



January – March 2018
sukh.theamanfoundation.org

Sukh Initiative newsletter

PROMOTING LIFE SKILLS AMONG YOUTH

MESSAGE BY THE EXECUTIVE DIRECTOR AMAN HEALTH

Shazina Masud

As the newest member of Aman Health Care Services, I am excited to be a part of the Sukh Initiative as it explores the learnings of the five-year urban model. A lot of work has been done by Project Management Unit and partner organizations, keeping the woman with unmet family planning need at its center.

The outcome of the work that has been done promises to be thought-provoking, and I am hopeful that it will help in improving future program design on family planning, both nationally and internationally.



MESSAGE BY THE HEAD SUKH INITIATIVE

Dr. Haris Ahmed

Welcome to the second edition of Sukh Initiative quarterly newsletter! The project has demonstrated a successful model encompassing key elements of family planning both at policy and implementation level, through focused interventions, establishing networks and partnership with local stakeholders. A special thanks to all the three foundations and consortium partners for their commitment and support.

2018 will be another big year, I hope that all of us can learn more to give impetus to the project and ensure that we continue to be the agency of change and voice for family planning that the country needs, perhaps now more than ever in this make or break window of opportunity.



BUILDING CAPACITY OF YOUTH AND HEALTH CARE PROVIDERS & WORKERS Training for Youth on Social Action Projects

Sukh Initiative's implementation partner for Life Skills Based Education, Aahung, organized a training titled 'Social Action Project' from September 9 to 13, 2017. The training was held at the Youth Friendly Space (YFS) established under the project in Korangi, one of the catchment areas in Karachi. The goal was to develop knowledge and sense of ownership amongst youth on issues pertinent to Sexual and Reproductive Health and Rights (SRHR), such as puberty, early marriage, human rights, peer pressure and sexuality. Young girls and boys, 14 in number, were selected for training from a group of youth attending and participating in the sessions and activities of YFS. The trainees learned to raise awareness about these topics in their communities through various creative means. They were also trained on how to effectively communicate with important stakeholders in the community in order to maximize the impact of their social action projects. Building on the training received, the young participants held brainstorming sessions on SRHR issues of youth in their neighborhood.



The youth expressed commitment to remain in contact with the YFS counselors to implement their projects in a smooth and effective manner.

Capacity Building of Health Care Providers on Youth Friendly Services (YFS)

Health care providers and support staff were provided a capacity strengthening training at Youth Friendly Space (YFS) from October 30 to November 1, 2017. In this three-day training, five health care providers from five clinics took part, who were selected for training after a thorough screening criteria undertaken during August and September 2017.

This training by Aahung under Sukh Initiative aimed to explore the underlying reasons of various youth related issues and concerns. The strategies to address such issues were also part of the training. The training provided participants the opportunity to develop effective communication skills for interacting with youth and counseling them. It helped the participating health care providers to identify needs and requirements for setting up similar youth friendly spaces at their respective clinics and health facilities. Different interactive teaching tools, such as brainstorming, role playing, case studies, presentations and videos were put to use during the course of training. The training was successful in instilling the importance of YFS at health care facilities. The workshop was able to highlight youth's sexual and reproductive health and rights.



"I have been ignoring youth and their issues up till now. I realized how important it is to address youth related issues and their needs so that they don't experience similar challenges as I did."

– A participant.

Training of Health Workers on Family Counseling (FC) Module and its Implementation

Under Sukh Initiative, a five-day training on the implementation of the Family Counseling Module was held with 30 Community Health Workers, 10 Community Health Supervisors, 20 Lady Health Workers and 10 Lady Health Supervisors. The participants were trained in four batches during October and November 2017 and introduced to the 'five touch family counseling technique'. They were specifically familiarized with topics taken up with mothers and daughters. The importance of effective communication between mothers and daughters and the qualities of a good facilitator were also focused at during the training.

At the end of the training, the participants were asked to identify households in their respective catchment areas where they can implement the family counseling module. The implementation of the FC module will be carried out on a cyclical manner, with each cycle taking a five-week time. During this five-week cycle, the health workers will run five chapters of the module, each taking one week time. The participants will be implementing the FC module with approximately 1,400 households. This intervention will last till September 2018.



PROMOTING LIFE SKILLS EDUCATION IN SCHOOLS

Promoting life skills education among youth holds the value of a lynchpin in Sukh Initiative's strategy. Aahung, partner to Sukh Initiative for life skills education is making continuous efforts in this direction with focused approach. During October 2017, Aahung carried out three school-wide program activities in the catchment areas of Sukh Initiative. These youth centric activities were held for students, parents, teachers and staff of Nasra Secondary School Korangi (morning and afternoon shifts) and Government Boys High School, Landhi.

In the morning session activities at Nasra School, various sensitive topics, such as consequences of early marriage, peer pressure and sexual harassment, were highlighted through skits by students of grade 9. Later in the afternoon session, skits were presented on pubertal changes, gender roles and discrimination, and consequences of eating harmful substances, such as pan and gutka (betel nut and concoction of tobacco). In both of the sessions, the skits ended with emotional and inspirational speeches on women's rights. In the Government Boys High School Landhi, a skit was performed by students on self-protection from harmful behaviors. This session at the Boys High School was also attended by 8 officials of different government departments. These included, Mr. Shahid Kamal, the Principal Government Polytechnic Institute (Boys) Landhi, who lauded the efforts to promote life skills among youth. It was noted that these extra-curricular activities help increase confidence of students so that they are able to conveniently share their common concerns and build their capacity to perform necessary roles. Also, the skits increased overall knowledge and awareness of students on sexual and reproductive health and rights.



SENSITIZING PARENTS - AN IMPERATIVE

Sensitizing parents on youth issues is the need of the hour. Aahung under Sukh Initiative organized sensitization sessions for parents at Baldia Government Girls Secondary School and N.A. Abbasi Government Boys Secondary School, both located in Landhi. The first session was held on August 21, 2017 and 63 parents were sensitized about the importance of life skills development. The second session was organized on October 19, 2017 with 60 parents taking part in it. Both the meetings began with a welcome address by Aahung's field coordinator.

Parents were briefed on the importance of Life Skills Based Education (LSBE) in offering the best possible learning environment for the students, such as personal grooming, safe behaviors and good touch/bad touch, etc. They were sensitized about the importance of education, consequences of early marriage in a girl's life, negative effects of pan, gutka and chaalia (betel nut leaves, concoction of tobacco and betel nut), as well as impact of peer pressure.



YOUTH CENTRIC TRAINING FOR AMAN TELEHEALTH

A four-day training of master trainers belonging to Aman TeleHealth was held at Aahung's office from September 5 to 8, 2017. The training included sessions on value clarification, human sexuality and behaviors, myths and misconceptions on puberty, reproductive tract infections, family planning and sexual dysfunction. This capacity building activity helped enhance communication skills of the management and operators with an objective to improve the overall tele-health service. One of the focus areas was improving history-taking skills of the trainees regarding sexual and reproductive health.



The training was conducted using different participatory methods, including brainstorming exercises, group work, role playing, case studies, mock calls, etc. After sessions on sexuality and language exercises, the participants were able to talk more clearly and comfortably with clients about sexual and reproductive health related issues. They also gained knowledge on values clarification and attitude transformation (VCAT) and its application.

As a result of the training, there was a visible improvement in the confidence, skills and knowledge of the participants as witnessed during mock calls and teaching sessions.



CONTACT US

Plot # 333, Korangi Township
Near Pakistan Refinery Ltd.
Karachi, Pakistan
+92 (21) 111-111-823
sukh.theamanfoundation.org



Facebook

Sukh Initiative is a multi-donor funded family planning and reproductive health project of Aman Health Care Services, implemented through a consortium of local and international organizations in collaboration with provincial government departments. The project aims to increase modern contraceptive prevalence rate by 15 percentage points in the one million underserved peri-urban population of Karachi city, Sindh, Pakistan

Provincial Government Partners



Project Partners





April – June 2018
sukh.theamanfoundation.org

Sukh Initiative newsletter

TELEHEALTH - VIRTUAL MEANS TO HEALTHCARE

MESSAGE BY THE CEO AMAN HEALTH

Shazina Masud



Sukh Initiative has setup a trustworthy source of information in the form of a 24/7 healthcare helpline accessible to everyone from all over Pakistan. Ensuring timely response and privacy, it serves to link the clients to service provision which is critical for improving health indicators and continuation of prescribed treatment.

Generally, women in rural or peri-urban settings do not have the opportunity to discuss sexual and reproductive health issues in a safe and secure environment. Aman Telehealth has taken a women-centric approach working on mutual respect and trust, encouraging two-way open communication, where female clients are also making inbound calls to seek medical assistance. As part of the broader goal of Sukh Initiative, telehealth helpline provides round the clock information, youth counselling, referrals and follow-up services to increase access to family planning services.

Sukh Initiative, through telehealth is thus filling a void where young adults, women and men have found a reliable channel for obtaining critical information related specifically to family planning, resulting in a positive trend in terms of increased knowledge and continued use of contraception.

MESSAGE BY THE HEAD SUKH INITIATIVE

Dr. Haris Ahmed



Aman Telehealth Service (ATH) has been a functioning nationwide helpline service, yet was not reaching all the segments of the society till the intervention of Sukh Initiative. Using the ExpandNet scale-up approach, Sukh Initiative identified that more could be done to institutionalize helpline services in order to benefit more people. Sukh Initiative convened a helpline network forum in late 2015 with representatives from all the existing telehealth helpline service providers. Sukh Initiative was successful in advocating an agreement between all the network members to standardize their Family Planning (FP), Post Abortion Care (PAC), and youth protocols and algorithms with those of Sukh Initiative to better equip them to handle family planning and youth-focused counseling. Following this agreement, Sukh Initiative held two training sessions, one of which was supported by a regional alliance of helpline service providers. Currently, the network members are in the process of upgrading their algorithms. By institutionalizing the learning processes across all the health helpline service providers, Sukh Initiative improved the quality of counseling across the different services, in addition to adding a strong family planning component to the helpline services that did not have it. More importantly, Sukh Initiative not only influenced interventions at scale within the government, but also interventions by other development partners.

Additionally, the demand-side included a telehealth component. This was based on an existing national health helpline by Aman Telehealth (ATH). Sukh Initiative built the capacity of ATH to include FP and youth counseling as well as referral services by developing and incorporating specific FP and Sexual and Reproductive Health and Rights (SRHR) algorithms and protocols within their added general FP and youth Life Skills Based Education (LSBE) protocols. Now ATH serves as a general helpline service for FP and LSBE.



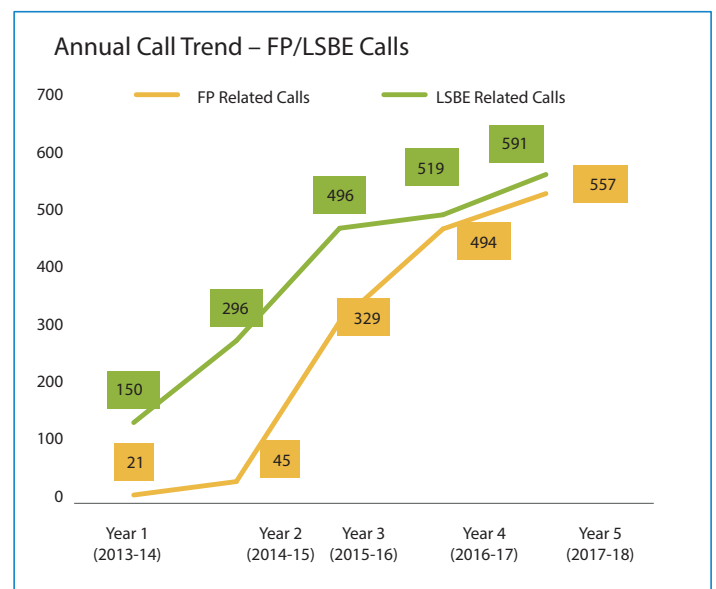
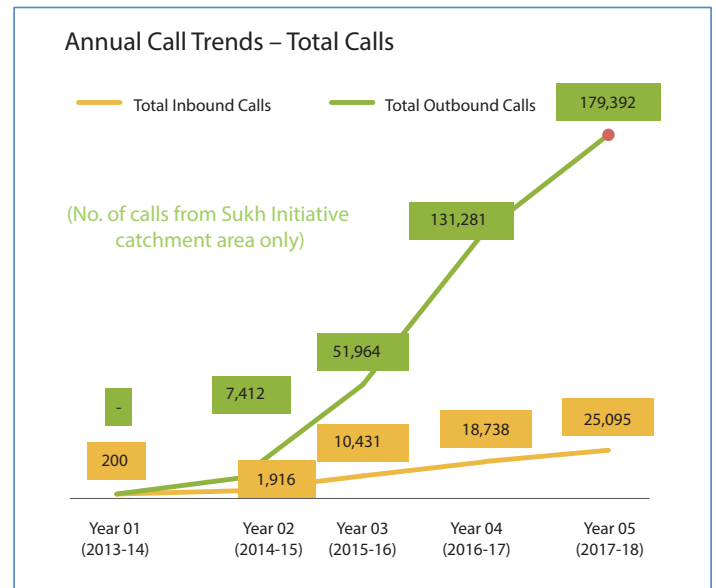
Trained call agents of Aman Telehealth call center busy providing information and counselling using modern day technology

AmanTelehealth – Gaining Acceptance as a Specialized Family Planning Helpline

There is no denying of the fact that the existing healthcare system of Pakistan is overburdened in the wake of ever increasing demand and supply pressures and shortage of skilled healthcare workers. This requires a paradigm shift in the way healthcare is provided. Present day telecommunication provides a window of opportunity to access and share healthcare information and services, both cost effectively and instantly. Although the use of modern technology in the healthcare sector of Pakistan is in it's infancy, Aman Telehealth (ATH), a consortium partner of Sukh Initiative, took up the role and is successfully making headways by tapping the call center helpline technology for the provision of timely and cost effective information on family planning and reproductive health, reaching out to a wide yet ethnically diverse communities.

Among the few telehealth services in Pakistan. Aman telehealth is the leader in provision of healthcare information through call center in Pakistan, with more than one million contact attempts till date. Aman Telehealth also happens to be the only healthcare helpline which is available round the clock providing a one window counselling solution for all healthcare needs where more than one thousand calls are made each day. Since its inception in 2011, Aman Telehealth earned the reputation of a general healthcare helpline as majority of the calls pertained to general health issues. While remaining cognizant of the societal taboo, whereby people were reluctant to openly discuss their family planning and reproductive health needs and issues, Sukh Initiative brought ATH on board in 2014 to provide telehealth services focused at family planning. The objective was to provide an opportunity to and increase communication channels for Married Women of Reproductive Age (MWRAs) and youth to access instant and credible information with comfort and sense of privacy. Moreover, it was envisaged to provide proper guidance and counseling to the clients in need and refer them to relevant health facilities, when needed.

During the initial and the middle years of Sukh Initiative's implementation, ATH started being recognized by MWRAs and youth, however, the utilization of this helpline was still focused towards the general healthcare, whereas counselling on family planning and Life Skills Based Education (LSBE) was sought from community and Lady Health Workers (LHWs), who visited them at their doorsteps. During this period, ATH shifted its focus more on the outreach through outbound calls, whereby more than 60,000 calls were made to MWRAs in the catchment areas for addressing their FP related side effect management issues, as well as providing them with



necessary counselling. Even after this effort, there was still room for increasing awareness about ATH's helpline focused service for family planning amongst the MWRAs & youth of Sukh Initiative catchment areas. In order to cater to this issue, a Television Commercial (TVC) was developed highlighting the ATH's focused service for FP and LSBE. Aman Telehealth opted for cost effective means to televise the TVC; it aired it through cable TV channels instead of the traditional satellite channels. To further promote Aman Telehealth service as a family planning helpline, ATH installed state-of-the-art call center solution, Avaya, which enables ATH to prioritize FP related calls and remind them that the helpline can also be accessed for seeking support for family planning issues. These multiple initiatives by ATH have proven to be a game changer in setting new highs in attracting and serving MWRAs and youth with family planning needs.

Maximizing outreach through Telehealth helpline

I am proud to be a part of Sukh Initiative program courtesy my association with Aman Telehealth since 2015. Just like any other associate at Aman Telehealth, I am a healthcare professional with working experience of a nurse. Working with Aman Telehealth has provided me with an amazing learning experience, especially when I compare this experience with any of my previous jobs or even when I compare myself with my friends working at different places. My friends working at hospitals are managing 8 to 10 patients each day whereas, I am able to create a bigger and positive impact in the lives of 60-70 people each day, thanks to telehealth call center.

What makes Aman Telehealth the best place to work, amongst many things, is the learning opportunities it provides to us from time to time. I hereby like to whole heartedly appreciate Aman Telehealth for its support and acknowledge the services and programs of Sukh Initiative. To mention, especially the many

capacity building sessions arranged for us, such as on Family Planning, Life Skills Based Education, Communication & Customer facilitation. These sessions have been usually followed up by refresher courses both on and off the job. I believe, Aman Telehealth with due support from Sukh Initiative is the only enterprise where call center operators were given an opportunity to travel abroad and learn from international experts. The very first time I boarded a plane in my life was due to my affiliation with Sukh Initiative and Aman Telehealth. This is one lifelong memory that I will always cherish. I take pride in being an integral part of Aman Telehealth and with the family of Sukh Initiative.

*Huma Komal
Call Operator Aman Telehealth*



Football Tournament helps promote Telehealth Helpline service among youth

The greatest wealth and strength of any nation is its youth. The mindset and aptitude of its youth determines the kind of future the nation will have. It therefore becomes obligatory to ensure the involvement of youth in the development program for creating positive social change. Such experiences can build self-esteem and leadership skills with greater sense of responsibility. Keeping this in view, Sukh Initiative organized a football tournament in its catchment area, especially in view of the ongoing Football World Cup. This activity opened up gateways to introduce Sukh Initiative to the youth of the area and motivated them to take part in the social action program.

The football tournament was organized by Aman Telehealth under the banner of Sukh Initiative. The tournament was held at Korangi Town of Karachi. It attracted participation of youth from all the catchment areas of Sukh Initiative i.e Landhi, Korangi, Bin-Qasim and Malir town.

The tournament matches were played on round format and on knockout basis. A total of sixteen

teams took part in the tournament. The winning teams progressed to the quarter finals, semi finals and then to the final. The final was played between the Karachi City Football Club from Korangi Town and the Old Fighters Football Club from Malir Town.

The activity was a big success in terms of attracting youth to the tournament as well as introducing them to Aman Telehealth services. The total attendance of youth was estimated to be more than 10,000, whereas a total of 7,000 youth opted to register with ATH for its youth awareness message service. During this activity, more than 1,000 goody bags, equipped with stationary items were distributed amongst the participants below the age of 10 years to promote life skills based education amongst the children.

This event provided not just the pleasure of participating in sporting activity to the youth, but also aided them in developing camaraderie, self-confidence and leadership skills. It helped them learn the importance of teamwork and promoted Sukh Initiative's message of Value Clarification and Attitude Transformation (VCAT).



Dr. Haris Ahmed awarding trophy and cash prize to the captain of the winning team



Crowd came in numbers to witness a thrilling final



Excited kids showing goody bags having promotional items received from tournament organizers

Progress of Sukh Initiative



Outreach through network of Health Workers CHW covered area (Bin Qasim, Korangi, Landhi, Malir) Married Women of Reproductive Age covered by CHW LHW covered area (Bin Qasim, Landhi, Malir) Married Women of Reproductive Age covered by LHW	789,640 145,000 203,808 30,000
Strengthening of FP Services at Public Health Facilities No. of selected Public Health Facilities upscaled No. of Healthcare Providers trained No. of FP clients served at the selected facilities No. of Family Health Days conducted at Family Welfare Centers	43 137 66,812 212
Strengthening of FP Services at Private Health Facilities No. of private facilities being served No. of Family Health Days conducted at franchised clinics No. of FP clients served	40 414 8621
Life Skills Based Education - Youth Engagement (16-22) No. of schools providing LSBE Youth received LSBE through institutions (Individuals) Young girls and women reached through CHW and LHW No. of teachers trained on LSBE Youth registered at Youth Friendly Space	30 15,340 45,356 125 595
Telehealth Services Inbound FP/SRH calls Outbound FP/SRH calls FP SMS disseminated	56,380 370,049 3,654,383

CONTACT US

Plot # 333, Korangi Township
 Near Pakistan Refinery Ltd.
 Karachi, Pakistan
 +92 (21) 111-111-823
sukh.theamanfoundation.org



Facebook

Sukh Initiative is a multi-donor funded family planning and reproductive health project of Aman Health Care Services, implemented through a consortium of local and international organizations in collaboration with provincial government departments. The project aims to increase modern contraceptive prevalence rate by 15 percentage points in the one million underserved peri-urban population of Karachi city, Sindh, Pakistan

Provincial Government Partners



Project Partners

