

# PPIF QUARTERLY NEWSLETTER

PUNJAB POPULATION INNOVATION FUND

## PPIF DEFINES INNOVATION



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### MESSAGE FROM THE CHAIRMAN, PUNJAB POPULATION INNOVATION FUND DR. IJAZ NABI

The number of children people have, is a complex decision which should be respected. However, there is widespread evidence of unwanted pregnancies as seen in the high incidence of unsafe abortions.

Furthermore, alarmingly high infant and maternal mortality rates, malnutrition among children and poor education outcomes also reflect that society is unwilling or unable to mobilize the resources needed to support the high fertility rate.

Public policy thus aims to lower the fertility rate in order to bring about a balance between the number of children people would want to have and the number of children actually being born.

This requires two types of interventions. One that aims to increase awareness of both husbands and wives on available methods for right sizing the pregnancy rates while the other complements the first by making available access to family planning services, products and counseling, at the doorstep.

Punjab Population Innovation Fund (PPIF) was established by the Honorable Chief Minister on 4th October, 2016 to roll out these two types of interventions. Set up as a section 42 company with an independent Board, PPIF invites private organisations and NGOs to deliver in the ambit of the two types of services.

To that end, PPIF has rolled out two grant cycles. PPIF thus seeks to augment the capacity of the Population Welfare Department as it fulfills the family welfare mandate for Punjab.



### MESSAGE FROM THE CHIEF EXECUTIVE OFFICER, PUNJAB POPULATION INNOVATION FUND JAWAD A. QURESHI

Welcome to the first edition of the Punjab Population Innovation Fund Quarterly Newsletter. As an innovation fund, our mission is to challenge the status quo by setting in motion ground-breaking ideas for family planning services, while persisting in the face of skepticism.

The PPIF is an independent organization established to promote innovative family planning methods to tackle the challenges posed by Punjab's escalating population growth. To achieve this, we are funding programs that are actionable, measurable and accessible in

underserved areas with a view to scalability across Punjab. Making use of existing knowledge and working towards aggregating, synthesizing and disseminating new knowledge, we envision shaping PPIF as a lead player in the sector and positioning ourselves as a resource for e-networking in order to encourage and deepen the debate on family planning.

The PPIF is continuously seeking new partnerships with the government, non-profits and academia to pioneer socially relevant and culturally adaptable service delivery solutions using contemporary methodologies. We aim to build lasting affiliations yielding long term results strengthening access to family planning services.

This year has been ground-breaking for the PPIF and our inaugural newsletter charts this momentous journey. I am grateful to the Board's commitment and our Team's dedication for successfully rolling-out two program cycles within just six months.

I hope you enjoy reading first edition of The PPIF Quarterly Newsletter highlighting our foundation year and look forward to your feedback to further expand our programmatic horizons.

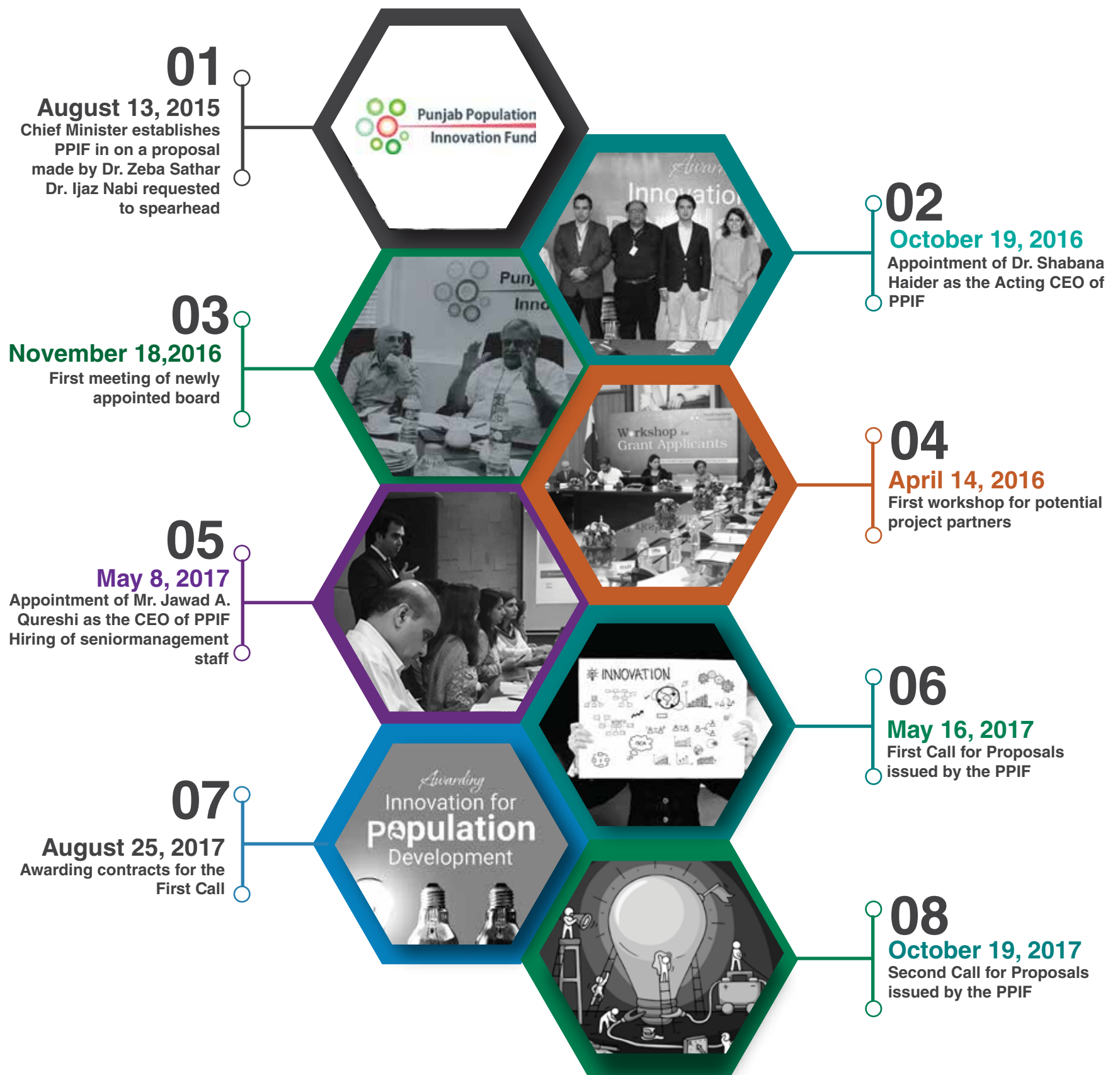




## MUHAMMAD JAHANZEB KHAN CHAIRMAN PLANNING AND DEVELOPMENT DEPARTMENT, PUNJAB

The Punjab Population Innovation Fund was set up as an independent company to steer Punjab towards meeting its population goals. These goals are inextricably linked to sustainable economic growth as well as improved health outcomes that this Government has committed to achieving. It is a pleasure to see the company deliver on its promise and we look forward to the timely and efficient implementation on ground.

# PPIF TIMELINE







## DR. AYESHA GHAS PASHA MINISTER FOR FINANCE, PUNJAB

We are investing our resources in the promotion of innovative approaches to Family Planning such as Punjab Population Innovation Fund to award grants supporting innovative, locally responsible, scalable and sustainable family planning reproductive health initiatives.

Family Planning Summit - July 11, 2017



## Q & A WITH DR. MALIK MUKHTAR AHMED BHERATH MINISTER FOR POPULATION WELFARE, PUNJAB

**Q1: The population interventions of the 1990s brought about significant decline in the fertility level but has been stagnant with a slow increase in CPR from 30% - 41% during 2001-2013. What are the contributory factors?**

I feel that one of the biggest factors leading to a decline in the progress made in the 1990s and the early 2000s, has been the over commitment of the Lady Health Workers which meant that they could devote very little time to family planning services. Contraceptive uptake has also been low due to lack of good counselling services, inaccessibility of family planning products, prevailing myths and misconceptions and a profusion of misinformation.

Another major factor was that the investments in population welfare remained low as the average expenditure for population relative to gross domestic product was 0.06% for the period of 2000-2012.

Very little can be achieved with such low impetus to counter the challenge posed by the results as daunting as the recent census has demonstrated.

The Population Welfare Department has recently been devolved and the political government is strongly committed to tackling the population explosion in order

to ensure the prosperity of the people. Political will coupled with the requisite budget allocation can and will bring the much needed and long due results. After all, such success has been ably demonstrated by our neighbouring states Iran with 1.8% current fertility rate and India at 2.7%. Compared with Pakistan's 3.8% and Punjab's alarming rate at a staggering 3.5%, Bangladesh with a very similar socio-cultural milieu, has achieved a fertility rate of 2.4%.

**Q2: Which strategies have to be implemented in order to improve the reproductive health coverage in Punjab?**

The government recognizes the influence of population factor on overall development of the country and has adopted a focused population policy. The Population Welfare Department aims to increase resource allocation, ensure contraceptive procurement and availability, and expand the coverage of the department to uncovered areas. We are also expending more funds for dedicated information campaigns and advocacy for bringing about behaviour change.

**Q 3: Why do you think this sector requires innovation particularly, PPIF's role in pioneering innovative approaches to family planning?**

Innovation is important for family planning as the old ideas are not yielding the desired results and the pace that is required. There is a need to involve private sector organizations to mobilise public opinion, reach out to remote areas where they are already engaged to maximize the potential family planning initiatives. Recognizing that government alone cannot make up for the gaps in family planning infrastructure, PPIF is a great step in this direction as it will facilitate private sector engagement and bring market based and sustainable approaches to the delivery of FP services. There is a great deal of interest in the innovations this organization will be able to promote and the kind of results it will achieve. I wish PPIF team every success.



## BACKGROUNDER BY DR. ZEBA SATHAR COUNTRY DIRECTOR, POPULATION COUNCIL PAKISTAN.

It gives me immense pleasure to explain how the idea of PPIF was conceived and materialized into reality. Population Council's Landscape Analysis of Family Planning in Pakistan 2016 identified huge gaps in service provision and communications around family planning services in Punjab and beyond as well as the untapped potential of the for-profit commercial sector and private providers in providing additional services particularly those involving men and youth.

Setting up the fund entailed several rounds of meetings with the Minister for Finance in January 2015, the Advisor to Chief Minister, Chairman Planning and Development Department in March 2015 and finally the Chief Minister Punjab to whom we presented the idea in October 2015. During these meetings, the idea of setting up an independent and autonomous fund was born to introduce and support such innovations and to move away from 'business as usual'.

Starting from the first steps of setting up the organogram of the company and followed through with the registration of the company and proposed names for its Governing Board of Directors - we assisted the Planning Department to give the idea full shape. The Council offered ideas about design and proposals on the types of services to be tested by PPIF, backed by secondary data, where unmet need is highest.

The PPIF, as its name suggests, offers an opportunity to innovate and fund out-of-the-box, more effective

approaches for family planning communication and service delivery. The Fund is a route for testing out innovative (including previously untried) models for serving the unmet need of men and women, never users, past users and traditional methods users, with a special emphasis on the poor. The direct goal of all interventions will be to increase access to services, especially in the underserved urban and rural areas, through innovative approaches in communication and service delivery.

**Coming as an initiative from the public sector to involve the private sector, the PPIF is a unique opportunity of cross sectoral work and enhanced efforts to augment the current restricted level of services and communications in the population sector and to ensure better outcomes particularly in the uptake of family planning services.**

The PPIF is a market maker with the immediate goal of accelerating a rise in contraceptive prevalence and reduction in unmet need for family planning services to meet FP2020 targets. Its fundamental role is to test the impact of innovations that spark off a significant increase in consumer market for family planning through greater determination and information availability, enhanced provider motivation and wider provision of quality family planning services in certain selected areas. The learning agenda is an essential part of the PPIF, and once impact and change are established, the secondary goal is to devise ways of achieving universal access to reproductive health services in Punjab. There must be a phased approach with a province the size of Punjab. At the same time there is a need to demonstrate impact of the PPIF interventions at a level that encourages continuity of funding and support both from the Government and donor sources.

**I wish the PPIF full success and am sure that it will play a pivotal role in improving the lives of the people of Punjab.**





## DR. AYESHA KHAN CHIEF EXECUTIVE OFFICER, AKHTER HAMEED KHAN RESOURCE CENTRE

The Akhter Hameed Khan Resource Center (AHKRC) believes that long term social impact will need to combine women's economic empowerment with readily available reproductive health information and family planning services. One without the other will not change the social paradigm to bring a lasting change. Supported with PPIF grant funding this sustainability-oriented, innovative model is different because it explores the double dilemma of neglected urban slums and women's disenfranchisement in reproductive health decision making and economic opportunities.



## DR. ADNAN KHAN DIRECTOR, RESEARCH AND DEVELOPMENT SOLUTIONS

Despite spending over 200 billion rupees in mostly supply side approaches to family planning in the past decade in Pakistan, the rate of contraceptive prevalence has increased at less than 1% per annum.

Two major gaps remain. One is that despite a third of Pakistanis living in an informal urban settlement (i.e. an urban slum), little attention is paid to urban poor. More importantly there's been nearly no attention paid to creating demand.

PPIF is funding a grant to the AHKRC to test an innovative set of behavioral approaches to overcome resistance to FP messages in order to open a dialogue among communities, and then to recast the use of family planning as a norm in communities and families that seek better lives in poor urban settlements



## AHKRC PROJECT:

AHKRC will establish a holistic approach that encompasses demand creation by providing information, counselling and promoting family planning behaviour change as a norm in the urban slums of Dhok Hassu and Dhok Mangtal, in Rawalpindi District. It will also cover supply of services through a woman entrepreneurship model, where community mobilizers called Noor will provide door-step counselling and short-term contraceptive services to MWRAs. The novelty of this project is that Noor will refer prospective clients to identified private providers for Long Acting Reversible Contraceptives (LARC) for which she will be paid a referral fee.



This income-generating model will ensure sustainability and continuity of services beyond the extent of the project. The project hopes to increase the Contraceptive Prevalence Rate for modern methods (mCPR) by encouraging health providers to expand the elements of method mix and offer choice to clients for both short term contraceptive and Long Acting Reversible methods (LARC).

## INNOVATOR

CHANGING SOCIAL PARADIGMS  
THROUGH DEMAND CREATION FOR  
FAMILY PLANNING AND WOMEN'S  
INCOME GENERATION BY **AKHTER  
HAMEED KHAN RESOURCE CENTRE  
(AHKRC)**

## A DAY IN THE LIFE OF NOOR



## ORGANISATION PROFILE



### Akhter Hameed Khan Resource Centre

AHKRC is a renowned non-profit organization aiming to empower poor communities particularly women and girls, through grass-root participatory development and research-extension approaches. The organization has conducted numerous community based projects and research studies on social mobilization, family planning choices and uptake, women's empowerment, gender-based violence etc.



# SPOTLIGHT

## DOORSTEP FAMILY PLANNING SERVICES AND MOBILE ACADEMY BY HEALTH AND NUTRITION DEVELOPMENT SOCIETY (HANDS)



### HANDS PROJECT:

This project is modelled after the successful intervention in Sindh mobilizing community-based workers known as MARVI for providing door-step services to the remote communities. The project introduces these community workers as Noor in Muzaffargarh District of Punjab who will be supported by trained Lady Health Visitors for clinical services.



As an innovation, Mobile Academy, a component derived from the BBC Media Action's Ananya Program conducted in India, will also be introduced to build the capacity of Noor through FP specific audio courses. In addition, the project will disseminate standard information packages through ICT based mobile application for behaviour change among communities. Through this project, HANDS aims to increase uptake of modern contraceptive methods by improving access to family planning information and services rural, underserved communities.



### DR. SHAIKH TANVEER AHMED CHIEF EXECUTIVE OFFICER, HANDS

HANDS has been honored by PPIF to accept its Model of Misali worker (Community based outreach health worker in non-LHW areas) in district Muzaffargarh of Punjab. PPIF under the auspices of Planning & Development Department, Government of Punjab has taken the initiative to pioneer innovation in 8 districts of Punjab with highest population of unmet need. HANDS with its proposed innovative intervention of implementing ICT based mobile application for information dissemination, Management Information System for provision of quality Family Planning services, would contribute to the vision and mission of PPIF.



### DR. ANJUM FATIMA GENERAL MANAGER HEALTH, HANDS

PPIF has provided an opportunity for HANDS to prove the effectiveness of its Community based outreach health worker in non-LHW areas of district Muzaffargarh in Punjab.

The purpose of intervention is to provide quality FP services with the innovation of ICT based application for increasing the Contraceptive Prevalence Rate (CPR) and Couple Year of Protection (CYP) while decreasing the proportion of unintended pregnancies.

### ORGANISATION PROFILE

#### Health and Nutrition Development Society

HANDS was founded in 1979 evolving into one of the largest NGOs of the country, having a wide network of offices across the country. The organization has implemented more than 80 projects on reproductive health, mental health, nutrition, adolescent health etc., and has access to more than 23 million population in 48 districts of Pakistan.







## DR. SAMEERA AL TUWAIJRI GLOBAL LEAD POPULATION AND DEVELOPMENT, THE WORLD BANK

Punjab is facing a development imperative of substantially scaling up its interventions in the FP sector and enhancing the level of financial investment in innovative approaches that will demonstrate result in a relatively short time. The establishment of the PPIF is a positive development as it provides the most suitable platform for introducing and accelerating such interventions.

### EVIDENCE-BASED PROGRAMMING

#### FIRST PROGRAM CYCLE



1. Mitigate information related obstacles that lower the demand for and access to modern family planning methods;
2. Increase the uptake of these methods through advisory services and counselling that help address concerns related to usage;
3. Deliver contraceptive products and services to users at their doorstep in communities not adequately served by community health workers;
4. Enable private health service providers, including non-physician female and male cadres, to initiate and sustain provision of an adequate range of quality family planning services.

#### AWARDING INNOVATION

Through a comprehensive and multi-tiered approach to evaluating, comprising of the PPIF Evaluation Committee, Technical Board Committee and Board of Directors, in its first grants cycle, the PPIF funded sustainable doorstep delivery models based on social entrepreneurship and technology based solutions. On August 25, 2017 contracts were awarded to the following shortlisted applicants:

1. Health and Nutrition Development Society (HANDS)
2. Institute of Social and Cultural Studies (ISCS), University of Punjab
3. Akhter Hameed Khan Resource Centre (AHKRC)

#### SECOND PROGRAM CYCLE



#### IDEATION FOR SECOND PROGRAM CYCLE

To develop an all-encompassing and holistic subsequent program cycle and to develop a deeper insight on the current situation, consultations were held with local and international players, sector specialists and non-traditional players. Further, secondary research based on academic documents, periodicals and national and provincial survey reports was conducted to identify evidence-based programs, which could be replicated and adopted to the local context. This mainly included High Impact Family Planning (HIP) practices consolidated by USAID, UNFPA, WHO, IPPF and FP2020 and Landscape Analysis (Population Council & Gates Foundation).

As part of developing potential ideas as concrete initiatives for the second program cycle, a consultative session was also organized. The participants of the session which included representatives from donor

agencies namely World Bank, WHO, UNICEF, UNFPA, USAID, Bill and Melinda Gates Foundation, Innovation Labs (LUMS and NUST), Tech entrepreneurs, Micro-finance Institutions, NGOs and INGOs, were divided into three thematic groups i.e. Service Delivery, Demand Generation and Adolescent & Youth, with the aim to identify the challenges existing within each group and generate possible solutions to address them. Dr. Zeba Sathar, Country Director, Population Council, Dr. Yasmeen Qazi, Senior Advisor, at Bill & Melinda Gates Foundation and David & Lucile Packard Foundation and Ms. Saadia Ata, Youth Officer, UNFPA facilitated the group discussion on these three groups and shared the following key recommendations:

- Engage male health providers for couple counselling.
- Incentivize private providers through capacity building on quality of care and voucher schemes.
- Increase availability of FP counselling services at pharmacies while maintaining privacy and confidentiality of clients.
- Generate demand within established programs with greater outreach such as micro-finance, rural support programs and the agricultural sector and through interactive tech-based mediums.
- Reach out to untapped groups of adolescents and men through institutions such as army, police, factories etc.

#### SPEARHEADING INNOVATION

Population Council, the technical partner of PPIF, developed a background research paper for PPIF, articulating the major demand side and supply side barriers to family planning and identifying major thematic areas for PPIF to support in the eight districts of Punjab, having the highest number of couples with unmet need for family planning. Based on the identification of these thematic areas, PPIF initiated its first grant cycle in May 2017, to invite proposals addressing the following:

#### CONSULTATIVE SESSION AUGUST 25, 2017

##### MR. MAKHDUM HASHIM JAWAN BAKHT, MEMBER, PPIF BOARD MEMBER, PROVINCIAL ASSEMBLY

Mr. Makhdum Hashim Bakht, Member PPIF Board, appreciated the interventions being awarded by the PPIF in its first cycle and encouraged the sector to avail this opportunity to test and scale up promising and dynamic solutions.



##### DR. ALI CHEEMA, MEMBER, PPIF BOARD MEMBER, CERP BOARD

Dr. Ali Cheema, Member PPIF Board, highlighted the role of PPIF in light of recently disclosed Provisional Population Census 2017, which shows an alarming state of the Punjab Population to be 110 Million, While Lahore alone contributing to almost 12 Million. He identified the gaps in demand and supply interventions and suggested perspective partners to explore solutions to address the mismatch between them. Dr. Ali Cheema particularly emphasized to explore the challenges in scaling up small scale successful interventions with due attention to cost effectiveness.





# DR. YASMEEN SABEEH QAZI

## SENIOR COUNTRY ADVISOR, POPULATION PROGRAM, THE DAVID AND LUCILE PACKARD FOUNDATION, SENIOR TECHNICAL ADVISOR FP, BILL AND MELINDA GATES FOUNDATION

Pakistan current total population of 207 million, as per census preliminary results, have confirmed the worst fear of planners and policy makers with Punjab being the most populated, shoulders this responsibility more than others. Population stabilization requires highest level of political commitment to ensure voluntary access to quality family planning for all women and men. One significant move is the establishment of PPIF, the first of its kind financing mechanism, to ensure involvement of private sector as a partner to change population dynamics of the province. This Fund creates the space for innovation of scalable models that can be adapted by the government, once evidence is created. It has already started grantmaking through transparent and highly competitive process to support best practices. We, as Development Partners, are very interested in this new venture and ready to support Punjab Government in this effort to partner with private sector in meaningful way. I wish PPIF team the very best in their endeavors.



## STRENGTHENING MALE ENGAGEMENT IN FAMILY PLANNING

Research has shown that Family Planning Programs in Pakistan are largely directed at women with limited opportunities for men to acquire information, counselling, and services. Moreover, husbands are predominantly the decision makers of the household therefore, their understanding of family planning significantly affects women's use of contraception. Hence, engaging men in family planning programming is critical to remove the negative perceived perception of men about family planning such as religious resistance to the usage of FP and social pressure to maximize progeny through sons, which can severely limit their capacity to support

their wives' adoption of family planning methods. Based on the above-mentioned rationale, PPIF has launched a request for proposal for its second program cycle in October 2017, specifically on strengthening engagement of men as clients and husbands, by working closely with private sector to develop and test innovative business solutions while expanding method choice and accessibility of family planning services.

## PRE-PROPOSAL MEETING - NOVEMBER 2, 2017

A Pre-Proposal Meeting for the prospective partners was also held to familiarize them with the objective of the call, i.e. improving accessibility of family planning products, information

and services through pharmacies/drug shops and private health service providers, the participants briefed were about the submission process which included technical details, required documentation, eligibility and evaluation criteria of the proposals. PPIF is expected to award innovations for the second cycle by the end of 2017.



### REQUEST FOR PROPOSALS

Improve accessibility of Family Planning products, information and services through Pharmacies/Drug Shops and Private Health Service Providers applying sustainable business models.

Punjab Population Innovation Fund requests proposals from private sector and not-for-profit organizations for innovative solutions to expand method choice and range of family planning services. The proposed interventions need to be based on sustainable business models.

1. Develop strategic partnerships between manufacturers/distributors, pharmacies/drug shops and private health service providers to advance contraceptive supply with robust quality assurance mechanisms.
2. Build capacity to provide a wide range of contraceptive choice, information and services through an aggregated network of pharmacies/drug shops and private health service providers.
3. Develop a two-way referral mechanism between Pharmacies/Drug Shops and Public/Private Health Service Providers for Family Planning services.
4. Integrate demand-creation efforts for market growth.

These interventions are part of an overall strategy to strengthen involvement of Men as Decision Makers, Husbands and Agents of Change in Family Planning. Focus on promoting spacing among young couples, especially through long acting reversible contraceptive methods is encouraged. The proposed projects must demonstrate expected results within a period of 12 months in one or more of the following districts: Lahore, Rawalpindi, Faisalabad, Multan, Muzaffargarh, Bahawalpur, Gujranwala and Rahim Yar Khan. Leveraging technology developing synergies and collaborations with key stakeholders and local bodies for process efficiency is also encouraged.

HOW TO APPLY?  
The Request for Proposal form and annex can be downloaded from [www.ppif.org.pk/call-for-proposals/](http://www.ppif.org.pk/call-for-proposals/) or from the website Punjab Population Innovation Fund Authority (<http://www.ppif.org.pk/for-providers.aspx/>). Interested organizations are also advised to visit Punjab Population Innovation Fund Authority (<http://www.ppif.org.pk/for-providers.aspx/>) for more information. The deadline for submission of proposals is 12 November 2017. Proposals will be publicly opened on November 13, 2017 at 12:00 PM at the PPIF Lahore Office in the presence of all stakeholders.

## GENERATING EVIDENCE FOR ACCOUNTABILITY AND LEARNING THROUGH MULTIPLE LAYERS OF MONITORING AND EVALUATION

Recognizing the criticality of Monitoring and Evaluation of the funded projects, we are continuously refining our MEAL (Monitoring, Evaluation, Accountability and Learning) system with the collaboration of our national and international stakeholders. PPIF aims to follow a multi-tiered monitoring mechanism, involving project partner's M&E Team, Third Party Monitoring Firm (TPM) and PPIF technical experts to ensure transparency and accountability through:

1. Baseline Evaluation; conducted at the commencement of the project against indicators mutually agreed with the contract

partners;

2. Regular Process Monitoring: concurrent with the project for quality assurance;

3. Periodic Review of Progress: conducted to monitor partner's progress in accomplishing planned activities within budget;

4. Evaluating Incremental Impact Post Project Completion: conducted after the project ends to assess the impact

In addition to this, PPIF will establish a central MIS system with the collaboration of partners, to assist in maintaining and analyzing data such as stocks of contraceptives, training of providers etc.

In order to monitor the quality of trainings, LQAS sampling methodology will be adopted to assess the data accuracy on quarterly basis. This will help us achieve our aim to attain higher level of

performances of the project partners and to explore opportunities of learning and knowledge generation.







**ANTHONY DALY  
HEALTH ADVISER,  
DEPARTMENT FOR  
INTERNATIONAL  
DEVELOPMENT,  
PAKISTAN**

It is very encouraging to note that the Punjab government is cognizant that the current rate of population growth is not sustainable. The Punjab Population Innovation Fund appears to be a promising initiative to considerably accelerate progress in the sector by providing evidence-based solutions to improve accessibility and quality of family planning services.



**HASAAN KHAWAR  
OP-ED WRITER,  
THE EXPRESS  
TRIBUNE**

Given our poor track record with family planning, there is a need to adopt out-of-the box approaches. Punjab is the first province to realise the limitations of existing family planning service delivery and has established Punjab Population Innovation Fund to address the unmet need in rural, poor and un-served areas. Other provinces need to follow suit.

The Express Tribune,  
Published November 19, 2017

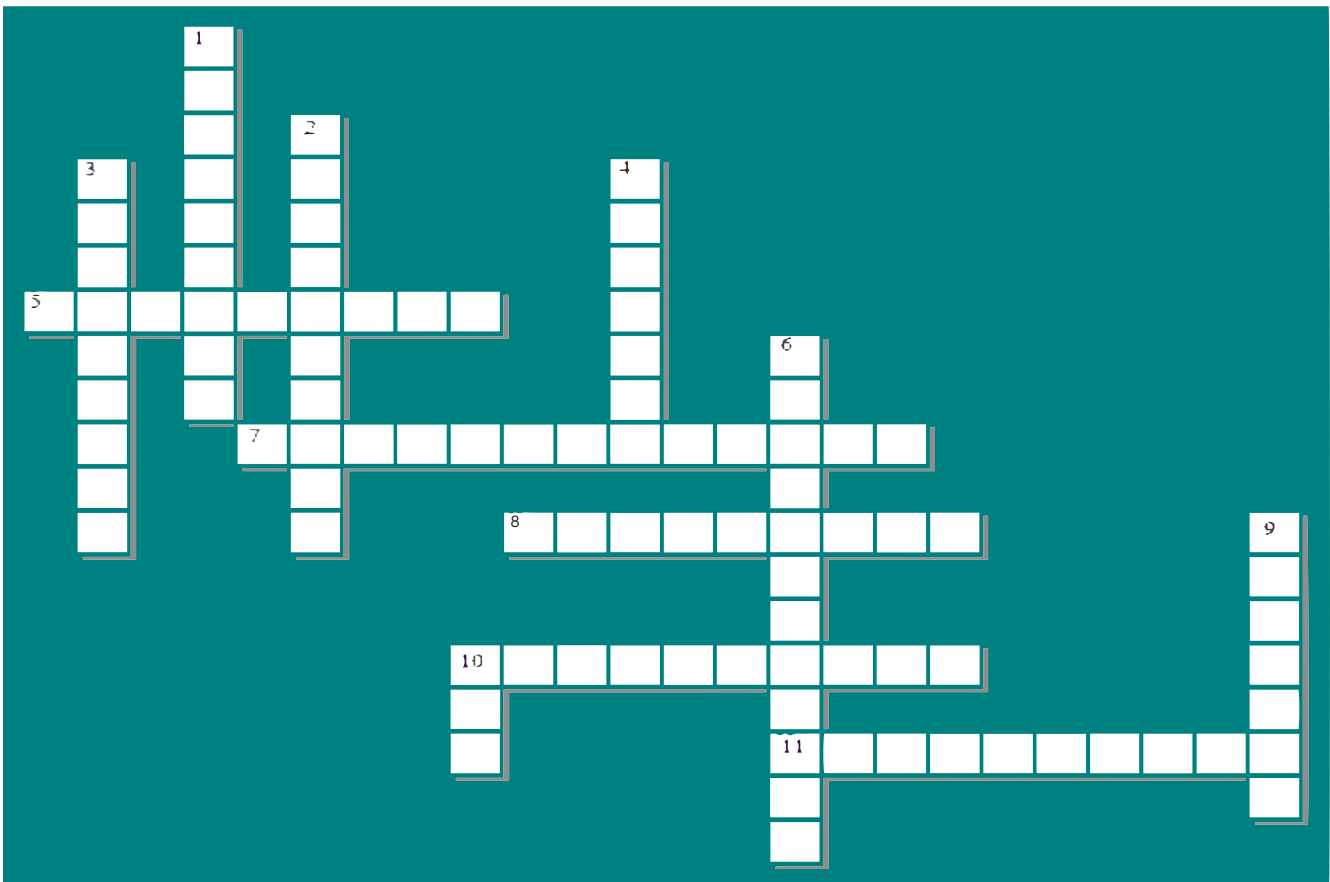
**MASTERS OF  
DISASTER**

Gofer-in-Chief: Sadia Malik  
Czar of Content: Khadija Ikram & Minaa Fatima  
Grammar Fascists: Nida Sheikh & Tania Durrani  
Head of Doodle: Sufiyan Alam  
Comic Sans Annihilator: Zuraiz Lateef

**LIFE AT PPIF**



**CROSSWORD**



**ACROSS**

- 5 Ability to conceive
- 7 Myths
- 8 Fertility
- 10 Contraceptive method
- 11 A new method, idea or a product etc.

**DOWN**

- 1 The period of childbirth
- 2 Inhabitants
- 3 Male sterilization
- 4 Well-being
- 6 The process of giving birth
- 9 Place at interval
- 10 LARC

