



Mian Muhammad Shahbaz Sharif
Chief Minister, Punjab

Population Welfare Department Government of the Punjab (Key Initiatives)



**Message From Begum Zakia
Shahnawaz Khan, Minister
for Population Welfare, Punjab**

Rapid population increase is a serious barrier to development, with implications on social services and economic growth. It has been a matter of concern for planners and requires collective action and interventions directed at improving the lot of the people of Punjab. The Government of Punjab is cognizant of the relationship between population and socio-economic development. It envisions economic growth through a faster fertility decline with planned families, and, therefore, is committed to address the issue of population on priority. Birth spacing is vital for better health of mother and children.

The 18th Constitutional Amendment has fully empowered the provinces to deal with the issue of population in their own context. I am pleased to share some of the key initiatives taken by Population Welfare Department in the post-devolution scenario.

I hope that the initiatives taken by the Department will be pursued with determined and sustained action.



**Message From Dr. Ismat Tahira,
Secretary, Population Welfare
Department, Punjab**

The rising population of Punjab has serious implications on the quality of life of its people. Population issue is at the root of most of our socio-economic problems. There is a dire need for moderating the population growth through fertility decline by way of voluntary family planning and adopt small family norms. Population Welfare Department is committed to provide free of cost, high quality FP services to the people of Punjab. Besides expanding service delivery, the department is focusing on improving the quality of services and ensuring contraceptive commodity security. This is backed-up by promotional and behavioral change interventions on extensive scale. A complete and real time result-bearing monitoring system has been put in place with regular feedback from client's perspective.

I am confident that all stakeholders will join hands with the Department in its population welfare efforts.

Introduction

The province of Punjab with a land mass of 25.6 percent of Pakistan occupies more than 50 per cent of the country's population. Population density at present is estimated at 490 persons/ sq. km. with a net annual estimated addition of 2.2 million people per year. The annual growth rate of 2.05 per cent implies that if the current trend is maintained the population of Punjab will double in the next 36 years, thus seriously undermining economic development and potentially increasing poverty.

The administrative set-up and service delivery outlets of the Population Welfare Department (PWD) are present in all 36 Districts of Punjab. Specific counselling and service delivery for family planning, basic reproductive health services and treatment of general ailments are available free of cost from the 118 Family Health Clinics located at Tehsil Headquarter Hospitals, 1900 Family Welfare Centers established at Union Council Level with a predominance in rural areas, 43 recently refurbished and re-activated Mobile Service Units and a cadre of 1400 Social Mobilizers. The Department at present has a staff strength of 12060 employees.

Punjab Population Policy 2017

The Punjab Population Policy 2017 has been granted approval by the Cabinet in January 2017. The Policy is broad based and encompasses vision for a prosperous and healthy society where every family is planned, every member nurtured and all citizens are provided with the opportunity and choice to attain improvement in the quality of their lives. It provides a framework for advancing goals and prioritizing strategies to meet reproductive and child health needs of people, and to achieve replacement fertility levels by 2030. While focusing on the factors influencing fertility, this framework is based upon the needs to address issues of contraception, and in the process change societal fertility behavior and norms, reduce maternal and infant mortality, and simultaneously increase outreach and coverage of a service package of reproductive, maternal and child health. Population Welfare Department is entrusted a leadership role in promoting family planning and taking along all key stakeholders to support its goals and objectives as well as meeting critical targets. Close collaboration between health and population sector and an inter-sectoral approach is essential and stressed. The Punjab Population Policy 2017 adheres to four basic principles to achieve its goals: equity, efficiency, volunteerism, and sustainability.



Family Planning 2020 - pledges and Punjab's contribution towards achieving them

The Population Welfare Department Punjab reaffirms the national commitment to achieving universal access to reproductive health, and to raise Contraceptive Prevalence Rate (CPR) to 50% by 2020. It confirms the pledge to develop a sector strategy for family planning promotion and deliverance. Punjab is an active member of the Country Engagement Working Group constituted by the Federal Government.

A combined Health Sector Strategy has been formulated with interventions for family planning and reproductive health. PWD Punjab is involving doctors and Lady Health Visitors from the private sector in an effort to make birth spacing services available at private health facilities, thereby increasing access to family planning. The Scheme is being piloted in 05 districts with the lowest CPR in Punjab. Supply Chain Management and training component is being strengthened. Communication campaigns are being specially designed. Web based e-monitoring system has been delivery outlets since the past 02 years. Contraceptive Logistic System is established, fully functional and efficiently working at Provincial and District Levels to give a snapshot of

contraceptive requisitions, supplies, distribution, consumption and stock positions. A transportation company has been hired to distribute contraceptives from Central Warehouse Karachi to districts. A joint referral system for outreach workers of Population Welfare and Health Departments has been developed. Punjab Population Innovation Fund with an initial amount of Rs. 200 million has been launched to support innovative FP projects by public and private sectors as well as civil society organizations. Punjab Ulema Advisory Board is constituted and working. Religious scholars validate the permissibility of contraceptives in Islam and relate it to protecting health of mother and baby and for the betterment of family.

At the provincial level the Minister for Population Welfare chairs the FP 2020 Provincial Working Group, while the Director General Population Welfare Punjab is focal person for liaison. TORs include quarterly review of all family planning related initiatives in the province by various stakeholders. Implementation and Demographic Cells have been established in the Directorate General Office to collect, analyze and share data on FP 2020 progress.

MEDIA / PUBLIC AWARENESS INITIATIVES

The Family Planning Population Outreach Program was drafted in collaboration with the Special Monitoring Unit Chief Minister Office and renowned journalist Mr. Muhammad Malick. This targeted publicity campaign for newlywed couples, the father, the husband, and grandparents is being driven through electronic and press media since November 2016.

Focused and specific messages for these audience relating to encouragement for adoption of family planning and birth spacing norms are being conveyed by celebrities/ social activists and renowned ulemas and religious scholars, including Khateeb Badshahi Mosque.

IEC material has also been developed and dissemination is in progress. 27 prominent sites have been hired for billboards in at divisional headquarter districts of Punjab. Specific messages for spacing are also being disseminated through 8600 auto rickshaws/ Qing Qi in all districts.

Numerous other activities for public awareness being spread out over the year and carried out at district, tehsil and grass root level throughout the province include orientation/ sensitization/counseling sessions with target audience/ group meetings at union council level, awareness walks and rallies, observance of family planning week, exhibitions in collaboration with public & private sector organizations, message dissemination through local electronic media, display of streamers & banners with key messages, essay writing and poster designing competitions carried out among the youth on specific themes pertaining to population issues, display of stalls and counters at local fairs and urs, etc. qirat and naat khawani competitions, talks and speech contests in colleges and universities, documentary films shows in rural gatherings, healthy baby competitions, organizing, and participation in sports events.

In the first stage five lowest CPR districts (Rajanpur, Dera Ghazi Khan, Bahawalpur, Muzaffargarh, Rahim Yar Khan) have especially been focused.

Initiatives include airing of television commercials in Urdu and Saraiki, publishing advertisements in national and regional newspapers, and distribution among public of booklets, leaflets and pamphlets containing specific information regarding Islam and family planning, contraceptive methods, and reproductive health.



TASKFORCE FOR POPULATION WELFARE

The Task Force for Population Welfare has been constituted under the Chairmanship of Minister for Population Welfare Begum Zakia Shah Nawaz. Members include 02 Members of the Provincial Assembly, Secretary Population Welfare Department, representatives from Health Department, and representatives of leading national /international NGOs working in Punjab on population issues.

MONITORING MECHANISM

M-Governance

PWD Punjab is one of the first departments to introduce computer software and M-governance in collaboration with Punjab Information Technology Board (PITB) for online monitoring and reporting. Since inception into the system the compliance of real time monitoring tours all over Punjab by designated staff has increased to achievement of near 100% results, leading to better transparency and increased accountability. Separate e-monitoring proformas are available for category wise service delivery outlets and providers, and for each category of monitoring officer. All are filled on the spot, and uploaded with GPS location on software, for instant access. The mechanism is swift; it bypasses cumbersome manual reporting and in the process prevents huge delays in receipts of reports, their compilation and assessment/evaluation, and eventual feedback. It enables speedy decisions, analysis of different data and help in planning future policies.

Data is readily available on dashboard maintained by PITB. Overview of monitoring visits in the form of legends on map of Punjab categorize the percentage of monitoring visits conducted as per TORs. This system is further being upgraded to include auto generation of graphs and charts for different analyses and auto compilations of reports. In addition, monitoring proforma for further categories are also being developed. Auto compilations of different reports and Development of CLR-15 & different performance reports.



Third Party Monitoring through MEAs

These Third Party Monitors (Monitoring & evolution assistance work under the control of District Monitoring Officer. The MEAs visit every service delivery outlet in their area at least once a month. Reporting is tablet based, for which they have been specially trained and provided hardware. One picture at service delivery outlet/facility is mandatory to upload at the time of visit. MEAs upload their filled proforma on the spot during monitoring and the Department has instant access to this data through software developed for the purpose.

Building on to the successful experience of the Education and Health Departments for transparent monitoring through external evaluation, the Population Welfare Department has hired 116 Monitoring and Evaluation Assistants (MEAs) to check absenteeism and to provide a parallel reporting system.

This intervention helps to check absenteeism, authentication of reports received from field outlets, verification of clients and compilation of data. The scheme is in progress since last F/Y. Refresher training of MEAs has been conducted in December 2016. PC-IV has been submitted for evaluation of the project.

Referral System

In order to enhance family planning services and general health care through utilization of service delivery outlets, and to ensure that maximum public receives the best possible care nearest to their home, this Department has developed a referral system for family planning clients in collaboration with the Health Department. Through this system clients are referred by outreach workers to the facilities of Population Welfare and Health Departments for contraceptive methods that are not available with the outreach worker. All services are provided free of cost.

The image shows three referral slips from the Punjab Government, each with the number 15000001. The slips are color-coded: blue, grey, and yellow. Each slip contains fields for client name, address, and service details. The blue slip is for the client's record, the grey slip is for the Tehsil Population Welfare Officer, and the yellow slip is for the client to take to the facility.

The system is based upon use of specially designed referral slips by the departmental referrers/ outreach workers. Each slip has 3 colour coded sections, yellow, grey and blue, separated by perforations for easy tear. The workers are provided with a specified number of booklets each containing 100 leaves of referral slips.

As per monitoring protocol, cut off dates for entering data onto the dash board by the Tehsil Population Welfare Officer (grey slip data) is 15th of every month, and for compiled data at district level by the district demographer is the 20th of each month. Similarly, Incharge FHC and FWW compile the yellow slips data at their end onto the monthly form for the purpose and submit it to their respective District Population Welfare Officer. Each member of outreach staff (FWA male/ female and social mobilizer of the PWD) have to meet a target of at least 5 referrals every month. 23686 clients were referred by outreach workers in October 2016 whereas 84% of total referral (19892 clients) attained services.

If a client desires to use a contraceptive method that is not available with the outreach worker being out of her competency, or in rare cases due to a stockout, she will be referred to facility. For this, the outreach worker will fill all three sections of the referral slip.

Yellow section: For referral. To be given to the client after entering all information except "method provided."

Grey section: To be submitted to the TPWO at the end of the month.

Blue section: To be retained as record with the outreach worker.

Provision of Missing Facilities-Infrastructure at FHCs and FWCs

In the year 2014-15 an extensive exercise was carried out throughout Punjab to critically examine all service delivery outlets of PWD Punjab for essential missing facilities that were impacting adversely upon service delivery. Missing facilities were identified and categorized. An ADP scheme of Rs 98.689 million was put forward and successfully completed. At the end of the scheme 92 Family Health Clinics (FHCs) had been renovated and provided with essential equipment and instruments. 19 ambulances were also purchased for FHCs to provide transport facility to clients after surgical contraception.



SERVICE DELIVERY

Expansion of Family Welfare Centers and Introduction of Community Based Family Planning Workers

Ensuring easy accessibility of quality services throughout Punjab is essential for furthering the cause of family planning and reproductive health. Accordingly, an Annual Development Plan 2014-18 was critically planned out and was approved with two components:

- ▶ Expansion of Family Welfare Centres
- ▶ Introduction of Community Based Family Planning Workers

Expansion of Family Welfare Centres

Family Welfare Centres are the backbone of service delivery network of the Population Welfare Department. Each centre caters to a population of 5000-7000. These centers operate from rented buildings and are located predominantly in rural areas.

The existing number of FWCs, 1500 to be exact, was too low to ensure universal coverage of family planning facilities for provision of contraceptives. Urgent measures were required to reach out to the public, increase demand for small family norms and reduce unmet need for Family Planning. As a result 1000 New FWCs are envisioned to be established in a phased manner down to the union council level in 22 Districts of Punjab with the lowest contraceptive prevalence rate during the four years of the plan. As per plan, 400 FWCs are already on ground and working while establishment of additional 300 FWCs is in the pipeline.

Introduction of Community Based Family Planning Workers (CBFPWs)

In 1992, Village Based Family Planning Worker Program (VBFPW) was a major initiative taken by the Ministry of Population Welfare at national level with the objective to expand access to family planning in rural areas. Its female workers were trained to provide community based family planning services at household level and thereby contribute to increasing contraceptive use. National surveys found that married women living within 5 km of these workers were significantly more likely to use a modern reversible method than women who had no access. A 10% increase in contraceptive prevalence rate was reported in another study just 16-18 months after VBFPW introduction. Population Welfare Department planned to revive this cadre as Community Based Family Planning Workers (CBFPWs) in order to bridge the gap between the facility and the community. Under this scheme 1200 CBFP Workers will be recruited in 13 low CPR districts of Punjab during 2014-18.



ACHIEVEMENTS - 2015 to date:

400 Family Welfare Centres established and operational in 22 districts of Punjab.

293,212 family planning clients and 453,100 general patients served through these 400 centers

200 New Family Welfare Centres are being established during CFY 2016-17. Process initiated.

295 Community Based Family Planning Workers (CBFPWs) recruited in 8 districts, trained and working

Interview process of 305 CBFPWs in 5 districts has been completed.

300 posts of CBFPWs sanctioned for CFY; recruitment process has been initiated.

Mid-Term Evaluation of the scheme is being done by Punjab Economic Research Institute (PERI) and Final Report is expected to be received by the end of Feb. 2017.

Refurbishment of Mobile Service Unit Vehicles



As part of initiative to make these MSUs functional again a sum of Rs.28.657million was sanctioned and incurred on repair/ refurbishment of 38 MSU vehicles to be relocated in 13 lowest CPR districts: Bahawalnagar, Bhakkar, Chakwal, D.G. Khan, Gujrat, Hafizabad, Kasur, Khushab, Layyah, Muzaffargarh, Narowal, R.Y. Khan and Rajanpur. These vehicles are now fully operational for family planning camps. MSU vehicles of Districts Mianwali and Sahiwal have been repaired with assistance of UNFPA and are also now on road. In the second phase Finance Department Punjab has released Rs.42.00 million for the repair of remaining vehicles. Mechanical work of these vehicles is under process.

Construction of 11 Family Health Clinics (2014-17)

Family Health Clinics were basically designed to provide Family Planning and Reproductive Health Services to a population of 40,000 at District / Tehsil Headquarter Hospitals level through static facility and extension camps.

A continuous increase in population and establishment of new tehsils in Punjab required construction of new Family Health Clinics at THQ level. PWD Punjab therefore, initiated the subject ADP Scheme whereby construction of 11 Family Health Clinics is planned during FY 2014-17. Construction work of FHCs at Tehsil HQ Hospitals Sara-i-Alamgir, Jatoi, Kotli Loharan, Fazilpur, Lalian, Ahmad Pur Sial, Sahiwal (Sargodha), Sharaqpur, Fort Munro, and Gojra has been completed and the said FHCs handed over to the department. 05 FHCs at Jatoi, Fazilpur, Sarai Alamgir, Kotli Loharan and Sahiwal are functional. FHC Kotli Sattiyani (Rawalpindi) is under construction. Minor remaining work for making all FHCs functional will be completed by the end of FY 2017.

Establishment of Districts Population Welfare Offices at Nankana Sahib and Chiniot

Even after declaration of Nanaka and Chiniot as independent districts by Government of the Punjab, the administrative set-up of the Population Welfare Department was still including them as Tehsils under Districts Sheikhupura and Jhang respectively. This was creating a discrepancy when compared to other provincial departments, especially while performing monitoring tours; additionally, administrative issues were cropping up. The Population Welfare Department already has its administrative setup in 34 districts and 117 tehsils of Punjab. On request of the Department, the Chief Minister, Punjab accorded approval for establishment of District Population Welfare Offices (DPWO) at Nankana and Chiniot and Tehsil Population Welfare Offices (TPWO) at tehsils Bhowana, Lalian, Shahkot, Sangla Hill and Ahmed Pur Sial. After establishment the already existing TPWO offices of districts Chiniot & Nankana Sahib will be transferred to the concerned district offices. 63 posts (24 each under the district setup and 03 each under the tehsil setup) will also be created on the analogy of existing set up of District and Tehsil Population Welfare Offices.

Establishment of Adolescent Health Centres

Investing in sexual and reproductive health care of adolescents yields multiple benefits and is in line with the various international and national commitments Pakistan has made. The psychological, emotional, sexual and reproductive health needs of youth and adolescents were not specifically addressed in the past by the Department. As an initiative 17 Adolescent Health Centers were established as a project in Family Health Clinics at district headquarter hospitals with the purpose to provide reproductive health services to this important group of population, assess their psychological, emotional and sexual and reproductive health issues, and provide guidance, counseling and management of these. A female psychologist heads these adolescent centers. During the project period 1163 clients availed services from these 17 centers and the number is increasing every month.



Establishment of Adolescent Reproductive Health Education Cells In Family Health Clinics Attached With 09 Teaching Hospitals

As per Punjab Youth Policy 2012, youth is defined as a period in which young people prepare themselves to be active and responsible citizens of the society. Adolescent sexual & reproductive health is closely linked to the issue of rapid population growth and maternal mortality. Early marriages and the lack of knowledge of reproductive health issues invariably present in this age group contribute to early pregnancies, high fertility and associated maternal mortality rates. Realizing its responsibility for inter-sectoral coordination and building upon the objective of the said Youth Policy of increased availability of integrated sexual and reproductive health information and services for adolescents and youth, the Population Welfare Department, Punjab is piloting the scheme "Establishment of Adolescent Reproductive Health Education Cells in Family Health Clinics attached with Teaching Hospitals at 09 Divisional Headquarters' District in Punjab. Through this scheme the Department envisions provision of necessary information through informative lectures and seminars in these educational institutes to adolescents falling in age group 15-19 years so their transitional period from childhood to adulthood is secured biologically, cognitively and socially. Both male & female doctors are being hired for this purpose.

SUPPLY CHAIN MANAGEMENT

LOGISTICS MANAGEMENT INFORMATION SYSTEM(LMIS)

The Provincial LMIS Cell, operating upon a web based application catering to logistic management of contraceptives throughout Punjab, and established at Directorate General Population Welfare, acts as a bridge between Central Warehouse & Supply Unit Karachi, and the district offices PWD Punjab. It also supports the district offices in contraceptives Logistics Management. The objective of cLMIS is to provide central, district and service delivery outlets level (SDOs stock sufficiency, consumption, inventory management, storage and distribution data of family planning products. It also supports in formulation of contraceptive supply chain policy, procurement, financing, inventory management & stock monitoring.

The Logistics and Procurement Cell has strengthened the logistics, supply chain and procurement system of PWD, Punjab and ensures availability of family planning commodities up to end users.

PROVINCIAL WAREHOUSE

Population Welfare Department, Punjab procures medicines, electro- medical equipment and surgical instruments, office and hospital furniture, office equipment, linen items and related commodities for its service delivery network and subordinate offices. Prior to 2014 the temporary storage space was not meeting warehouse criteria. The Department therefore decided to hire a separate building in 2013-14 for large scale procurements and optimal storage conditions. The staff at the warehouse is responsible to manage and monitor warehousing, inventory control, physical audit, proper distribution as per inventory and safe keeping to avoid pilferage and wastage. Fire extinguishers are also installed for emergency situations.

Population Welfare Department:

- Provides contraceptives free of cost to clients
- Procured contraceptives for Rs 284 million during 2014-15 and Rs 296 million during 2015-16
- Has its own supply chain management since Jan. 2016
- Is establishing Procurement Cell and creating relevant posts for procurement of contraceptives for Health and Population Welfare Departments
- Will procure contraceptives for Health Department for 2017-18

CAPACITY BUILDING

Human resource development is imperative for planned and organized execution of Population Welfare Department activities. The Department provides induction and refresher training to its technical staff through 04 Regional Training Institutes and 17 Family Health Clinic Training Centers. In addition, non-technical staff are trained through the Population Welfare Training Institute located at Lahore. The Regional Training Institutes and the Population Welfare Training Institute are devolved institutes and post devolution required strengthening and re-structuring in respect of increase in training capacity and improvement in quality of training. The Population Welfare Training Institute and the Regional Training Institutes at Lahore and Multan were strengthened and restructured through Annual Development Plan Schemes during 2014-16.

Strengthening of PWTI

Post devolution the Population Welfare Training Institute has been strengthened in respect of increased training capacity, improved quality of trainings and conduction of research work.

A well-equipped training hall, an IT resource lab, an e-library and a hostel for 35 trainees with all comforts has been established. The IT resource lab has 30 latest desk top computers. It offers swift internet connection for web searches. The e-library of the institute is also accessed from the IT lab. The main library of PWTI has over 1500 books, journals and reports on population, reproductive health, islam and family planning and related subjects. The hostel facility of PWTI is a newly established venture in the 36 years history of PWTI. It caters to 35 outstation trainees at a time and offers full dining facility under management of trained kitchen staff.

A Research Unit has been established at PWTI for keeping the Department and other stakeholders upto date on various dimensions of family planning and reproductive health in the province. Two operational researches have been completed on "Knowledge, Attitude and Practices of Family Planning among Married Women (Aged 15-35) in D.G. Khan and Rajanpur" and "Client Satisfaction with Services of Family Welfare Centers in the Rural Areas of Punjab".

Further, with the assistance of the Advisor on Islamic Research the Population Welfare Training Institute developed Islamic literature for the general public to promote family planning. Publications were provided to different libraries and distributed in public awareness seminars.



Training Targets Achievement of PWTI from 2011-16

1415 officers i.e. Directors, Project Directors, Deputy Director, DPWOs, CMOs/SMOs/WMOs DDPWOs (Tech), DDPWOs(C&T), TPWOs and District Demographers participated in the training courses/ workshops arranged on Office and Financial Management, Training of Trainers, Computing Skills,(CLMS). 766 Officials i.e. Storekeepers, Accountants, Account Assistants and Naib Qasids attended training courses on Management of District store, Financial Management and Office Etiquette & Manners. 2247 field functionaries i.e. FWCs/ FWWs, FWAs (M), SM, MEAs, Field Supervisors were trained in interviewing and counseling techniques for RH/FP, Working With The Community and Social Mobilization.

Regional Training Institutes

The four Regional Training Institutes of the Department at Lahore, Faisalabad, Multan and Sahiwal are the main training institutes to develop technical and clinical skills of doctors and paramedics of the Department for management of clientele at family planning service delivery outlets.

Post Devolution Initiatives

A landmark step forward is the accreditation of the Regional Training Institutes with the Pakistan Nursing Council (PNC). The basic 24 months Family Welfare Worker Course offered at the RTIs follows the criteria laid down by the PNC; induction is done on open merit as per criteria and accreditation has not only ensured universal coursework of the highest quality, it has also added value to their diploma.

Additionally, Regional Training Institutes Lahore and Multan were upgraded under ADP project 2014-2016. Under the scheme staff strength of both institutes as well as training capacity has been increased. The up gradation of computer lab, demonstration room, model room & hostel was also carried out under UNFPA Project 2014-2015 and 2015 -2016. Since up gradation 874 FWWs/LHVs/CMWS have been imparted competency based skill training on contraceptive update and family planning. A total of 8027 participants have been trained under different training courses during the past year at all 04 Regional Training Institutes.



Franchising of Clinical Services (Pilot) 2016-18

As per current research findings there is a 17.5% unmet need for family planning services, and the contraceptive prevalence rate is 40.7% in the province. Due to limitations of staff strength and service delivery outlets the Department has a pre-defined capacity to cover eligible couples within a locality. PWD Punjab is engaging registered Private Service Providers for Health - both male and female doctors, LHVs and FWWs, for franchising of its selected clinical services to increase access to high quality FP thereby increasing the number of family planning users, targeting the unmet need for contraception to decrease it, raising the contraceptive prevalence rate, and in the long term looking at decrease in total fertility rate.

The Project is being piloted in Districts DG Khan, Jhang, Layyah, Rahim Yar Khan and Khushab giving priority to their rural areas on the basis of low use of modern contraceptives and high unmet need. It is anticipated that if every service provider partnering with PWD provides family planning services to 10-12 new clients per month, approximately 45,000-55,000 new family planning clients in 02 years will be served. The project will be executed with the assistance of NGOs, having well established linkages with private practitioners and service providers in their respective districts.

Upgradation of 09 Family Health Clinics (FHCs) attached with teaching hospitals to training centers

In order to cater to training needs, uplift the working of Family Health Clinics and to address adolescent and youth reproductive health issues, 09 Family Health Clinics located at Lahore, Gujranwala, Gujrat, Sialkot, Sargodha, Sahiwal, Rahim Yar Khan and Dera Ghazi Khan have been upgraded to training centres.

During the project period, 289 doctors and 409 paramedics have been trained and certified in FP service delivery including contraceptive surgery through these nine upgraded FHC training centres. Accordingly, these trained people are able to provide family planning services at health service delivery outlets.

Training activities include:

- Training in contraceptive surgical techniques, counseling, interpersonal communication, implant insertion/removal techniques and asepsis.
- Identification and dealing with difficult surgical cases and issues. Assessment and diagnosis of abnormal obstetrics/ gynecological problems and diagnosis of infertility
- Assessment and diagnosis of abnormal obstetrics/ gynecological problems and diagnosis of infertility
- Provision of on job technical monitoring/ supervision and guidance/assistance for strengthening the institutional set up of FHCs and improvement in quality of service provision.

PUBLIC PRIVATE PARTENERSHIP

PUNJAB POPULATION INNOVATIONS FUND (PPIF)

Punjab Population Innovations Fund is a major initiative taken by the Government of the Punjab for FY 2016-17 by setting up a special Rs 200 million Population Innovation Fund with the objective to expand coverage and improve quality of family planning services being provided, especially in rural, poor and underserved areas. This Fund will supplement the activities of Population Welfare and Health Departments by financing innovative and result based programmes of public, non-government and private sector organisations for enhancing the coverage and access of family planning services and in providing better and broader solutions to population issues. It will in addition support innovations in communications particularly those involving youth and men in subsequent years. The PPIF owned by the Government of Punjab will be managed as an independent company registered under the Companies Act with the Security and Exchange Commission of Pakistan. The Secretariat will be managed by a Chief Executive Officer, reporting to the Chairperson of the Board of Trustees; the latter will be appointed by the Chief Minister of Punjab. Board of Directors of the Fund has been notified: Founding Directors are Secretary, Population Welfare Department, Secretary Finance Department, Secretary Primary and Secondary Health Care Department, Secretary Specialized Health Care and Medical Education Department. Technical specialist on reproductive health and legal matters will be hired for providing technical guidance to the team. 200 million Rupees have been approved to run the secretariat of the PPIF.

Information Technology Revolution

The working of the Department has been revolutionized through official e-mail accounts for all administrative and service delivery officers. Official communication and performance reporting has been greatly expedited through use of official e-mails, that also ensures authenticity of material and saving of time and precious resources.

Population Welfare Department has developed website with technical assistance from Punjab Information Technology Board to cater the demands of rapidly growing communication age. Basic purpose of the website is familiarize the general public about the working of the department. Important notifications, job advertisements, tender notices and press releases are uploaded on the website. Picture and video galleries are updated to communicate departmental events and field activities.

Establishment of Call Center

Population Welfare Department has established call center in collaboration with Punjab Information Technology Board (PITB) to provide information and counselling services of family planning to general public on

HELPLINE: 0800-79300



زندگی کی منصوبہ بندی کے لیے
بچوں کی پیدائش میں کم از کم

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سال کا وقفہ رکھیں
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