

Title	Code	Intervention logic	Objectively verifiable indicators of achievement	Sources and means of verification
Goal		Improve Sexual and Reproductive Health Rights (SRHR) Status in Pakistan		
Purpose [of the Assignment]		To create enabling environment for SRHR through effective and meaningful engagement of Media	Break the current cycle of negative imaging of LSBE/SRHR Education in the Media Initiate a positive and healthy debate around SRHR and LSBE in the Media	Increased number of media items (publications, shows, debates ect) in the favour of LSBE and importance of SRHR
Specific objective1		1. To develop of resource materials and tools for sensitizing Media representatives on SRHR / LSBE	1.1 SRHR facts, stats, and solutions gathered and documented in the light of existing literature on LSBE and SRHR status in Pakistan.	LSBE / SHRH brief for targeting media professionals
			1.2 A brief guide on SRHR with respect to Journalism and Media developed	Media Guidebook, record of consultations with both media and SRHR experts
			1.3 Increased understanding among Rutgers WPF and partners' staff on effective ways to communicate with Media	Number of staff members trained, workshop record, workshop evaluations
Specific Objective 2		2. To sensitize Media on SRHR / LSBE through active participation and awareness raising	2.1 Increased knowledge and awareness of Media with regard to SRHR and LSBE.	number of media professionals trained, workshop record, workshop evaluations
			2.2 Increased skills among Media professionals to report Sexual and Reproductive Health and Rights cases in a sensitive manner	

Specific Objective 3		3. To reach specific target audience through Media campaign(s)	3. A variety of stakeholders and audience reached through Media activities and campaigns on print and electronic media in District Multan, Mitari / Hyderabad, Karachi, Gujranwala and Sanghar	No. of programs on air on radio no. of programs on air on TV No. of articles published in the newspapers
Activities (Objective 1)	1	Literature Review	A brief comprehensive position paper developed for showcasing in media management interventions	A position paper containing facts / solutions to meet challenges (faced by adolescents)
	1.1	Evaluation reports of LSBE		
	1.2	Video documentary		
	1.3	SRHR Research Study of LSBE Programme		
	1.4	Meetings with relevant staff		
	2	Review and Finalization of Media Hand Book / Guide Book	A media guidebook finalized explaining the depth and gravity of SRHR status in Pakistan	Media Guidebook containing a glossary of terminology used in LSBE, SRHR, and youth issues; stats and abridged studies on child abuse, rape, early marriage, violence against children, child molestation and the documented long-term effects on the personality of the abused child; govt. policies, existing laws and covenants Pakistan is committed to etc
	2.1	Review of the existing draft of the media guidebook		
	2.2	consultation on the initial revised draft with Rutgers WPF team		
	2.3	Finalization of the guidebook		
	3	Conduct a one-day training workshop for Rutgers WPF Staff	All Rutgers WPF staff has attended a day-long orientation on techniques for effective interaction with journalists	Training Report, assessment of the Rutgers WPF staff after the workshop
Activities (Objective 2)	4	Media Sensitization Workshops on SRHR Issues and encourage Debate:	5 one-day sensitization workshops held for sensitization of media 2 in Karachi; 1 in Multan; 1 in Mitari and 1 in Gujranwala	Training documents, manuals, attendance sheets, and training reports
Activities (Objective 3)	5	Showcasing our Case in LSBE Learning Forums	3 LSBE learning Forums organized for showcasing LSBE	LSBE Forum records, and reports

6	A concerted and sustained media campaign for 5 months		Records of all media coverage and appearances, audience responses and feedbacks, lists of the experts invited for discussion or articles on SRHR / LSBE
6.1	Through Print Media	Minumum 25 pieces have appeared in print medium every month	
6.2	Through electronic media	At least 10 items on SRHR discussed on TV shows	
6.3	other activities	minumum 15 Radio discussions with expert guests on aired each month	