

**Draft Minutes of the 4th National Project Steering Committee Meeting for the Project
'Rights-driven Institutionalization of SRH in Pakistan 2009-2012'**

23rd December, 2010

To	All Members of the National Project Steering Committee		
From	Kanwal Qayyum, Program Manager Institutional Strengthening		
	Name	Organization	Designation
	Mr. Haider Yaqub	Plan Pakistan	Country Director
	Ms. Myra Imran	The News	Staff Reporter
	Mr. Fasahat-ul-Hassan	YAN	Chair Person
	Mr. M. Zia-ur-Rehman	AwazCDS	Chief Executive
	Mr. Hashim	BRSP	Project Manager
	Fatima Haider	Aahung	Senior Manager-Resource Centre
	Dr. Zahida	Pop-Council	Planning Officer
	Mr. Qadeer Baig	RWPF –P	Country Representative for Pakistan
	Ms. Kanwal Qayyum	RWPF-P	Programme Manager- IS
	Ms. Nazoora Ali	RWPF-P	Programme Manager- Policy Advocacy
Regrets received	Ms. Kamyla Tapal Marvi	Country Manager	IIE
	Sadia Ata Mehmood	Program Manger	UNPFA
	Khawar Mumtaz	Chief Executive	Shirkat Gah
	Dr. Yasmeen Qazi	CR	Packard Foundation
	Zehra Kamal		Consultant
	Iftikhar Ahmad Khalid	CEO	Oxfam-Novib
	Dr. Tanveer Shaikh	CEO	HANDS

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1	Activity
	<p>One of the activities planned under the EU-WPF co-financed project Hamara Kal - “Rights Driven Institutionalization of SRHR of Young people in Pakistan” is to organize biannual meetings of the National Project Steering Committee (NPSC) to review implementation progress according to targets as per work-plan and formulation of future strategies for project implementation in view of emerging challenges on 23rd December 2010, at WPF office. The objective of the meeting was:</p> <p>a) Performance review in the last semester i.e. from July 2010 onwards.</p> <p>b) Discussion on modifications proposed in project with implications on 2011 work plan.</p> <p>c).Solicit Committee Members technical input and recommendations on implementation strategy in view of emerging challenges.</p>
2	Proceedings/Discussions
	<p>After a formal round of introductions, Country Representative (CR) WPF, welcomed the participants and appreciated their participation in the meeting and the quality of their input so far. He also briefed the participants on the objectives and agenda of the forum, which included important updates on proposed modifications with implications on 2011 work plan.</p> <p>Program Manager, Institutional Strengthening, began by reiterating major amendments recommended in the last meeting and progress made on them. These amendments include:</p> <p>a) Reduction in total number of schools from 450 to 270. Shifting focus of the project from targeting of schools to targeting of direct beneficiaries.</p> <p>b) Reverse Education as one of the strategies for engagement of parents on youth SRHR.</p> <p>c) Professional Development Forums and Performance Review Forums to be conducted once implementation of curriculum is completed.</p> <p>Ms. Kanwal presented progress review of the project implementation as per LFA of the project and shared the major achievements against targets of last six months. as following:</p> <ul style="list-style-type: none"> • Development of LSBE standardized curriculum based on SRHR Research findings

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- Printing and distribution of about 70,000 student workbooks.
- Finalization of Project Advocacy Strategy.
- Development of Reverse education tools and pilot testing
- Guidelines for Hamara Kal interventions/activities

The following challenges faced during implementation were also highlighted to the NPSC:

- Humanitarian spill-over of floods –many schools were converted into relief camps for the victims and hence delayed start of school term
- Feedback from the District Governments of Karachi and Multan took more time as envisaged that affected the printing of Teachers Manuals, Workbooks and training of Master Trainers and implementation of SRHR education in schools..
- The security situation of the country, especially in Karachi,
- Budgetary constraints in implementation of the project due to high inflation.

The following is a summary of discussion on the key issues.

- Progress on visibility and communication targets of the project were also shared with the participants via a pictorial presentation. Implementing partners (IP's) requested appropriate visibility of partners in IEC materials and advocacy activities. WPF CR responded to their concerns and assured that the EU and WPF visibility guidelines need to be followed by WPF and IPs. However WPF will ensure visibility of partners in all project materials.
- The NPSC discussed the post-18th Amendment scenario under which the Ministries of Youth Affairs and Population Welfare have been devolved while devolution of Education and Health is in progress. It was therefore suggested to form Provincial Project Steering Committees in Sindh and Punjab Provinces in consultation with EU to support policy advocacy agenda of the project.
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Following these, Project Team presented three proposals to NPSC pertaining to project LFA.

Media Component:

It was argued that keeping in view the importance of media in promoting debate around SRHR issues there is a need to systematically engage media from project districts and Islamabad to change public opinion on SRHR issues. As such the project strategy of 'sensitizing' media needs to be changed to 'Capacity Building' to ensure better reporting on SRHR issues. He informed that WPF will engage Inter Media to provide Technical assistance to WPF in this process..

- The NPSC endorsed the proposal with following comments: It was suggested to develop personal linkages with media personnel as being more fruitful as the dynamics and agendas of media agencies are more complex than those of individual members of the media.
- To sustain media's interest in the project establishment of a recognition -based system that recognizes the efforts of those media trainees who have contributed most towards the specific objective of the project such as annual "Media Excellence Awards in SRHR Reporting", exposure visits for selected media personnel and involvement of media in future research opportunities.
- The participants showed concern about the involvement of IPs for this component i.e. Intermedia, as they felt Intermedia was a relatively new organization and based at Islamabad.
- The proposal will include refreshers, follow up and media coverage monitoring by project partners.
- Developing Handbook on SRHR Reporting in English and Urdu'
- While selecting participants balance should be maintained between print and electronic media.

A sub-committee of the NPSC as 'Advisory Group' with following to guide finalization and implementation of the media capacity building component. .

Myra Imran

Farhat Firdous – Aahung

YAN Representative

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Sana Yousuf – WPF.

WPF will invite couple of other media expert to the Advisory Group.

Youth Empowerment Strategy (YES): The participants were provided a brief overview of the rationale and implementation strategy for this component and will be implemented in 2011 and 12 in all three project districts to increase cooperation and inter-linkages between health and education services (demand and supply for SRH services). With this aim in mind YES will focus on the creation of “youth-friendly health services” in health and education services that provide the youth with SRH counseling and treatment services to in –and out-of-school youth; and the establishment of sustainable mechanisms promoting cooperation and increased linkages between both sectors. It was agreed that:

- The members endorsed the proposal as it is vital component for promoting SRHR of young people.
- It was recommended to train Master Trainers/LSBE Educators as Para- counselors to link school and health services to respond to SRH needs of youth.
- Keeping in view the importance of this initiative and limited resources it was decided to adopt a cluster approach to pilot youth friendly SRHR services model that include public and private sector health services.
- Existing help-lines will be included in the referral mechanism.

Advocacy Strategy for Hamara Kal: The participants were briefed on the rationale and implementation strategy for Advocacy component by Program Manager, Policy Advocacy with following comments.

- Devolution of social sector ministries to provinces under the 18th Constitutional Amendment will be an opportunity as well as challenge. As such the advocacy efforts needs to be focused on provinces – Sindh and Punjab. Participants unanimously recommended that IP's will take lead with regards to organization and facilitation of all advocacy activities at the provincial level, as a logical response to the post-18th Amendment situation.
- IP's should be given leeway to adopt the Advocacy Strategy in accordance with the cultural context of their respective district/province.

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	<p style="text-align: center;">➤ IPs will constitute advocacy sub-committees of DPSCs to lead advocacy efforts at district and provincial level.</p>
2	Decisions for Future/Follow-up
	<p>The following action points were then proposed by the committee in view of the meeting:</p> <ul style="list-style-type: none">• WPF and implementing partners will ensure implementation of communications and visibility guidelines.• Project Steering Committees will be formed at provincial level (Sindh and Punjab); in post 18th amendment scenario subject to approval from EU. The IPs will take lead to form and arrange Provincial Project Steering Committee meetings on six monthly basis.• A sub-committee comprised of media, Implementing Partner and Youth representative was constituted for guiding the “Capacity Building of Media Strategy”.• ‘Youth Empowerment Strategy’ will be revised in the light of NPSC feedback. The revised document will be shared with Partners for review and implementation• Advocacy strategy was endorsed. A sub-committee was constituted to guide the project teams.• 2011 plan was endorsed by the NPSC. The meeting concluded with vote of thanks to the NPSC members.