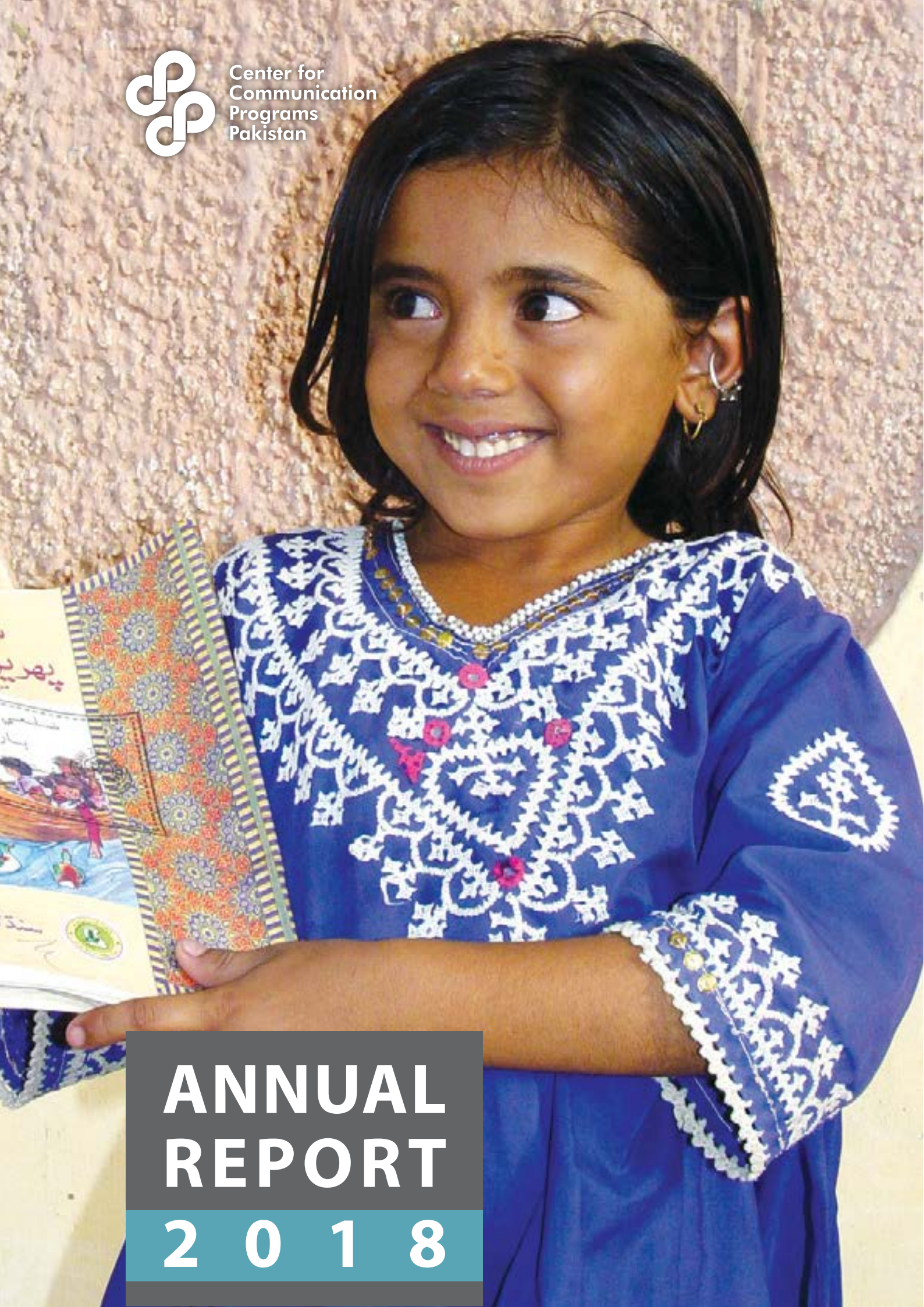




Center for
Communication
Programs
Pakistan



ANNUAL REPORT 2 0 1 8

ANNUAL REPORT

**"IMPROVING
LIVES THROUGH
COMMUNICATION"**

2018

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ABBREVIATIONS AND ACRONYMS

ADB	Asian Development Bank
CCP	Johns Hopkins Center for Communication Programs Pakistan
CEJ	Center for Excellence in Journalism
Center	Center for Communication Programs Pakistan
DFID	Department for International Development
EE	Entertainment Education
EVA	Empowerment Voice and Accountability for Better Health and Nutrition
GIZ	German Development Agency
HCC	Health Communication Component
HRBA	Human Rights-Based Approach
IBA	Institute of Business Administration
IFES	International Foundation for Electoral Systems
IPC/I	Interpersonal Communication for Immunization
KP	Khyber Pakhtunkhwa
LoGo	Support to Local Governance Programme
MOU	Memorandum of Understanding
PAIMAN	Pakistan Initiative for Mothers and Newborns
RMNCH	Reproductive, Maternal, Newborn and Child Health
ROP	Return on Prevention
SBC	Social and Behavior Change
SDC	Swiss Agency for Development Cooperation
UNFPA	United Nations Population Fund
UNDP	United Nations Development Programme
UNICEF	United Nations Children's Fund
USAID	United States Agency for International Development
WHO	World Health Organization

MESSAGE

MEMBER – BOARD OF GOVERNORS



Shana Yansen

It is with great joy that I write this year's opening Message for Center for Communication Programs Pakistan's Annual Report.

In 2003, when I began working with a small, visionary team in Pakistan on behalf of the Johns Hopkins Center for Communication Programs, I was immediately impressed by the talent and drive evident in those individuals. To witness the evolution of those early years into the founding the Center for Communication Programs Pakistan (Center), and grow into the thriving organization it has now become, is nothing short of inspirational.

Development communication and Entertainment Education (EE) have a long and esteemed history in Pakistan—with early successes such as Ahaat and Nijaat reaching households across Pakistan. Both established the power of social messaging woven into mainstream media. Years later, the highly-acclaimed film Bol, similarly broke all previous EE precedents, and significantly challenged the social and cultural norms at the time. I am truly honored to have worked with the team whose vision it was for that film, and on so many other communication advancements in Pakistan.

Some of my fondest professional memories stem from working with media professionals, grassroots organizations, researchers and communication experts in Pakistan, and I am heartened to see the legacy of trailblazing work continue under the leadership of the Center. Productions such as Sammi (2017) and this past year's portfolio of documentary films, including 'Raising the Curtain' are all worthy of global recognition.

This past year to me in particular, exemplifies the Center's exciting growth into a wide range of communication areas and organizational maturation. The year marked strategic engagement on issues as wide-ranging as child marriage, local governance, occupational safety, physical activity, civic engagement and vaccine acceptance—all with careful, evidence-based design and measurable impact.

Having pivoted from communication into academia myself, it has become ever more apparent to me how central communication is to nearly all health and development challenges today. In my work on vaccines and health security, I am continually reminded of the importance of communication-- from media platforms and journalism, to social and cultural norms and beliefs, good public health messaging, and community trust-building.

Along these lines, I am particularly impressed by the breadth and depth of Center's work with media and journalism. Given the myriad of challenges journalists and newsrooms face today, including the ascent of mis- and disinformation, we need continual innovation and engagement on these issues. I commend Center's human-rights based approach and this year's establishment of two first-ever health bulletins with major news outlets. In addition, the prestigious "Lab Azad" media award, now in its third year, coupled with a brand new Human Rights Media graduate-level course are both emblematic of the Center's commitment to continual learning and excellence within and outside of the Center. All combined, this work is undoubtedly re-shaping journalism Pakistan.

There are so many other achievements worth highlighting this year and I hope you will take the time to review them in this report. Click on the media links, too—you will be inspired!

My hope is that communication professionals, philanthropists, and other development professionals across the globe, will learn from the Center's example-- not only in terms of its high-quality work, but the road taken to arrive at this place. I have yet to find another example of such organizational resilience born out of outstanding communication in all its facets.

Shana Yansen

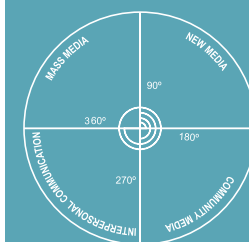
Associate Director, Program Development, Executive Education
Harvard Kennedy School

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Shana Yansen

Center for Communication Programs Pakistan (Center) is a fast growing organization working globally for improving lives through communication. It is an independent nonprofit entity based in Pakistan. Center excels in the study and practice of development communication, and uses social and behavior change (SBC), advocacy and community mobilization strategies to address social and cultural issues. It adopts multi-channel holistic and informed approaches to adequately address diversities.

Center focuses on tailor-made communication initiatives to overcome barriers to change and transform lives and communities. These range from interpersonal, group and community-based channels of communication to strategic use of traditional, modern and mainstream media vehicles for reaching out to large and diverse groups of people. Center has expertise in planning, implementation, and evaluation of strategic communication activities, including development of campaigns, materials, and special events. It 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 besides leading strategic media and communication interventions in Pakistan.



CENTER AT A GLANCE

Center focuses on tailor-made communication initiatives to overcome barriers to change and transform lives and communities.

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

Social and Behavior Change

Center works through all available media and has expertise in conceptualization, designing, implementation, and evaluation of strategic communication interventions for brining positive social and behavioral change. Center uses human centered design and applies insights from behavioral economics to inform and implement its communication interventions.

Capacity Strengthening

Center in Pakistan draws upon resources from its global network, in particular from Johns Hopkins Center for Communication Programs (CCP), to conduct state of the art capacity strengthening initiatives in leadership in strategic communication, designing 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. It uses information and communication technologies and digital 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 rights-based issues to the top of political agenda and to garner consensus for high impact initiatives. It specializes in design and implementation of media advocacy initiatives for connecting citizens with the policymakers through mainstream print, broadcast and digital media as forums for engagement.

PIONEERING HUMAN RIGHTS- BASED APPROACH TO MEDIA AND JOURNALISM IN PAKISTAN

**NEWS MEDIA HAS BEEN A
KEY PARTNER TO CENTER'S
EFFORTS TO IMPROVE AND
SAVE LIVES.**

JOURNALISTS AND REPORTERS WERE FIRST ENGAGED IN 2005



Center made pioneering contribution in nurturing and institutionalizing the Human Rights-Based Approach (HRBA) in media content development and journalistic reporting in Pakistan.

**JOURNALISTS AND MEDIA PROFESSIONALS
HAVE IMPORTANT ROLE IN SENSITIZING
THE GENERAL PUBLIC ABOUT HUMAN
RIGHTS, AND FARMING AND SHAPING THEIR
UNDERSTANDING OF RELATED ISSUES.**

News media, therefore, has been a key partner to Center's efforts to improve and save lives. Journalists and reporters were first engaged in 2005 under the 6-year project 'Pakistan Initiative for Mothers and Newborns (PAIMAN)'. This engagement was primarily aimed at improving understanding of journalists and media professionals on mother and child health issues for increased reporting. Under PAIMAN, trainings were held for more than 150 journalists and media professionals from across Pakistan. Media owners, senior journalists and editors were also engaged to apprise them of the need for increased reporting on health issues. An annual



Safe Motherhood award was also conferred to newspaper stories

and television and radio documentary reports. In the backdrop of burgeoning news media in Pakistan, activities carried out under PAIMAN were instrumental in paving a path for an elaborated, structured and institutionalized approach to engaging journalists and media practitioners.

PAIMAN was completed in early 2011 and engagement with journalists and media professionals was scaled down for next couple of years however scope was broadened to cover issues beyond health. Under Advocacy for Population and National Advancement, funded by United Nations Development Programme (UNDP), journalists and reporters were given supervised grants for developing news documentaries to highlight population issues in Pakistan. In another initiative funded by International Foundation for Electoral Systems (IFES) aimed at increasing women participation in 2013 general elections, senior journalists were engaged to reach out to young people directly through public seminars and with the help of their television programs.

It was in 2014, under the projects 'Empowerment Voice and Accountability (EVA) for Better Health and Nutrition' funded by United Kingdom's Department for International Development (DFID) and 'Health Communication Component (HCC) of Maternal and Child Health Program' funded by USAID, that a foundation was laid for a HRBA to media and journalism in Pakistan.

Under EVA and together with CCP, Center in 2016 developed training resources on HRBA to media and journalism in form of a handbook and training manual. The Handbook on Rights-Based Health Reporting is first such resource for journalists in Pakistan to help them produce alternative reporting, such as the art of constructing human interest stories and developing case studies from the perspective of health as a

CENTER'S EFFORTS HAVE RESULTED IN AN OVERALL INCREASE OF 266% OF NEWS CONTENT COVERING REPRODUCTIVE, MATERNAL, NEWBORN AND CHILD HEALTH (RMNCH) AS WELL AS NUTRITION ISSUES.

'right', creating demand for services and influence policymaking. In order to implement the manual, Center adopted a peer-to-peer structured approach of first strengthening capacity of senior journalists with the help of workshops held at national level and through them, as mentors, engaging district-based journalists and correspondents to further promote skills and knowledge needed for the application of HRBA.

Under HCC too, in 2017, Center developed a series of tutorials and their online interactive versions for working journalists on how to become effective health journalists and seeing isolated news stories in larger context. These tutorials cover a range of topics critical to effective health journalism, including the use of data and evidence and digital media, deploying storytelling and interview techniques, and adhering to ethics and concerns of gender and social exclusion. These tutorials were then implemented through the same peer-to-peer approach in partnership with local press clubs.

In 2016, Center signed an understanding with the Center for Excellence in Journalism (CEJ) of the Institute of Business Administration, Karachi, to jointly launch the 'Excellence Award in Journalism' to recognize rights-based approaches, story-based inquiry or investigative journalism in media coverage of the social sector. The Award, titled 'Lab Azad' or 'Speak Free', has now been conferred for three consecutive years. Lab Azad is Pakistan's only award promoting specialized reporting and is widely recognized by journalist community as the only independent, impartial and most prestigious of recognitions. Importantly, the Award's most recent call for submission encouraged entries rights-based health issues but also on child and women rights.

Center this year signed memoranda of understanding with two leading news channels, namely News One and Dunya News, for launching health bulletins during the primetime, which will be the first time in Pakistan's media history. This has ensured that dedicated space to rights-based content generated on health issues is provided, which otherwise remain unreported due to ascendancy of political newsbeat. Another landmark achievement this year is development of a graduate course on Human Rights Media. This course has also helped in taking the application of HRBA beyond the subject of health to other rights-based issues. The course is aimed at improving journalists' aspiring or existing understanding of human rights and enhancing their competences in the application of HRBA to media content development and

news reporting. The course has been designed in consultation with senior faculty members from higher education institutions of Pakistan.

Since 2015, Center has also been carrying out media monitoring of health news that get space in selected leading print and broadcast news media. In the last four years, Center's efforts have resulted in an overall increase of 266% of news content covering reproductive, maternal, newborn and child health (RMNCH) as well as nutrition issues. In coming years, Center plans to sustain its partnership with CEJ for continuation of the annual Lab Azad Award by bringing in additional sponsors. This year's Award has additional sponsorship of Aman Health Care Services through the Sukh Initiative project focused at family planning. The health bulletins are continuing and this encourages Center to approach other channels to join the initiative. Center will also be engaging a number of higher education institutions for inducting the Human Rights Media course in their media and journalism programs. Center now maintains a rights-based network of journalists and media professionals that are associated with print and broadcast journalism. This network comprises around 400 journalists and reporters from all across Pakistan at the national, provincial and district levels. These journalists and reporters are provided training to strengthen their capacity in application of rights-based approach and mentored through a peer-to-peer networking model. The network is a key resource for Center's public and political engagement initiatives.

THE HUMAN RIGHTS-BASED NETWORK OF JOURNALISTS AND MEDIA PROFESSIONALS COMPRISES AROUND 400 JOURNALISTS AND REPORTERS FROM ALL ACROSS PAKISTAN AT THE NATIONAL, PROVINCIAL AND DISTRICT LEVELS.

LEADERSHIP

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.

Board of Governors



Dr. Benjamin Lozare

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 provided consultations to 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, 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, Nepal, Pakistan, Panama, Tajikistan, Tanzania, South Sudan, Uganda, and the United States.



Mohammad Shahjahan

Mohammad Shahjahan is 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 South Asia. He is internationally known for directing a series of seminal television dramas, including the classic Ankahi (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 Bol (2011). The latter was produced by CCP. His most recent film, Verna, was released in 2017. 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.

**Shana Yansen**

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), Ms. Yansen 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, Ms. Yansen 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 Safi, Ms. Yansen co-directed CCP's Avian and Pandemic Influenza Program. Ms. Yansen 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.



Senior Management

President

**Fayyaz Ahmad Khan**

Fayyaz 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 Chief Technical Advisor for the Breakthrough ACTION in Lusaka, Zambia.

Executive
Director

**Dr. Atif Ikram Butt**

Dr. Atif Ikram Butt 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 of 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 master degree in public policy from Erfurt University, Germany. His doctoral research is focused on the concept of ideation and its influence on policymaking.

266%

Health coverage increased in last four years

The rights-based journalists network cultivated under the project continued to be provided with technical backstopping. As a result, health coverage recorded further increase of 98% in 2018 as compared to the previous year and overall 266% in last four years since Center started its active engagement with journalists to increase the

200+

nominations received from all across Pakistan

coverage of health issues. The Excellence in Journalism Award, Lab Azad, for year 2018 is being conferred to print and broadcast journalists in early 2019 under three themes with four categories each. The award is now recognized as the most independent, impartial, prestigious, and the only one promoting specialized reporting.

EVA HAS PALLADIUM PAKISTAN AS THE LEAD AND CENTER AS THE IMPLEMENTING PARTNER.

EMPOWERMENT, VOICE AND ACCOUNTABILITY FOR BETTER HEALTH AND NUTRITION (EVA) IS A FIVE-YEAR HEALTH SECTOR INITIATIVE FUNDED BY DFID UNDER ITS PROVINCIAL HEALTH AND NUTRITION PROGRAMME.

The 21-episode highly popular television drama serial, Sammi, produced by Center and originally broadcasted on Hum Television, was rebroadcasted in Sindhi and Saraiki languages on regional channels.

ONGOING PROGRAMS

EMPOWERMENT, VOICE AND ACCOUNTABILITY FOR BETTER HEALTH AND NUTRITION

The project emphasizes on generating demand for RMNCH and nutrition services through focused efforts on increasing communities' understanding of their health rights and entitlements, and mobilizing them in monitoring the planning and delivery of services. Center is leading media and communication components of the project.

As 2018 was the last implementation year, Center's efforts were focused on consolidating the successes by extending reach and ensuring sustainability and public ownership of the various initiatives launched under EVA. The 21-episode highly popular television drama serial, Sammi, produced by Center and originally broadcasted on Hum Television, was rebroadcasted in Sindhi and Saraiki languages on regional channels. Similarly, the drama serial Mujhay Jeenay Do is re-televised by Urdu1 channel on weekend during primetime to ensure

even wider audience. After successfully piloting a university course on entertainment-education (EE) in 2007, seven universities continue to teach entertainment-education to undergraduate students of media and communication. A National Ulama Convention was also organized that had participation of religious leaders representing all major sects from all across Pakistan. The event deliberated on a cultural practice whereby first bath is given to newborns soon after birth for the recitation of call for prayer that carries the risk of hypothermia. The participants of the convention issued a joint religious decree declaring the practice not only harmful for children but having no obligation under Islam. The Religious Leaders' Network continued to be vibrant and fully engaged in 2018. Another round of Friday sermons was held to pass on the religious decree issued on early bathing to an estimated 160,000 congregants in the focus

districts of Punjab and KP. A significant milestone was achieved with the launch of Pakistan's first ever health bulletins on two mainstream television news channels, namely Dunya News and News One. This was the first time that a dedicated space was allocated to health content on mainstream news media in Pakistan, which otherwise remains overshadowed with coverage of political issues. Pakistan's first ever university level course on Human Rights Media has also developed by Center and finalized in consultation with six universities. This will help institutionalize the rights-based approach to journalism and media content developed which Center has pioneered in Pakistan.

EVA will come to an end in early 2019. A number of its initiative, however, have been sustained and will continue even after completion of the project.

PROMOTING LEGISLATION, PROMPTING ACTION TO END CHILD MARRIAGE IN PAKISTAN



Opportunities are created for journalists and religious leaders to interact with one another and with youth on the issue of child marriage from religious and sociological perspectives.

In 2018, Center started implementation of the second phase of an advocacy initiative 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 first phase culminated in creating greater recognition of child marriage as a legislative concern in policy circles with coordinated mobilization of key stakeholders. In the second phase, political support is being further mobilized for a stronger legislation and its implementation at the federal and provincial levels. The advocacy campaign continues to have participation from both state and non-state actors and uses mainstream traditional and new media vehicles for advocating legislative reforms and its implementation.

Based on the lessons learned from the first phase, Center is further strengthening capacity of journalists and media professionals on human rights-based reporting through a hands-on approach. A case study approach has been devised to cover selected individual cases from different parts of Pakistan and link them to policy environment. In the second phase, the project will also be directly engaging with the identified communities through a set of interactive and engaging activities. Opportunities are created

for journalists and religious leaders to interact with one another and with youth on the issue of child marriage from religious and sociological perspectives. University students across Pakistan are invited for a poster competition held at intra- and inter-university levels. Major seminars are approached through senior religious leaders for organizing discussions with young students. A grand finale of the project will culminate next year in the form of a national convention, whereby all activists will be brought together for different activities. Another lesson learned from running the social media campaign in the first phase of the project was that religious interpretations are a major factor shaping child marriage practice in Pakistan. In the second phase, the project is particularly focusing on giving a counter narrative to prevailing religious misconceptions in relation to the practice of child marriage in the country. A much deeper social media campaign is being designed whereby voices from the field will be showcased.

SUPPORTING CITIZEN'S VOICES, RIGHTS AND RESPONSIBILITIES THROUGH STRATEGIC COMMUNICATION

In 2018, Center initiated the second phase of its technical assistance towards the implementation of the Support to Local Governance (LoGo) program jointly being implemented by GIZ and the Swiss Agency for Development Cooperation (SDC). LoGo program aims at strengthening the local government system by contributing to a trust-based state-citizen relationship and building capacities for service delivery based on people's needs.

In the first phase of the project, Center designed a set of interventions and communication content with the objective to increase knowledge and awareness about rights and responsibilities of an active citizen. These interventions were broad-based ranging from cooperate design, visibility strategies, excellence in learning to EE, outreach and social mobilization, and civic education. In the second phase, Center is implementing the designed interventions based on already produced concepts and material. One key feature of Center's assistance to GIZ is a fictional comic character of 'Qasim the Nazim' to connect various and varying interventions implemented as part of the project. The character will eventually become a central platform and vehicle to communicate to wide-ranging audiences, from government officials

One key feature of Center's assistance to GIZ is a fictional comic character of 'Qasim the Nazim' to connect various and varying interventions implemented as part of the project.

and public representatives to citizens at large.

As part of its assistance, Center is implementing a concerted outreach campaign comprising puppet shows, storytelling sessions and street theatres. Center is also providing technical assistance to project's government counterparts, i.e., Right to Information Commissions, Local Council Associations and Excise and Taxation Departments, in streamlining their communication and publications by creating and cultivating their distinct brand entities. Also in this second phase, Center's scope has broadened to include revenue generation in addition to state-citizen dialogue. In view of the same, Center is undertaking a range of tax education activities, as well as establishing a model Tax Facilitation Center.

IMPROVING LIVES THROUGH...



VISION ZERO AWARENESS CAMPAIGN ON SAFETY, HEALTH AND WELLBEING IN THE TEXTILE AND GARMENT SECTOR

GIZ is assisting the Government of Pakistan in building capacity of relevant stakeholders in improving labor standards in the textile and garment sectors of the province of Punjab. As part of this assistance, Center is providing support to GIZ in developing and executing an awareness campaign designed on the concept of 'Vision Zero.' The concept contains seven health and safety principles, namely taking leadership, identifying hazards, defining targets, ensuring a safe and healthy system, ensuring safety and health in machines, equipment and workplace, improving qualifications and investing in people. Center is developing a series of instructional animated videos on each of the seven principles of the Vision Zero concept. These videos will be widely shared amongst business owners and entrepreneurs, senior managers, workers in the textile and garment industry, as well as with the government officials from provincial line departments to build their capacity on better integration of safety, health and wellbeing practices to avoid workplace hazards.

SUPPORTING LOCAL GOVERNANCE PROGRAM THROUGH COMIC WORK

Center is assisting GIZ in implementation of LoGo program to support citizen's voices, rights and responsibilities in Pakistan. As part of this assistance, Center has developed a comic character named 'Qasim the Nazim' to be the carrier of messages to citizens and counterparts. The character was developed through a participatory approach based on human centered design and with inputs from partners in Punjab and KP. The character is now given various platforms and narratives to communicate with audiences. The character is also promoted as a vehicle for other projects and interventions around citizens' participation in development activities. Under this initiative, Center is working with LoGo program's result-



area 'Strengthening Local Governance' for developing comic pieces, using the character of Qasim the Nazim to improve knowledge of elected local representatives and government officials on dialogue-based systems of service delivery to meet the citizens' needs.

SOCIAL MEDIA CAMPAIGN ON PHYSICAL ACTIVITY

Center is providing technical assistance to the World Health Organization's Regional Office for the Eastern Mediterranean in developing a social media campaign on physical activity promotion. As part of this campaign, Center is developing a series of posters, pictorial testimonials, comic strips and tutorials to promote physical activities among adolescent, youth and elderly. Center will also be assisting WHO in implementing the social media campaign to be run on the website of WHO/EMRO as well as social media platforms, Facebook, Twitter and Instagram. Center will also develop an easy to administer checklist for decision makers to effectively use entertainment-education approaches



in health education and promotion efforts. The launch of the campaign is expected in the first quarter of 2019.

COMPLETED INITIATIVES

HEALTH COMMUNICATION COMPONENT OF MATERNAL AND CHILD HEALTH PROGRAM

Funded by the USAID, and primed by CCP, the Health Communication Component (HCC) of the Maternal and Child Health (MCH) Program was implemented in 15 focused districts of Sindh. The HCC was designed to provide leadership and strategic cohesion to the various communication activities under the MCH Program. The project was completed in the first quarter of 2018.

Among the key activities completed in the last three months of the project were, completion of a documentary on the drama serial Sammi, its dubbing in Sindhi language and broadcasting on Sindh TV, and the assessment of Viewer Clubs established for this drama serial. While the documentary narrated the entire story of the drama serial in a short span of time in a visually appealing manner, dubbing and rebroadcast in Sindhi language helped extending its reach in rural Sindh.

During the last quarter of the project,

the evaluation study of the Community Dialogue Tool was also completed. The study was carried out in two union council of Mirpurkhas district, where the tool was piloted. The Community Dialogue Tool consists of 10 video case studies of men and women, based on the theory of positive deviance, i.e., who have had challenged traditional sociocultural norms around son preference, early marriage, girls' education, family planning and maternal and child health. Aided with a Facilitator's Guide, the video profiles were shown to groups of women and men followed by discussion to challenge deep-seated norms and practices around gender roles and norms. The assessment revealed significant differences between the level of knowledge, attitude and practices among the intervention group as compared to the control group. During the closeout period, Center focused on documenting, showcasing and institutionalizing successes and lessons learned from implementing HCC.



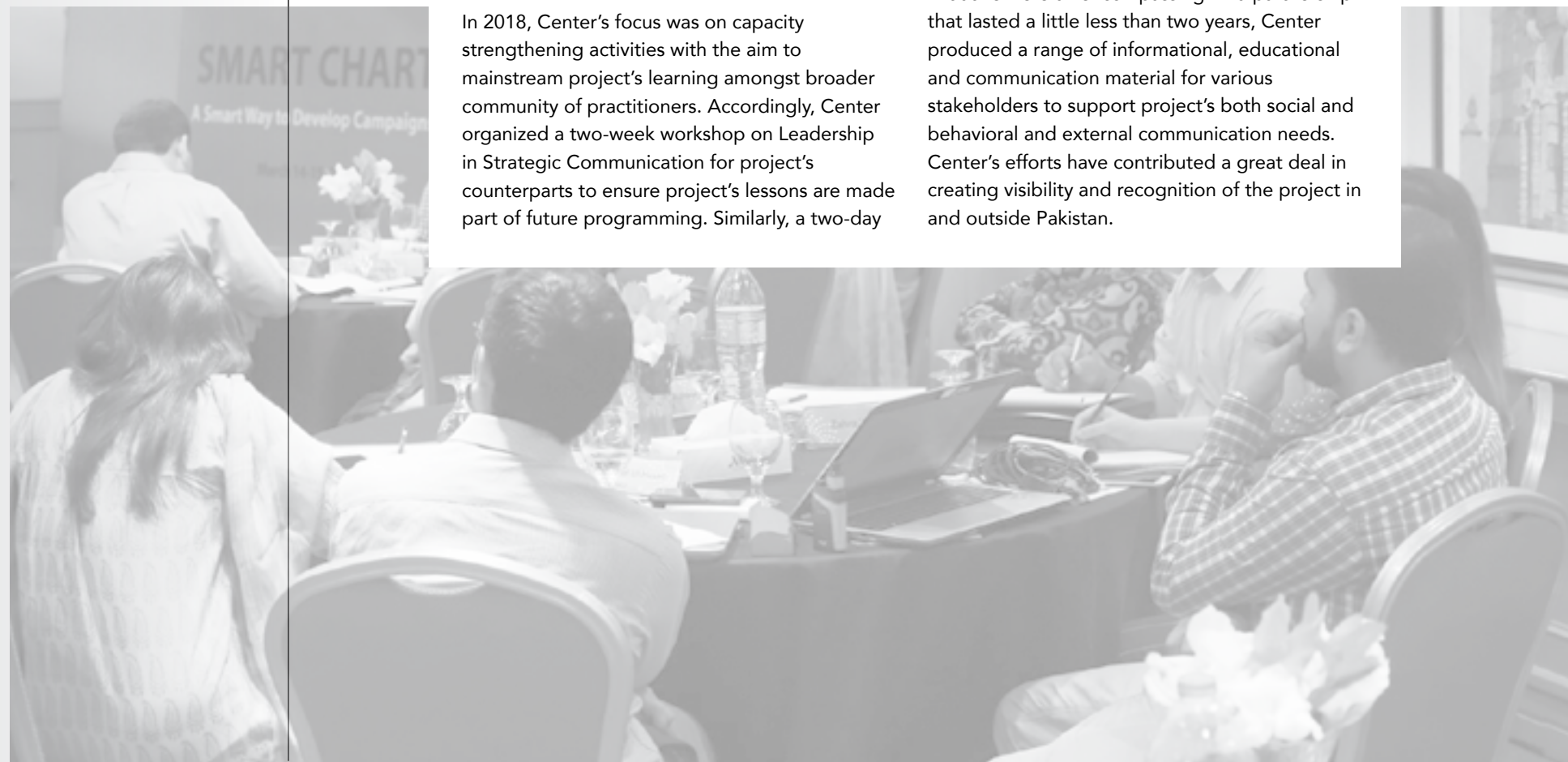
SUKH INITIATIVE'S STRATEGIC COMMUNICATION FOR UPTAKE IN FAMILY PLANNING SERVICES AND PRACTICES IN KARACHI

The Sukh Initiative was a five-year multi-donor funded, family planning and reproductive health project, primed by Aman Health Care Services. The project was launched in 2013 and implemented in a selected one million underserved peri-urban population of the city of Karachi in Sindh. It was Pakistan's first urban family planning project aimed at increasing modern contraceptive prevalence rate by 15 percentage points. Center, however, joined the project in its fourth year in 2017 as a strategic communication partner to contribute towards the overall program objectives and to extend support for external communication activities. Center provided its support till the completion of the project in September 2018.

In 2018, Center's focus was on capacity strengthening activities with the aim to mainstream project's learning amongst broader community of practitioners. Accordingly, Center organized a two-week workshop on Leadership in Strategic Communication for project's counterparts to ensure project's lessons are made part of future programming. Similarly, a two-day

follow-up workshop was held with a same group of participants on using Smart Chart for social media campaigning. Center also developed discussion and activity guides for administering video case studies developed together with Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology in Karachi for generating discussion and inspire transformation. The video case studies highlighted significant contributions made by the community members from different walks of life for the uptake of family planning and reproductive health services as inspirational pieces.

The set of activities implemented to support strategic communication needs of the Sukh Initiative were all encompassing. In a partnership that lasted a little less than two years, Center produced a range of informational, educational and communication material for various stakeholders to support project's both social and behavioral and external communication needs. Center's efforts have contributed a great deal in creating visibility and recognition of the project in and outside Pakistan.



INTERPERSONAL COMMUNICATION FOR IMMUNIZATION PACKAGE (IPC/I)

Center provided support to CCP in 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 WHO's recommended schedule. The package will support frontline workers, i.e., vaccinators, for effectively using 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. Following up on design activities undertaken in 2017, Center conducted discussion and workshops in 2018 to pretest different pieces of the Package with the frontline workers for their intended use and efficacy. Pretested material included, video animations, audio job aids, a set of frequently asked questions on routine immunization, participants' and facilitators' manual, and a supportive supervision manual. Based on the results of this comprehensive pretest exercise, the Package is revised and further improved upon.



4 out of 5
motorcycle riders do not wear helmets in urban Pakistan



4 out of 10
motorists do not have a licence



2 out of 3
car drivers do not always wear seat belt

SOCIAL AND OBSERVATION RESEARCH TO SUPPORT THE NATIONAL ROAD SAFETY CAMPAIGN

The Federal Ministry of Communication is presently executing Pakistan Road Safety Program with the assistance of Asian Development Bank (ADB). The Bank has tasked NTU International to formulate different components of this program, including a National Road Safety Campaign. Center made a contribution to this program by providing its assistance to NTU in conducting formative research to support the development of a national road safety campaign. Center conducted social and observation research in major urban centers of main regions of Pakistan, namely Peshawar, Rawalpindi, Lahore, Quetta, Karachi and Islamabad, in Khyber

Pakhtunkhwa, Punjab, Balochistan, Sindh and the capital territory, respectively. Research activities included qualitative studies, concept testing, baseline and end-line surveys, and observational assessments. Based on the findings of the research, Pakistan's first National Road Safety Strategy was launched in November 2018 with an aim to save 6,000 lives a year that would otherwise be lost in road-related accidents. The formative research is also feeding into a media campaign aimed at increasing road safety knowledge and accident prevention by motivating the population to adopt positive attitudes and behavior towards road safety.

PARTNERSHIPS

LAB AZAD – EXCELLENCE AWARD IN JOURNALISM

Center's partnership with the CEJ IBA continued for the third year. Center and CEJ had jointly launched an annual award for journalists in Pakistan in 2016 with an aim to promote and recognize specialized reporting, especially the health reporting. The award enshrines principles of independence, originality, impartiality and accountability in journalism. In its third year, the award continued to garner support from journalist community and the civil society at large. The 'Sukh Initiative' extended its sponsorship for another year for the category of Women's Rights. This year, a total of 200 submissions, in English and Urdu languages, from across Pakistan have been received under the themes of Child Rights, Health Rights and Women Rights. A total of 12 journalists will receive the award in 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 in each of the three themes. The award ceremony is planned for January 15, 2019, in Karachi at the city campus of Institute of Business Administration, Karachi.

MOU WITH THE DUNYA NEWS AND NEWS ONE

Center, in collaboration with Palladium Pakistan under the EVA project, signed Memoranda of Understanding (MoU) with the two leading news channels to launch Pakistan's first-ever health bulletins on television during primetime. The signing ceremony was held in Karachi on April 4, 2018. The Managing Director of Dunya News Group, Mr. Naveed Kashif, and the Managing Director of News One, Mr. Omar Ahmad, signed the memorandum on behalf of their respective organizations. It is a significant milestone for the promotion and recognition of health journalism in Pakistan. It is very much hoped that the dedicated space created in mainstream news channels will help regularize health content. As per the understanding reached with the two Tv channels, the health bulletins will continue even after the completion of EVA in March 2019 to ensure its sustainability beyond the life of the project.



SUBMISSION
200+



THEMES
3



AWARD
12

PUBLICATIONS*

Information Pack on Child Marriage in Pakistan

This information pack provides information and guidelines to stakeholders involved in public dialogues and action seeking to end child marriage in Pakistan. It includes factsheet, background paper and a policy brief on the issue of child marriages in Pakistan. The publication is available in English and Urdu languages to cater to various stakeholders, including policy makers, practitioners, journalists, civil society activists and religious leaders. The information pack was prepared under the AmplifyChange grant Promoting Legislation, Prompting Action Against Child Marriage in Pakistan.



* Publications can be downloaded from:
ccp-pakistan.org.pk

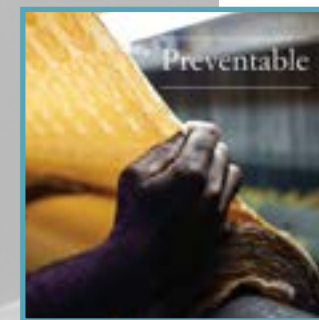
Changing Norms and Behaviors to End Physical Violence Against Children in Jordan,

The Strategy – Changing Norms and Social Behaviors to End Physical Violence Against Children in Jordan – is based on the fundamental conviction that all children have the right to be protected from all forms of physical or mental violence, injury or abuse. The strategy document is national and interdepartmental in its outlook and covers the period from 2019 to 2021. The overall goal of the strategy is to contribute towards ending violence, in particular its physical form, against children in Jordan. Its specific objectives are to make corporal punishment prohibited in all settings for girls and boys, and to halve it at homes and schools. The strategy is developed through a vigorous formative and consultative process spanning over several months that engaged seven ministerial departments, several civil society organizations and scores of other stakeholders. It is Jordan's first national social and behavior change strategy to address the issue of physical violence against children.



Preventable: Promoting Occupational Safety Through Visual Art

The pictorial album depicts a dynamic formal and informal textile sector of Pakistan to reflect and highlight the need and importance for occupational safety and its returns in terms of improved productivity and profits. This initiative was undertaken to improve labor standards in Punjab in partnership with GIZ and the Center for the Improvement of Working Conditions and Environment, Labor and Human Resource Department, Government of the Punjab.



Monitoring Report on Print and Broadcast News Media

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. These activities are based on a training needs assessment of journalists conducted at the start of the project. The assessment showed that health reporting in general on all media platforms across Pakistan was very low. In order to substantiate any impact on the level of health reporting in Pakistan, Center has been conducting a news media monitoring since 2015. This Monitoring Report is part of this series to allow comparison with analyses made in last three years. The 2018 edition, like the previous ones, contains detailed analysis of health reporting in selected mainstream print and broadcast news media of Pakistan, and compares it with trends and dynamics of media reporting since 2015.

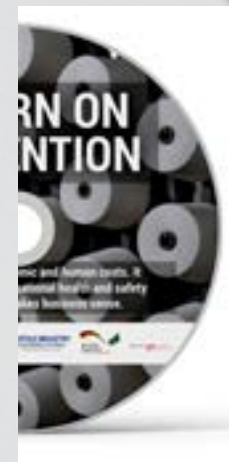


MEDIA PRODUCTS*



Child Marriage in Pakistan

The animated presentation highlights the issue of child marriages in Pakistan. It was prepared under a grant from AmplifyChange for the project Promoting Legislation, Prompting Action to End Child Marriage in Pakistan. The animation shows how child marriage impacts the lives of young boys and girls and in turn impacts our society. The animated presentation is available both in English and Urdu.



Raising the Curtain

The documentary film is on the subject of occupational safety and health standards in the textile sector of Pakistan. The film promotes the concept of "Return on Prevention", illustrating the potential economic benefits of complying with occupational safety and health standards. The film was developed by Center in partnership with German Development Agency and Center for the Improvement of Working Conditions and Environment, Government of Punjab, to improve labor standards in the province.

* Media products can be accessed from:
ccp-pakistan.org.pk



Reinvigorating the Film Bol

The documentary narrates a journey of a team that organized screenings of the film 'Bol' to reinvigorate it amongst the youth, particularly in academic institutes across Pakistan. The screenings were organized alongside the release of Shoaib Mansoor's feature film Verna, to capitalize on its promotional activities for reviving discussion on issues raised in film Bol. The English language short documentary includes interviews and feedback of the students who attended these events, which aimed to shed light on the social and cultural issues as raised in the film.



Sammi - An Epic Drama with a Purpose

The documentary narrates the entire story of the 21-episode drama serial 'Sammi,' which was originally aired on Hum TV in 2017. Funding for the drama serial came from USAID's Health Communication Component and DFID's Empowerment, Voice and Accountability initiative. The narrative is told in the words of the lead cast, director and the technical lead. This English-language short documentary also covers development, delivery and impact of the drama serial 'Sammi'.



'Bright Lives' – A Documentary on the Health Communication Component

Through Bright Star success stories and expert commentary, the documentary demonstrates the efforts and impact of USAID-funded Health Communication Component. The Health Communication Component was a five-year project completed in 2018. The 13-minute documentary is primarily in English language, with non-English content supported by English subtitles.

EVENTS



Annual National Convention of Religious Leaders, Islamabad

January 10, 2018
Participants: 200
EVA-BHN

Eleventh National Workshop on Leadership in Strategic Communication, Dubai

January 22 – February 1, 2018
Participants: 23
Sukh Initiative



Design Workshops with Local Councilors of KP and Punjab, Lahore and Peshawar

February 13 and February 15, 2018
Participants: 17
Support to LoGo

Second Round of the Entertainment-Education for Academia Workshop, Bhurban

February 19 – 23, 2018
Participants: 10
EVA



MOU Signing Ceremony with Dunya News and News One for the Launch of Health Bulletins, Karachi

April 4, 2018
Participants: 30
EVA-BHN

Roundtable Discussion on Health Bulletins, Karachi

April 5, 2018
Participants: 10
EVA-BHN

Representation at the Social and Behavior Change Communication Summit, Bali

April 16 – 20, 2018
Participants: 5
Center

A Series of Lectures on Entertainment – Education at the Indus Valley School of Arts and Architecture, Karachi

April 25 – 27, 2018
Participants: 30
EVA-BHN

Launch of One Voice, One Platform for Ending Child Marriage, Islamabad

April 25, 2018
Participants: 50
End Child Marriage



Consultative Meeting with Religious Leaders on Child Marriage in Pakistan Islamabad

March 12, 2018
Participants: 11
End Child Marriage

Training on Smart Chart for Social Media Campaigning, Karachi

March 14 – 15, 2018
Participants: 25
Sukh Initiative



Pretest of Interpersonal Communication for Immunization Package with Frontline Workers through Group Discussions and Workshops

May 15 – 30, 2018
Participants: Several
IPC/I



Second Caucus Meeting on Ending Child Marriage in Pakistan

June 29, 2018
Participants: 12
End Child Marriage



Training on 'Smart' Approach to Campaigning

August 16 – 17, 2018
Participants: 13
Return on Prevention



Human Rights Media Curriculum Development Workshop

September 11 – 13, 2018
Participants: 11
EVA-BHN



Training Workshop on Infographics and Visualization

December 12 – 26, 2018
Participants: 12
End Child Marriage



Textile Conference on 'Return on Prevention'

November 27, 2018
Participants: 90
Return on Prevention



Consultative Workshop on Child Marriage with Civil Society Organizations

October 17, 2018
Participants: 10
End Child Marriage

Workshop on Social Media Campaigning October 18 – 19, 2018

Participants: 10
Return on Prevention

Entertainment – Education Interuniversity Collaboration Meeting

September 14, 2018
Participants: 20
EVA-BHN

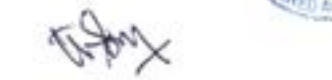
FINANCES

CENTER FOR COMMUNICATION PROGRAMS BALANCE SHEET AS AT DECEMBER 31, 2018

	NOTE	2018 RUPEES	2017 RUPEES
ASSETS			
NON-CURRENT ASSETS			
Property, plant and equipment	4	7,463,300	7,142,324
Intangible	5	298,600	427,366
		<u>7,761,899</u>	<u>7,569,690</u>
CURRENT ASSETS			
Account receivables	6	3,535,830	28,977,690
Advances, deposits and prepayments	7	16,861,653	2,956,934
Advance Tax		6,636,568	1,964,023
Cash and bank balances	8	93,333,986	30,975,011
		<u>120,368,037</u>	<u>64,873,658</u>
		<u>128,129,936</u>	<u>72,443,348</u>
FUNDS AND LIABILITIES			
FUNDS			
Accumulated surplus	9	28,186,765	22,288,494
Deferred grant	10	97,648,373	45,664,154
CURRENT LIABILITIES			
Creditors, accrued and other payables	11	2,294,798	4,490,701
CONTINGENCIES AND COMMITMENTS			
	12	-	-
		<u>128,129,936</u>	<u>72,443,348</u>

The annexed notes 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, 2018

	NOTE	2018 RUPEES	2017 RUPEES
INCOME			
	13	99,090,393	197,321,419
EXPENSES			
Project personnel cost	15	47,852,309	57,026,391
Program cost	16	33,948,319	116,365,384
Administrative cost	17	14,318,548	18,324,779
		<u>96,119,176</u>	<u>191,716,554</u>
Other income	14	2,927,055	769,811
SURPLUS FOR THE YEAR		<u>5,898,272</u>	<u>6,374,676</u>

The annexed notes form an integral part of these financial statements.



PRESIDENT



SECRETARY GENERAL



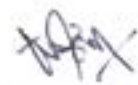
**CENTER FOR COMMUNICATION PROGRAMS
CASH FLOW STATEMENT
FOR THE YEAR ENDED DECEMBER 31, 2018**

	2018 RUPEES	2017 RUPEES
CASH FLOWS FROM OPERATING ACTIVITIES		
Net (deficit) / surplus for the year	5,898,272	6,374,676
Adjustment for:		
Grant amortized during the year	(14,983,682)	(122,233,280)
Depreciation	2,042,908	2,047,704
Amortization	128,767	128,767
Operating profit before working capital changes	(6,913,736)	(113,682,134)
Working capital changes:		
(Increase) / decrease in current assets :		
Account receivables	25,441,860	(13,484,323)
Advances, deposits and prepayments	(13,904,719)	(1,377,458)
Increase / (decrease) in current liabilities:		
Accrued and other liabilities	(2,195,903)	(1,928,992)
	2,427,502	(130,472,907)
Taxes paid/adjusted	(4,672,545)	(780,577)
Net cash flows from operating activities	(2,245,042)	(131,253,483)
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of property, plant and equipment	(2,363,884)	(3,307,042)
Intangible	-	(205,333)
Net cash flows from investing activities	(2,363,884)	(3,512,375)
CASH FLOWS FROM FINANCING ACTIVITIES		
Grants received from donors	66,967,901	156,136,326
Net cash flows from financing activities	66,967,901	156,136,326
Net increase in cash and cash equivalents	62,358,975	21,370,467
Cash and cash equivalents at the beginning of the year	30,975,011	9,604,544
Cash and cash equivalents at the end of the year	93,333,986	30,975,011

The annexed notes form an integral part of these financial statements.



PRESIDENT

SECRETARY GENERAL



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