

Advocacy Campaign for Mother and Newborn



Friends Foundation

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Friends Foundation is a non-government social welfare organization working since 2001 and registered under the Societies Act of Government of Pakistan. FF is dedicated for bringing change in the lives of the socially deprived segments of the society. It was registered on March 09, 2003 and has been since then working for the social uplift of the under privileged sections of the society. FF is working in Punjab and KPK; responding to emergencies and increasing access of the underprivileged segments of the society to social services.

Vision:-

A Society having equal opportunities to claim social, economical and political rights regardless of any gender and ethnic discrimination

Mission

To support underprivileged and vulnerable communities (especially Women & Children) through increased access to quality social services and livelihood opportunities with emphasize on equitable development.

Advocacy

Friends Foundation uses advocacy as a strong and cross-cutting theme in all projects in order to achieve project objectives. In Pakistan Initiative for mother & newborn (PAIMAN) project funded by USAID Friends Foundation advocates and bring awareness among masses and public health decision makers about the importance of the problem by creating a mechanism of coordination and liaison with all stakeholders. Running Reproductive Health Centers by Friends Foundation by advocating the issue is the classic example of using advocacy as a tool for mobilizing the resource on local level.

PAIMAN Project

The goal of the PAIMAN project is to directly contribute to reducing maternal and newborn mortality in Pakistan through viable and demonstrable initiatives. In the Pakistani context, this means helping to improve obstetric and newborn outcomes during pregnancy, delivery and in the immediate postpartum period.

Target Audiences

- Women of reproductive age
- Religious Leaders
- Community Leaders
- TBAs
- Health Care providers

Thematic Group

- Capacity Building
- Communications, Advocacy and Mobilization (CAM)
- Health Systems Strengthening (HSS)
- MNH Programmatic Development
- Monitoring and Evaluation (M&E)

Objectives

- Increase awareness and promote positive maternal and neonatal health behaviors.
- Increase access to and community involvement in maternal and neonatal health services
- Improve service quality focusing on management of obstetrical, neonatal, and child health complications.
- Increase the capacity of district maternal, newborn, and child care providers and managers.
- Improve management and integration of health services at all levels

Goal

The PAIMAN Project will directly contribute to reducing maternal, newborn and child mortality in Pakistan through viable and demonstrable initiatives. These include the capacity building of existing programs and structures within Pakistan's health systems and communities to ensure improvements and supportive linkages in the continuum of health care for women from home to hospitals.

PAIMAN Vision

PAIMAN fully endorses the National Maternal and Neonatal Health Strategic Framework vision:

"The Government of Pakistan recognizes and acknowledges that access to essential health care is a basic human right. The Government's vision in MNCH is of a society where women and children enjoy the highest attainable levels of health and no family suffers the loss of a mother or child due to preventable or treatable causes.

PAIMAN MNCH Strategy

PAIMAN MNCH strategies were to: reduce maternal, newborn, and child mortality in Pakistan through viable and demonstrable initiatives and capacity-building of existing programs and structures within health systems and communities, to ensure improvements and to strengthen links in the continuum of women's health care from home to hospital. Outcomes were:

- Reduced neonatal mortality rate
- Increased proportion of SBA assisted live births

Selection Union Councils of Rawalpindi

Friends Foundation selected five union councils of Rawalpindi the reason for the selection of these areas is that there is lack of health facilities for the people living in these areas and there is lack of education and awareness about the safe pregnancy, antenatal and postnatal check up in the people living in these communities. Friends Foundation arranges different training session regarding safe the mothers and newborn child, Friends Foundation display of posters and banners for creation of public awareness on key MNH issues e.g. TT vaccination, ANC, safe and clean deliveries

Awareness Raising Campaign

- Friends Foundation arranges awareness sessions in schools both public/private and male/female on MNCH issues.
- Awareness raising walk on different health events
- Street interactive theaters will be organized in each target union councils.
- Arranges different health camps in each target union council
- Arranges awareness session with religious leaders, politicians.

Skill Development training

The main purpose of this training is to develop the skills of girl in the area of handmade jewelry and other related things. Friends Foundation arranges three sessions regarding skills development and ten girls are participated

To celebrate Breastfeeding Week

Design a brochures a with messages about the importance of breastfeeding .Also developed eye catching banners with breastfeeding messages. LHWs distributed brochures to target audiences. Banners and streamers captured attention of people in Project districts

Flyers distributed to audiences to build awareness regarding breastfeeding.

Promote positive maternal and neonatal health behaviors.

Increase women's and their family knowledge through awareness session and harmful practice for improved health seeking behavior. Encourages cultural norms and tradition belief that support healthful behaviors while discouraging those are harmful.