

### Background

The National Nutrition Survey (NNS) 2011 was an eye opener for Pakistan and revealed inadequate progress in nutritional status of mothers and children. The NNS 2011 states that prevalence of maternal anemia for non-pregnant women has actually gone up from 28.1% (2001) to 50.4% (2011) and for pregnant women it increased from 28.3% (2001) to 48.9% (2011) (moderate deficiency 7-11.9 gms/dl). The NNS 2011 further reported that in Sindh, 62% of non-pregnant mothers and 59% of pregnant mothers are anemic. Maternal anemia leads to poor pregnancy outcomes for the mother and newborn.

### Campaign Introduction

Campaign focuses on improving situation of maternal anemia in collaboration with government and development partners. The campaign has been developed in the wake of thorough consultation at the national and provincial level through series of workshops. The national consultation was held in December 2015 at Islamabad in collaboration with Health Services Academy and Society of Obstetrician and Gynecologists Pakistan. The representatives of civil society, government, professional associations and other key stakeholders participated in the event. The three days Consultation resulted in identification of maternal malnutrition as a priority area to be focused on in the province of Sindh. The maternal malnutrition (especially maternal anemia) was identified as an issue receiving less focus in the country. Use of iron folic acid and focus on adolescent girls were especially highlighted as areas requiring immediate attention. The province of Sindh was selected for undertaking the advocacy campaign. Following to this Consultation, a Political Economy analysis was carried out in Sindh.

The Campaign Development Workshop was held in Karachi from 07 – 10 March 2016. The workshop was organized in collaboration with Department of Health (DoH), National MNCH Program and Nutrition Support Programme of Sindh. The workshop deliberations helped in ascertaining the priority interventions through insights from relevant stakeholders. The representatives of DoH, including mid-level managers, and decision makers; academia; local and international NGOs; UN agencies; and Community Based Organisations (CBOs) participated in this workshop. The objectives and activities for the campaign were identified and the campaign was named as "Maternal Anemia Signified in Sindh" (MASS).

### Objectives of the Campaign

The overall aim of the campaign is: **"To reduce prevalence of maternal anaemia in Sindh, Pakistan"**

**Objective 1: To improve the availability of iron and folic acid supplements by 20% in Sindh province.**

**Objective 2: To increase percentage of women of child bearing age (20% from the baseline) who receive effective counseling about the importance of taking iron and folic acid supplements.**

**Objective 3: To improve awareness about Anemia among adolescent girls in Sindh by 2018.**

## Broader Activities

The key activities WRAP will undertake based on these objectives, are as follows:

Advocacy for adequate allocation and timely release of funds for community health worker programmes (Lady Health Worker Programme and MNCH Programme Sindh)



Civil Society Drive for Maternal Anemia through establishment of SUNCSA sub group on Maternal Health & Nutrition



Persuasive engagement with media for highlighting maternal anemia issue in press and electronic media.



Active Social Media campaign to raise issues of maternal anemia and garner support from relevant stakeholders.



Meaningful Engagement with citizens in ten districts of Sindh to catalyze demands for quality health services and amplify their voices to be heard by decision makers.



Evidence based advocacy to ensure improvement of health and nutrition counseling to expecting mothers in the province of Sindh.



Vital engagement with government and Civil Society Organisations to include IFA focused messages for mother and adolescent girls in MNCH BCC programme.



Inclusion of counseling skills module on maternal nutrition (anemia) in training curricula of community midwives under MNCH Programme Sindh.



Inclusion of counseling skills module on Maternal Nutrition (Anemia) in Pre-Service curricula of medical universities.



Collaboration with department of Education to develop, endorse and incorporate key messages on Nutrition (anemia) in High School Education Curricula in Sindh.



Engagement with selected Private Schools to sensitize faculty and students on aspects of malnutrition (Anemia) in Sindh.



Partnership with Pakistan Girl Guides Association, Sindh Chapter to reach out to 20,000 girls and their families through utilizing Girl Guides platform.



## Partners



**PAKISTAN GIRL GUIDES ASSOCIATION SINDH BRANCH**

