, continued engagement with the Central and District Councils and a second round of Friday sermons on health rights and entitlements of mothers. A total of 349 religious leaders participated in nine district-level meetings and 336 Friday sermons were conducted with an estimated reach of 150,000 congregants in the focus districts of Punjab and KPK.

In 2018, Center together with Palladium Pakistan, will primarily focus on consolidating the successes of the past four years through sustainability, institutionalization and public ownership of the various initiatives taken under EVA. Some of the activities planned in 2018 are religious decree against the practice of early bathing of newborns for the recitation of prayer, health bulletins on primetime news; first national Conference on Entertainment-Education and continuation of the Excellence in Journalism Award.

Sukh Initiative's Strategic Communication for Uptake in Family Planning Services and Practices in Karachi



Sukh Initiative is a five-year multi-donor funded, family planning and reproductive health project, primed by Aman Health Care Services and implemented through a consortium of local and international organizations. The project launched in 2013 is implemented in a selected one million underserved peri-urban population of the city of Karachi in Sindh. It is Pakistan's first urban family planning project aimed at increasing modern contraceptive prevalence rate by 15 percentage points. Early in 2017 when the project was in its fourth year of implementation, Center was invited to join the project as its strategic communication partner to contribute towards the overall program objectives and to extend support for external communication activities.

After joining Sukh Initiative, Center revitalized the program branding by redesigning the logo, improving the tagline, and defining the standards in detail for presentation of project related content on various media. For this purpose, a Branding and Styling Guide was produced. Slide-by-slide, Center developed a photo bank consisting of relevant and high-quality imagery to support communication activities. Based on the rebranding, Center redesigned all essential programmatic documents, i.e. annual reports and strategies of the project for external readership, and extended support to consortium partners in their various communication activities.

Center has designed and printed an information package for Sukh Initiative containing brochure, profiles of implementation partners and a factsheet depicting program related key facts and figures. Similarly, an advocacy kit has been produced that comprises case studies and

human-interest stories from the field, as well as a factsheet giving comparison of project standing at baseline and midline. In addition, Center set the tone for bringing out quarterly newsletters of the project by defining its structure, format and layout.

One of the key activities in 2017 was the production of a video documentary on Sukh Initiative, titled 'Pakistan's First Urban Family Planning Project'. Center is also partnering with Media Sciences Department of Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST) Karachi in giving hands-on training to students in developing impactful short videos on family planning based on the theory of positive deviance. As the lead partner for strategic communication, Center rendered services to establish a vibrant network of health reporters and journalists working in Karachi in order to highlight reproductive health and family planning issues from urban perspective.

Building on what it has achieved in 2017, Center will focus on carrying out a range of capacity strengthening activities in 2018, which is the last year of the project. The aim will be to mainstream project learning amongst broader community of practitioners. Center will also be taking the life-skills based education currently confined to selected schools in the project communities to a broader level in the form of a social media campaign. Center, in partnership with SZABIST, will also be developing a graduate course on Leadership in Strategic Communication to mainstream social and behavior change communication in higher-education institutions.

Interpersonal Communication for Immunization Package (IPC/I)



Together with its parent organization Johns Hopkins Center for Communication Programs, Center initiated a global project for developing an Interpersonal Communication for Immunization (IPC/I) Package for United Nations Children's Fund (UNICEF). The Package is intended to help improve vaccination acceptance and ensure that babies and children are immunized according to the World Health Organization's recommended schedule. The Package will assist frontline workers, i.e. vaccinators, to effectively use participatory communication methods to address barriers to immunization uptake, such as ensuring community members appreciate the benefits of immunization, know when and where to bring their children for timely vaccinations, and understand how to manage vaccine's side-effects. They will also be better able to advocate with community and health system leaders to prevent stock-outs and expired vaccines, fund outreach services, and support tracking dropouts and children who have missed their vaccination.

Based on the human centered approach, Center carried out a range of design activities in 2017 for developing and designing the toolkit. In partnership with the Directorate of Health Services, a series of workshops were held with vaccinators and their supervisors for the development of the toolkit. A consultative meeting was also held with key partners working on immunization in Pakistan to introduce them to the toolkit and solicit their inputs. The participants discussed aspects of donor coordination, supportive supervision, recognition and training in

relation to interpersonal communication for immunization in Pakistan. A high-level meeting at the Federal Cell of the Expanded Programme on Immunization was also organized with the relevant government counterparts to introduce participants to the global toolkit and to seek their inputs and insights with respect to training and supportive supervision of frontline workers.

Design activities also included innovative tools of Facility Walkthroughs and Provider-Client Observations to better understand the dynamics of provision of immunization services to communities. A set of focus group and in-depth interviews were also conducted with frontline workers and program managers.

The specific content and presentation of the IPC/I Package for the frontline workers is now being determined. The toolkit, once finalized in 2018, will include a participants' handbook and a facilitator's guide to support its implementation for effective interpersonal communication, better understanding of immunization concepts, effectively teaching out to the community, and other topics. The toolkit will also feature a community recognition system – a step-by-step process for setting up low-cost methods for frontline workers to recognize each other, individuals, and communities for their contributions to immunizing children. In addition, the toolkit will also contain checklists, visual aids, and animated videos. Once developed, the toolkit will be piloted in selected countries before being globally launched.

Promoting Legislation, Prompting Action to End Child Marriage in Pakistan

In 2017, Center initiated a challenging project under the Amplify Change grant with the main objective of creating favorable conditions for legislative reforms and implementation against the practice of child marriage in Pakistan. The project is based on a concerted advocacy strategy aimed at creating recognition of child marriage as an issue, providing policy solutions and mobilizing political support for a stronger legislation. The advocacy campaign has participation from both state and civil society and uses both mainstream traditional and new media advocating legislative reforms and its implementation. The project is also aimed at giving a counter narrative to prevailing religious, cultural and social acceptance of the child marriage practice in Pakistan. The scope of the campaign is both national and provincial.

In the first six months of implementation in 2017, the project focused on producing supportive evidence and policy proposals, engaging news media for creating demand

and generating supportive discourse among religious circles. The project held a national consultation with journalists from across Pakistan that resulted in publication of eight stories in print and electronic media. Another key success is the formation of a caucus of civil society organization with the objective of sharing lessons and supporting advocacy efforts to end child marriage in Pakistan. The project is also carrying out discourse analysis to identify and engage political champions to take up the issue in the helm of affairs.

In the latter half of the project, an advocacy toolkit, containing a policy brief, a background paper and a factsheet, will be finalized and disseminated among religious leaders, journalists and politicians to orient them on the issue and solicit their support through a national level advocacy moot. A campaign on social media is also planned to generate supportive discourse among young people and to create momentum in support of policy formulation and its enforcement in Pakistan.



INITIATIVES COMPLETED

A Comprehensive Three-Year C4D Strategy on Violence Against Children in Jordan



Center, in 2017, designed a comprehensive Communication for Development (C4D) Strategy for UNICEF to change norms and behaviors to end physical violence against children in Jordan. Part of the assignment also included carrying out situational analysis, conducting a mapping study of potential partners and opportunities to implement the C4D Strategy and designing and implementing C4D capacity development training module for UNICEF's partner organizations in Jordan. The process of strategy development started in May 2017 with review of literature, capacity assessment and consultations in which more than 20 potential partner organizations were approached. In July, a high-level roundtable

meeting was held with key stakeholders to present the broad contours of the Strategy as inter-sectoral and for soliciting their inputs on the main objective of the Strategy. A workshop was also held on C4D for the partner organizations in which violence against children in Jordan was taken up as a case study. A validation meeting and action planning took place in the month of October while supporting material and tools were developed in November. The Strategy was finalized in December 2017 to initially cover a three-year period. This is the first national and inter-sectoral strategy for UNICEF anywhere in the world to address the issue of violence against children from its underlying causes.

Development of Advocacy Material on Oral Cholera Vaccine



In acknowledgement of the campaign on seasonal influenza designed by Center in 2016 for the World Health Organization (WHO)'s Regional Headquarters of Eastern Mediterranean Region, it was awarded another project in 2017 to design and develop Advocacy Campaign on Oral Cholera Vaccine. Cholera is a global public health problem and it mainly affects the poorest and the most vulnerable populations who live without access to safe water and proper sanitation. Center, as part of this assignment, designed

and developed a range of advocacy material to support WHO's prevention efforts against Cholera. The material included development of targeted messages to promote availability, accessibility, characteristics and benefits of the oral cholera vaccine. A policy brief on Oral Cholera Vaccine was developed to highlight the available evidence on short/long-term efficacy and impact. In addition, brochures, posters, short video, and other promotional giveaway materials were developed on cholera and oral cholera vaccine.

PARTNERSHIPS

Lab Azad – Excellence Award in Journalism

Center, in partnership with the Center for Excellence in Journalism based at the Institute of Business Administration, Karachi, launched an annual award for journalists in Pakistan with an aim to promote and recognize specialized reporting, especially health reporting. The year 2016 was the inaugural year of the award. The award enshrines principles of independence, originality, impartiality and accountability in journalism. In 2017, the award entered into its second year and garnered support from wider civil society organizations. The Sukh Initiative sponsored

one of the categories on “Women Rights, with focus on reproductive health and family planning” – that further broadened the scope of the Award from its inaugural year. This year, a total of 185 submissions from across the country were received against the themes of Child Rights, Health Rights and Women Rights, and a total of 12 journalists received the award under the categories of mainstream broadcast for television and radio; mainstream print and online in English language; mainstream print and online for Urdu language and District Correspondence.

Partnerships with Fatima Jinnah Women University and Kinnaird College Lahore

Center linked institutional cooperation agreements with the Fatima Jinnah Women University, Rawalpindi, and Kinnaird College, Lahore, for promoting development communication, specifically the art and strategy of entertainment-education in Pakistan. The Memorandum of Understandings were signed with the two institutions in small ceremonies held on

March 29 and November 3, respectively. As part of the understanding, Center will extend its technical cooperation in areas of teaching, research, and capacity strengthening towards promoting the discipline of development communication. In particular, the partnership will focus on mainstreaming and institutionalizing the art and strategy of entertainment-education in academia.

MoU with the National Disaster Management Authority

Center joined hands with the National Disaster Management Authority (NDMA) as its strategic communication partner on April 26, 2017 by signing a Memorandum of Understanding. With an objective to foster and expand network of cooperation between the two organizations, this MoU demands building mutual understanding and providing

assistance for establishing a support network with a view to use strategic communication for disaster management. On behalf of the Chairman, NDMA, Ms. Rabeela Saad, Member NDMA, signed the Memorandum while for Center, its Executive Director, Dr. Aftikham Butt, signed it. The signing ceremony was held at the Prime Minister Secretariat in Islamabad.

PUBLICATIONS

Journalistic Practices on Child Protection: Issues in Jordan



The publication contains the main set of findings and recommendations based on a capacity assessment conducted of journalists in Jordan in reporting on child protection issues. The capacity assessment was conducted for UNICEF Jordan to help guide their engagement with journalists and news media for improved reporting on child protection issues. The findings from the assessment show that a large section of journalists in Jordan either lack understanding of what constitute as violence against children or their own attitude towards many of the child rights issues is, at best, ill-disposed. Journalists also lack essential skills for effective and ethical reporting on violence against children and many do not have capacity to undertake specialized journalism.

The Health Journalism Tutorials



Center has developed a series of tutorials for journalists on effective health reporting. The tutorials are available both in English and Urdu languages. Focusing on maternal and child health, tutorials cover a range of topics critical to effective health journalism, including the use of data and evidence and digital media. Catering to the requirements of the working journalists, the tutorials also include topics of storytelling and interview techniques and adhering to ethics and concerns of gender and social exclusion.

Compendium of Sermons on Mother and Child Health



The compendium, for the first time, contains a series of sermons on mother and child health for three major religions together, i.e. Islam, Christianity and Hinduism. These sermons feature health topics to help religious communities prevent pregnancy-related mortality that is caused by delays in seeking timely and appropriate healthcare.

Media Monitoring Report 2017



Center, under the project EVA, is implementing a series of capacity strengthening activities for journalists to improve quality and coverage of health reporting in Pakistan. This is based on a Training Needs Assessment of journalists conducted at the start of the project, which showed that health reporting on all media platforms across Pakistan was very low, in order to substantiate these findings, Center has been conducting media monitoring exercises since last three years. The Media Monitoring Report is part of this series to allow comparison with analysis made in years 2015 and 2016.

These supplements contain detailed analysis of health reporting in selected mainstream news media of Pakistan. This year, like the previous ones, media monitoring is carried out of health news for both print and broadcast media.

MEDIA PRODUCTS

Drama Serial – Mujhay Jeenay Dou

The drama serial 'Mujhay Jeenay Dou' is a joint production of Angelic Films and Center, under the EVA project. Produced in 2017, the 22-episode serial was released on Urdu1 channel on September 11, 2017. The drama was broadcasted every Monday from 8 pm to 9 pm and is scheduled to complete in early February 2018. The serial focuses on the multiple social issues, primarily the issue of child marriage. Directed by Angelique Malik and written by Shahid Nizami, the drama

has a star-studded cast, starring Hania Amir, the lead actress of recently released and popular commercial film Na-Maloom Afraad 2 and one of the most established actors of contemporary dramas Gohar Rasheed. The drama also features the comeback of one of television's most revered actresses Nadia Janjili in the role of a Lady Health Worker. The actor-turned director Samad Sultan Khosat also plays an interesting role.



Video Documentary – Pakistan's First Urban Family Planning Project

The video documentary introduces the Sukh Initiative, which is Pakistan's first urban family project of Aman Health Care Services. The project is aimed at empowering families to access contraception by increasing their family planning knowledge, improving access to quality services and expanding the basket of choices. Launched in 2013, Sukh Initiative is being implemented in three districts of peri-urban Karachi and reaching out to nearly one million people. The documentary features each of project's main components and highlights its systems approach of providing a comprehensive menu of synergistic

interventions for increased uptake of family planning practices and services.



EVENTS

JANUARY



Workshop on Entertainment Education for Academics
21 January, Lahore
Participants: 10
EVA-BIN

Press Conference on Drama Serial "Sammi" in Partnership with Hum Television
Kashmir
Local actors, media and press
EVA-BIN

Facilitator Training on the Community Dialogue Toolkit
23 January, Sindh
HCC

District Meeting Bhigolai Leaders
19 January, Lahore
Students of University
Participants: 60 overall
EVA-BIN

Integration of Entertainment Education at Khairpur College
24 January, Lahore
Participants: 50
EVA-BIN



FEBRUARY



Partnership Signing to Support Sub-Initiative
All project partners
Sub-Initiative

MARCH



Lecture by Andrew Whaley at Khairpur University
22 March, Khairpur
Students of University
EVA-BIN

Lecture by Andrew Whaley and Caroline Jacoby at Fighat University
22 March, Islamabad
Students of University
EVA-BIN

Guest lecture at Fighat, Punjab Women University by Andrew Whaley and Caroline Jacoby
24 March, Islamabad
Students of University
EVA-BIN

Consultative Meeting on Entertainment Education
22-23 March, Bhurban
Participants: 10
EVA-BIN

Lecture by Andrew Whaley and Caroline Jacoby at Khairpur University
20 March, Islamabad
Students of University
EVA-BIN

Lecture at Habib University by Andrew Whaley and Caroline Jacoby
20 March, Islamabad
Students of University
EVA-BIN

Guest lecture at Sakhil University
30 March, Karachi
Students of University
EVA-BIN

Andrew Whaley at Seashore House
22 March, Karachi
Students of University
EVA-BIN

Model Signing with Fatima Sheikh women University
29 March, Islamabad
Students of University
EVA-BIN

APRIL



Center and NOMA sign MoU
26 April, Islamabad
NOMA

MAY



Entertainment Education in theater - first batch of students of college
23 May, Lahore
Students of University
EVA-BIN

Palastan scriptwriter on Entertainment Education - a guest lecture at Fatima Jinnah Women University
12 May, Islamabad
Students of University
EVA-BIN

A lecture by Angira Nadeem Syed at Habib University
10 May, Karachi
Students of University
EVA-BIN

Entertainment Education in theater - Habib University
5 May, Karachi
Students of University
EVA-BIN

Entertainment Education in theater - first batch of students of college
23 May, Lahore
Students of University
EVA-BIN

Palastan scriptwriter on Entertainment Education - a guest lecture at Fatima Jinnah Women University
12 May, Islamabad
Students of University
EVA-BIN

A lecture by Angira Nadeem Syed at Habib University
5 May, Karachi
Students of University
EVA-BIN

Entertainment Education in theater - Habib University
5 May, Karachi
Students of University
EVA-BIN

Workshop on Right to Health and Reporting on Women and minorities
15-18 May, Karachi
Participants: 14
EVA-BIN

JULY



Center held a workshop for UNICEF on UIC
25 July, Islamabad
UNICEF, Pakistan

Center held a high level roundtable on UIC
25 July, Islamabad
UNICEF, Pakistan

Center Celebrates the World Population Day
11 July, Karachi
Sub-Initiative

SEPTEMBER



Press Conference of Drama Serial "Sammi"
28 September, Islamabad
Participants: 30
EVA-BIN

Meeting of Caucus of Civil Society Organizations
28 September, Islamabad
Participants: 30
EVA-BIN

Meeting with local feminist pressure for the development of Global IPC toolkit for Frontline workers
20 September, Islamabad
PC-1

IPC-1 Workshop for Global IPC toolkit for Frontline workers
20 September, Islamabad
PC-1

Entertainment Education Lecture at Seabest Karachi Campus
13 October, Lahore
EVA-BIN

Meeting of Central Councils of religious Leaders
3 November, Lahore
Senior member and faculty
EVA-BIN

Delayed meeting of religious leaders on Friday sermons delivery
30 October, Pakistan
Participants: 60
EVA-BIN

Local Media Training
31 October, Islamabad
Participants: 27 overall
EVA-BIN

Local Media Training
31 October, Islamabad
Participants: 27 overall
EVA-BIN

OCTOBER



Orientation workshops for journalists on print and online reporting
13-14 October, Islamabad
Participants: 80
Sub-Initiative

Study visit at Center for Communication Programs Pakistan of students from Fatima Jinnah Women University
13 October, Islamabad
Participants: 39
EVA-BIN

Haseena Khan talks about Agha at Basochouse National University
24 October, Lahore
EVA-BIN

Demystifying Theory in Entertainment Education at Basochouse National University
19 October, Lahore
EVA-BIN

Entertainment Education Lecture at Seabest Karachi Campus
13 October, Lahore
EVA-BIN

Meeting of Central Councils of religious Leaders
3 November, Lahore
Senior member and faculty
EVA-BIN

Delayed meeting of religious leaders on Friday sermons delivery
30 October, Pakistan
Participants: 60
EVA-BIN

Local Media Training
31 October, Islamabad
Participants: 27 overall
EVA-BIN

Local Media Training
31 October, Islamabad
Participants: 27 overall
EVA-BIN

NOVEMBER



Integrating BAI - Screening in Khairpur
22 November, Khairpur
Participants: 80
Sub-Initiative

Integrating BAI - Screening in Fatima Jinnah Women University
12 November, Islamabad
Participants: 115
Sub-Initiative

Integrating BAI - Screening in SZABIST Islamabad
11 November, Islamabad
Participants: 40
Sub-Initiative

Integrating BAI - Screening in SZABIST
14 November, Karachi
Participants: 35
Sub-Initiative

Integrating BAI - Screening in Habib University
15 November, Karachi
Participants: 25
Sub-Initiative

Center for SZABIST held workshop on development of inspirational videos
3 November, Islamabad
Senior member and faculty
EVA-BIN

Center for SZABIST held workshop on development of inspirational videos
3 November, Islamabad
Senior member and faculty
EVA-BIN

Local Media Training
31 October, Islamabad
Participants: 27 overall
EVA-BIN

Local Media Training
31 October, Islamabad
Participants: 27 overall
EVA-BIN

DECEMBER



Integrating BAI - Screening in Khairpur
22 November, Khairpur
Participants: 80
Sub-Initiative

Integrating BAI - Screening in Fatima Jinnah Women University
12 November, Islamabad
Participants: 115
Sub-Initiative

Integrating BAI - Screening in SZABIST Islamabad
11 November, Islamabad
Participants: 40
Sub-Initiative

Integrating BAI - Screening in SZABIST
14 November, Karachi
Participants: 35
Sub-Initiative

Integrating BAI - Screening in Habib University
15 November, Karachi
Participants: 25
Sub-Initiative

Center for SZABIST held workshop on development of inspirational videos
3 November, Islamabad
Senior member and faculty
EVA-BIN

Center for SZABIST held workshop on development of inspirational videos
3 November, Islamabad
Senior member and faculty
EVA-BIN

Local Media Training
31 October, Islamabad
Participants: 27 overall
EVA-BIN

Local Media Training
31 October, Islamabad
Participants: 27 overall
EVA-BIN

FINANCES

CENTER FOR COMMUNICATION PROGRAMS BALANCE SHEET AS AT DECEMBER 31, 2017

	NOTE	2017 RUPEES	2016 RUPEES
ASSETS			
NON-CURRENT ASSETS			
Property, plant and equipment	4	7,142,324	5,882,985
Intangible	5	427,366	350,800
		7,569,690	6,233,785
CURRENT ASSETS			
Account receivables	6	28,977,690	15,493,367
Advances, deposits and prepayments	7	2,956,934	1,579,477
Advance Tax		1,964,023	1,183,447
Cash and bank balances	8	30,975,011	9,604,544
		64,873,658	27,860,835
		<u>72,443,348</u>	<u>34,094,620</u>
FUNDS AND LIABILITIES			
FUNDS			
Accumulated surplus	9	22,288,493	15,913,818
Deferred grant	10	45,664,154	11,761,109
CURRENT LIABILITIES			
Creditors, accrued and other payables	11	4,490,701	6,419,693
CONTINGENCIES AND COMMITMENTS			
	12	-	-
		<u>72,443,348</u>	<u>34,094,620</u>

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


PRESIDENT
ATIF IKRAM BUTT
Executive Director
CCP PAKISTAN


SECRETARY GENERAL

CENTER FOR COMMUNICATION PROGRAMS INCOME AND EXPENDITURE STATEMENT FOR THE YEAR ENDED DECEMBER 31, 2017

	NOTE	2017 RUPEES	2016 RUPEES
INCOME			
	13	197,321,419	136,646,464
EXPENSES			
Project personnel cost	15	57,026,391	42,744,388
Program cost	16	116,365,384	79,014,941
Administrative cost	17	18,324,779	15,123,122
		191,716,554	136,882,452
Other income	14	769,811	580,630
(DEFICIT) / SURPLUS FOR THE YEAR		<u>6,374,675</u>	<u>344,643</u>

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


PRESIDENT
ATIF IKRAM BUTT
Executive Director
CCP PAKISTAN


SECRETARY GENERAL

**CENTER FOR COMMUNICATION PROGRAMS
CASH FLOW STATEMENT
FOR THE YEAR ENDED DECEMBER 31, 2017**

	2017	2016
	RUPEES	RUPEES
CASH FLOWS FROM OPERATING ACTIVITIES		
Net (deficit) / surplus for the year	6,374,675	344,643
Adjustment for:		
Grant amortized during the year	(122,233,280)	(93,119,056)
Depreciation	2,047,704	1,399,711
Amortization	128,767	87,700
Operating profit before working capital changes	(113,682,135)	(91,287,003)
Working capital changes:		
(Increase) / decrease in current assets :		
Account receivables	(13,484,323)	(8,974,013)
Advances, deposits and prepayments	(1,377,457)	(751,652)
Increase / (decrease) in current liabilities:		
Accrued and other liabilities	(1,928,993)	(13,046,696)
	(130,472,907)	(114,059,364)
Taxes paid	(780,577)	-
Net cash flows from operating activities	(131,253,484)	(114,059,364)
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of property, plant and equipment	(3,307,042)	(5,036,093)
Intangible	(205,333)	(438,500)
Net cash flows from investing activities	(3,512,375)	(5,474,593)
CASH FLOWS FROM FINANCING ACTIVITIES		
Grants received from donors	156,136,326	47,002,974
Net cash flows from financing activities	156,136,326	47,002,974
Net increase in cash and cash equivalents	21,370,467	(72,530,983)
Cash and cash equivalents at the beginning of the year	9,604,544	82,135,527
Cash and cash equivalents at the end of the year	30,975,011	9,604,544

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


PRESIDENT
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 Executive Director
 CCP PAKISTAN


SECRETARY GENERAL



Center for
Communication
Programs
Pakistan

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