

FAQs about “Umeed Say Aagay” Campaign:

1. What is this campaign all about?

“Umeed Say Aagay” is an evolving awareness raising campaign that calls for an urgent action at both individual and collective levels to raise mass awareness about the alarming implications of malnutrition which in itself is one of the main causes and consequences of ominous cycle of multifaceted poverty that keeps its victims away from reaching their full potential and productivity. Through this citizen led campaign, HDF is complementing the initiatives and ongoing efforts of the government and other partners (local to global) who are specifically focusing on promoting right nutrition in the First 1000 Days of mother and child to strengthen the foundation that lasts newborn’s entire lives.

2. What does “Umeed Say Aagay” suggest”?

In Urdu, “Umeed say” is a term which is normally attributed to a pregnant or expecting mother. Unfortunately, ‘umeed/hope’ in most of the cases, dies down during pregnancy or soon after the birth of a child due to multiple reasons as evident from the abysmal situation of the infant and mother mortality rates. Sadly, most of these deaths are easily preventable and can certainly be avoided. This campaign calls for an immediate action for saving these lives. Secondly, the same term or thrust applies to bridging the gaps between policies and practices, commitments and implementation. It is now need of the hour to move past all hopes, promises and rhetoric to its materialization, real execution and fulfilment to secure our future generation.

3. Why the first 1000 days only? Why not the entire life and wellbeing of mother and child?

First thousand days start from mother’s pregnancy (270 days) to the 2nd birthday of a child (730 days). This is the most critical window that shapes their bodies and develop brains allowing them to do better in schools, take control of their lives and avail the choices and opportunities to have higher earnings and develop their own life trajectory. 1000 days are the foundation that lasts newborn’s entire lives.

Simultaneously, HDF is looking at the issue of malnutrition holistically from the perspective of human development paradigm. As the crux of the most common definitions of Human Development is about “improving people’s choices and quality of life”, it is very crucial to identify, analyze and remove the obstacles that hinder processes of human growth, development (physical, cognitive/intellectual, social, economic) and overall wellbeing through the efforts and initiatives of people themselves starting even way earlier from the conception by a mother and prenatal period.

4. What are campaign’s goal/s and main objectives?

Aligned with Vision 2025 (Pillar I & IV) of the Government of Pakistan and Sustainable Development Goal regarding Health (SDG # 3) “Ensure healthy lives and promote well-being for all at all ages”, the broader goal of Umeed Say Aagay Campaign is as follows:

“No mother or child die due to any preventable causes of mortality or morbidity especially malnutrition in the First 1000 Days”.

Objectives of the Campaign:

- To create mass awareness in Pakistan about the importance of required healthy nutrition for mother and child in the first 1000 days through youth led movement.
- Capacity building of front line health workers on the concept of 1000 days incorporating Respectful Maternity Care (RMC) before, during and after childbirth as basic human right.
- To ensure early initiation and exclusive breast feeding for all children from birth to six months and continuing up to two years along with complimentary nutritional food to achieve optimal growth, cognitive development and health.
- Ensure that all mothers have access to information and availability of balanced nutrition for them and their children to overcome malnutrition, low birth weight, wasting, stunting and related complications leading to mortality.
- To facilitate and strengthen cross-sector collaboration amongst wide range of critical stakeholders to bring an end to malnutrition in all its forms through desired changes in policies, systems and practices.

We are in a process of formulating SMART targets/success indicators to achieve above objectives.

Example of a few of the indicators are as follows:

1. Reduce % of severe stunting from 44 to 30 by 2025
2. Reduce % of wasting from 15 to 10 by 2025
3. Optimal spending of provincial development budgets on nutrition from ... to

5. What is the overall strategy of this campaign?

HDF envisages three pronged strategy (3 critical pillars) for this campaign to engage and influence the partner communities, all critical stakeholders and actors to facilitate positive change in beliefs, behaviors, knowledge, skills, capacities, systems, policies and practices. The prime approach entails both bottom up and top down strategies.

Pillar – I: Change at Personal & Household level

Closest to Community through Social Mobilization/Social Capital Development

Objective: To positively Influence behavioral change through awareness raising about the significance of good nutrition in the first 1000 days of mother and child at the grassroots level (Focus on the availability of simple, context sensitive and user friendly information and household dynamics ensuring Respectful Maternity Care – RMC)

Pillar – II: Change at Communal/Social Level

The Intermediate or Meso level - leveraging change with organized groups - building mass through diverse partnerships & networking

Objective: To promote multi-sectoral collaboration and partnerships to give voice and gain critical mass to ignite and strengthen campaign as youth led movement (using both online and offline mediums of engagement capitalizing upon the power of youth, innovation and technology)

Pillar – III: Change at the Policy & Practice Levels

Influencing Change through Evidence based Advocacy

Objective: To facilitate implementation of National and Sub National Policies through evidence based advocacy and system strengthening. Optimization of technology enabled innovative and cost effective models and good practices for addressing malnutrition aiming at % increase and optimal spending of gender responsive health budgets with particular focus on nutrition.

6. What will we achieve from it ultimately?

❖ The first and foremost achievement will come through substantially and consistently reducing the number of preventable morbidities and mortalities of hundreds and thousands of children and mothers. On the other hand, the campaign will help HDF and its partners achieve:

- 1- **Enhanced Visibility and Outreach** by Strategic Networking & Collaboration with Government and other Critical Partners
- 2- **Improved Relevance** by complementing mainstream National level agendas, strategic priorities and ongoing initiatives directly contributing to Government's Vision 2025 and SDGs.
- 3- **Maximizing the Impact** of the good practices and result oriented initiatives of partners having HDF's Mother and Child Wellness Program as one of the proven and highly cost effective models.

7. Who are the existing or potential collaborators/partners in this campaign?

- Planning Commission – Office of Chief Nutrition/SUN Focal Point
- Nutrition International (NI)
- Scaling Up Nutrition Civil Society Alliance (SUN-CSA)
- BAHIRA University, CUST, COMSATS
- Foundations primarily Shifa Foundation
- All relevant government line departments and ministries
- Civil Society, Academia, Media, Youth Forums and Networks
- Private Sector, Corporate Sector/CSR, Chamber of Commerce
- UN Agencies and International Development agencies/organizations
- HDF Pakistan, HDF North America (NA) and HDF Canada
- Philanthropists

To transform this campaign into a nationwide people-led movement, HDF will not only be capitalizing upon the existing social capital developed in its partner communities but also optimize the current and emerging partnerships, multi-stakeholder forums and networks. Currently, HDF is partnering with relevant stakeholders to multiply efforts and maximize their impact. In this regard, Planning Commission of Pakistan and Nutrition International have joined hands with HDF to rollout the campaign. Being one of the core members of Scaling Up Nutrition Civil Society Alliance (SUN-CSA), HDF will be extended support by over 200 member organization of this alliance located across Pakistan.

8. Who is the direct target population of this campaign?

The target population is mainly women of child bearing ages (14-49), newborns and children up to 2 years of age fully backed by informed and well-capacitated engagement by the men/boys in the household, youth as the future parents and communities at large.

9. Where will this campaign be implemented or what is the geographical coverage?

The campaign will be implemented in all provinces of Pakistan under Public Private and other diverse modes of Partnerships initiating the process from districts where HDF and partners are already working.

10. What is the timeframe of the campaign and who will sustain it afterwards?

Comprising three years (2018-2020), the first phase of the campaign has been time-framed as the mobilization phase to “gain the momentum” with yearly review of the progress. The 2nd phase spans 5 years (2021-25) to “sustain the momentum”. The sustainability of the campaign lies in its collaborative approach having government and other critical partners primarily youth as the key drivers of the change from the day one. The change as per campaign’s objectives is directly linked to attitudinal shift/mindset, positive change in the day to day habits, systems, policies and practices. It’s the people’s informed movement which will keep it going.

11. How is it different from other ongoing campaigns of similar nature (if any) in terms of its approach, scope, scale, strategy and impact?

Putting women and children at the center stage, youth is being engaged as one of the prime drivers of change as the future parents. As Pakistan is the 5th “young country” in the world as out of 200 million people, 63 percent of Pakistan’s population comprises of youth. Of these, 58.5 million are 20-to-24-year olds while 69 million are aged under 15 (Source: United Nations Population Fund). It is very pertinent to ignite youth for leading and transforming this campaign into social movement capitalizing upon their fresh perspectives, ingenuity, power of digital technology and local to global connection through social media and other relevant avenues.

12. Are there any policy asks to influence the policy makers/legislatures?

Key policy asks are two-pronged. One directly calls for the enhanced investment on nutrition and its optimal utilization at the very grassroots levels having all required structures and systems in place. The second ask is about strengthening cross-sector collaboration to tackle malnutrition not in isolation rather holistically from the perspective of human development paradigm.

13. Who is funding this campaign? Is it part of some ongoing project?

This campaign is an organic offshoot of HDF’s existing Mother and Child Wellness Program which in itself is a proven and highly impactful model. Under a viable modality of Public Private Partnership, this campaign has been envisaged as the joint venture of three partners having HDF as the lead organization. Planning Commission and Nutrition International have joined hands with HDF and are taking up some of campaign’s operational and technical bits in its initial phase. HDF will be looking forward to a range of traditional and non-traditional partners/donors to collaborate with us in this highly crucial initiative.

14. What were/are the key assumptions while formulating this campaign?

- Women and children have access to quality health care, clean water and sanitation, and social support systems.
- Life-saving treatment for acute malnutrition reaches those who need it the most.
- A major positive shift takes place in behavioral and social norms, food, agriculture, health, nutrition and education policies, and systems along with environmental, economic, legal, political and technological support mechanisms.

15. Is this campaign part of or contributing to any local/national or global commitments and goals such as SDGs etc.?

Umeed Say Aagay is strategically aligned with Vision 2025 (Pillar I & IV) of the Government of Pakistan and Sustainable Development Goal regarding Health (SDG # 3) “Ensure healthy lives and promote well-being for all at all ages”. The campaign is also complementing the ongoing initiatives of provincial governments under their relevant sector reforms, annual plans and donor funded projects.

16. What is the governance mechanism to steer the campaign?

The campaign is overseen by a “Project Steering Committee” formed in the office of Chief Nutrition in Planning Commission having equal representation of all three partners comprising HDF, Nutrition International – SUN Secretariat and Planning Commission.

17. How the success of the campaign will be monitored/ measured?

The success of HDF’s proven and highly impact-oriented program of Mother and Child Wellness and other programs under its holistic model revolves around a scientifically designed learning and outcome based Monitoring and Evaluation System. In HDF, M&E is not a standalone unit. It is called Performance Improvement Program (PIP) to enhance the positivity, reliability and scope of its functions helping the overall organization and the teams evolve a collaborative culture of high performance and excellence from planning to implementation at all levels.

The progress of the campaign will be tracked through a two-dimensional strategy. One is based on the Planning Integrated with Monitoring and Resultant Action (PIMARA) and the second falls under the overarching framework of Continuous Quality Improvement (CQI). It aims at providing a strong and coherent system of collecting, synthesizing, analyzing and reporting the data (quantitative and qualitative) from household and community level to track and monitor the progress of Key Performance Indicators (KPIs) aligned with locally and globally recognized standards and parameters on regular basis through multiple but highly integrated tools and modalities to measure the trends and patterns of learning and progress. HDF and its partners will be optimizing the existing and emerging information management systems developed by the government, private sector and other partners.

18. How a common woman/man will benefit from this campaign?

Guided by a meticulously chalked out Behavior Change Communication Strategy, the key messages in a simple, relatable, context sensitive local languages/ infographics will help the masses bring about positive change in their beliefs, behaviors, knowledge, day to day habits and practices to understand the issue and consequences of malnutrition with improved resilience and capacities to tackle those.

19. How can I become part of this campaign?

By joining HDF as volunteer, online blogger/social activist, researcher, collaborator, social mobilizer, trainer, teacher, educator, health worker, doctor, policy analyst, strategist, practitioner, advocate/influencer, donor, service provider, campaigner, connector, marketer and so on. You can join the campaign in any capacity if you are passionate about saving lives, concerned about the future of our children and mothers and really wish to be part of a highly transformative positive social movement.