



Moving Past Hope

A Mother & Child Wellness Campaign by HDF

A National Level Awareness Raising Campaign Promoting Mother and Child Wellness in the First Thousand Days and Beyond by HDF
In collaboration with Nutrition Section / SUN Secretariat,
Ministry of Planning Development and Reform

1. Introduction of the Campaign

Aligned with Pakistan Vision 2025 (Pillar I & IV) and Sustainable Development Goals, a country wide awareness campaign, “Umeed Say Aagay “has been designed by HDF with following goal:

“To foster a healthy community where everyone is optimally nourished and where no mother or child dies, due to any preventable cause especially malnutrition”.

The most critical objective of the campaign is embedded in its “Call to Action” for saving lives. Over 400,000 mothers and children under the age of five (5), die of preventable causes every year in Pakistan and over 175,000 of these deaths are related to malnutrition. Malnourished children have a higher risk of death from common childhood illness such as diarrhea, pneumonia etc. Nutrition-related factors contribute to about 45% of deaths in children under 5 years of age. The economic consequences of malnutrition including lost laborers, healthcare expenses and lower productivity cost Pakistan US\$7.6 billion, or 3 percent of GDP, every year.

Fortunately, close to 90% of the deaths are preventable in Pakistan.

Human Development Foundation (HDF), through this campaign, calls for an urgent action both at individual and collective levels to raise mass awareness about the alarming implications of malnutrition and the benefits of good nutrition, preventive and therapeutic practices at the grassroots levels. The campaign is not a standalone initiative or a one-off activity. HDF is scaling up successes of its proven and highly cost- effective model of Mother and Child Wellness Program which has successfully reduced the IMR, CMR, and MMR to less than 50% of the countrywide rates fighting numerous preventable diseases in over 300 villages located across Pakistan.

Through Umeed Say Aagay 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. 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.

Under the strategic leadership of Ministry of Planning Development and Reform and following a high collaborative approach, HDF is partnering with relevant stakeholders to multiply efforts and maximize their impact. Being one of the core members of Pakistan SUN Movement and part 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. The SUN secretariat will share the relevant Information, Education and Communication (IEC) material from its existing pool for further dissemination through HDF's campaign.

HDF will not only be capitalizing upon the existing social capital developed by its partner communities but also optimize the current and emerging partnerships with multi-stakeholder forums and SUN networks, media, academic institutes and youth networks. The district level relevant government departments and community based organizations will also be brought fully onboard and engaged. This collaborative venture holds a great promise to save lives, nurture a healthy future and overall wellbeing of our mothers and children.

Objectives of the Campaign:

- To facilitate mass awareness in Pakistan about the importance of required healthy nutrition for mother and child wellness in the first 1000 days and beyond through youth led social 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 advocate low-cost, replicable and technology enabled program models for the sustainable wellbeing of mothers and children
- 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.
- Enhanced investment and optimal utilization of budgets on nutrition sensitive programming at the grassroots level

2. Coverage area and target population:

HDF has direct outreach to 33 districts having eight regional offices at Muzaffarabad, Mardan, Lahore, Rahim Yar Khan, Karachi, Tando Mohammad Khan, Zhob and Islamabad Capital Territory. The campaign will be conducted directly in the selected UCs where HDF is already implementing its programs. However, capitalizing the other diverse modes of partnerships primarily SUN Civil Society Alliance the coverage may be expanded to other geographical areas. The campaign will mainly focus women of child bearing age (14-49), newborns and children up to 5 years of age through existing community and facility based entry points.

3. The Core Strategy of the 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 (keeping in view the household dynamics, the focus will be on simple, context sensitive and user friendly information dissemination promoting 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 amplify 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 solutions for addressing malnutrition aiming at % increase and optimal spending of gender responsive health budgets with particular focus on nutrition.

Ends.