



WORLD POPULATION FOUNDATION, PAKISTAN

ANNUAL REPORT 2010



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2010 – ACHIEVEMENTS AT A GLANCE

The year 2010, brought many accomplishments to WPF at different levels i.e. conclusion of MFS 1, advocacy, programme implementation and organizational development by its merger with the Netherlands based renowned research entity Rutgers Nisso Group, and advocating for SRHR in emergency situation in flood hit areas. Although the country's security situations and natural calamities remained impediments in realizing set targets, the following lines describes the major achievements of WPF.

SHRH Education (SRHRE) is the flagship programme of WPF and during 2010 two main projects were conceptualized and implemented i.e. the MFS-I funded project for Life Skills Based Education in the formal school system that was concluded at the end of 2010; and 'Empowering Girls Transforming Communities' - started in 2009 – coming to its full scale implementation during its second year. Both of these projects are based in the formal school systems while the latter focuses only on adolescent girls with an added component on their economic empowerment. A highlight of 2010 for MFS-I was the comprehensive end evaluation of the LSBE programme (2006-10) conducted by WPF's PME unit. The study included both qualitative and quantitative assessment, and its findings will be published during the first quarter of 2011. A challenging situation was faced in one of the project districts – Nowshera - where implementation had to be halted due to religious and political resistance against the inclusion of content on 'masturbation' in the curriculum.

In 'Empowering Girls Transforming Communities' – supported by the David and Lucile Packard Foundation - a baseline was conducted and its findings were shared with donor and partners. Development of resource material on LSE was a major task achieved by the project team and a manual for Master Trainers, a manual for teachers, and workbook

for students were designed, printed and disseminated. Trainings were conducted for Master Trainers, LSE Teachers and IP's project staff on LSE curriculum.

In 2010 the project on Rights-Based Institutionalization of SRHR in Pakistan reached new heights. The project is known by its slogan 'Hamara Kal' meaning 'our future' and is funded by the European Commission (EC). During the reporting period, WPF has been successful to develop a culturally appropriate standard curriculum for the young boys and girls of secondary schools in Pakistan. This standard curriculum will boost the advocacy initiative with federal and provincial ministries of education to include it in the national curriculum for Pakistan.

On the basis of the Management and Organizational Capacity Assessment findings from 2009, WPF, P continued the implementation of its Learning Works Trajectory (LWT) process with HQs and Field Offices and local partners. Various consultations were organized at both local and international level to share the findings of OCA and finalize a work plan. WPF, P held a sensitization workshop on SRHR for higher management of six partner organizations followed by a four day training of trainers conducted for their programme staff. To ensure maximum benefits from this process, WPF HQs expanded the project till 2012.

In the efforts to counter sexual and gender based violence (SGBV), WPF, P continued to **strengthen the capacity** of 66 partners NGOs/CBOs in the districts with high prevalence of SGBV, and strengthened Pakistan Gender based violence and Reproductive Health Network (**PGRN**) besides formalizing a five year MoU with UNIFEM for piloting 'Safe District' model in Pakistan.

Through its **Policy Advocacy** programme, WPF followed up on the **UN resolution for maternal mortality prevention as a human right** at the country level. Rigorous dialogues and lobbying with policy makers and media

resulted in approval of the MMR resolution by one of the provincial assemblies (Baluchistan), a province with the highest Maternal Mortality Ratio in the country. WPF ensured its active participation in various Regional and International Alliances including “**Men Engagement Alliance**” and “**Pakistan Post Abortion Care Alliance (PAPAC)**”. WPF is also an active member of MDG-5b, the national group for monitoring the progress in universal access to reproductive health indicator. Similarly to consolidate the efforts of Dutch organizations in Pakistan a **Dutch NGO Network** was initiated to coordinate all efforts and build on synergies in areas of education and health. Country Representative for Pakistan also participated in a European Commission’s (EC) Structured Dialogue (SD) – an initiative to discuss the involvement of civil society organizations (CSOs) and local authorities (LAs) in EC development cooperation - held in New Delhi in November 2010. Participation in SD provided an opportunity to build relationships with CSOs from 16 Asian countries, and to meet senior EC officials, policy makers, parliamentarians and understand the EC grants system.

In the midst of the catastrophic floods during summer of 2010 which affected more than 20 million people, WPF, P initiated both humanitarian and developmental efforts for helping the flood affected people and advocating for inclusion of SRHR services in the emergency response situation in six most affected districts. A group of young volunteers from the highly flood effected parts of the country were capacitated as **advocates for youth and SRH rights**. Moreover, with the help of the funds raised by WPF HQs, **safe delivery and support kits** were distributed among the pregnant women in the flood relief camps, communities and shelters.

With continuous efforts towards the **Organizational Development**, WPF competed for and own a number of small term as well as two medium term grants. A Packard Foundation grant on organizational effectiveness was secured as an added

support in development of a **5-year strategic and operational plan**. With a focus on expansion and more integrated efforts towards promoting SRHR in Pakistan, WPF, P secured two five-year grants: for the prevention of HIV/AIDS among injecting drug users from **Global Fund to fight against AIDS TB and Malaria Round-9**; and **MFS-2** for the comprehensive sexuality education from 2011 till 2015. Keeping the highly identified need for reducing SGBV, it has been incorporated as a focal area in all future programs during the next 5 years with MFS2. Furthermore, with the support from PSO, capacity was building initiatives were taken up for strengthening government and private organizations working on SRHR.

Planning, Monitoring & Evaluation (PME) unit established towards the end of last year for formalizing and implementing a quality assurance framework for all projects consolidated its efforts. Quarterly reviews were carried out with all project staff, and biannual review and annual planning meetings were held. PME organized regular MT and weekly meetings to keep a close eye on organizational performance and share information and learning with whole team. Focus remained on the regular review of the Work Breakdown Structure (WBS).

Web-based Planning, Monitoring & Evaluation system was piloted , and implementing partners were trained to use the web based system with support from the Knowledge Management team. New software was developed to enhance MIS that ensures effective implementation of the web-based M&E system to handle more complex and in-depth data that can be analyzed to assess the project progress.

During the reporting year, there was a focus on enhancing partnership with print and electronic media to create more space and awareness about sexual and reproductive health issues. WPF’s staff members participated in eleven (11) different talk shows on television and radio to talk about SRHR

and youth related issues throughout the year in addition to various articles and news in national and regional newspapers. Regular issuance of monthly e-newsletters, messages on relevant international/national days, and website up-gradation gave WPF an opportunity to share its learning with its stakeholders. Two visual documentaries were produced with various case studies on the SRHR issues, which will be disseminated during 2011. The knowledge management department has also drafted a communication guidelines/strategy to enhance WPF's visibility in future.

A research on the assessment of the status of SRHR situation of young people in Pakistan was successfully carried out using a Sexual and Reproductive Health Rights assessment tool i.e. SeHRAF. It is a guiding tool to assist SRHR-focused organizations and other development agencies working with and for young people in the assessment of rights and using information in the design and implementation of rights-based programmes. The research report was launched in a celebratory seminar at federal level. This report is considered to be a pioneering addition to the SRHR resources developed in the country.

In HR and administrative tasks, Human Resources policies and procedures were revised to ensure an enabling environment to retain quality staff in a very competitive environment. Altogether, ten (10) new recruitments took place as per the project needs. To enhance WPF profile and capacity, number of staff participated in various national and regional conferences and workshops by securing scholarships. During Oct 2010, a delegate from Pakistan also visited WPF, HQs in the Netherlands and participated in the international conferences on "World Starts with Me" and "Sexuality under 18". In addition to the WPF, P staff and youth representatives, a key member of this delegate was the Federal Minister for Youth Affairs, Mr. Shahid Hussain Bhutto who attended the conference on the invitation of WPF HQs. Such involvement of

high level policy makers in WPF activities was a major achievement that led to improved understanding of SRHR within the ministry personnel.

All the above mentioned activities and tasks performed under various projects were made possible with efficient finance management. During the reporting period, Programme Managers were included as signatories to their respective projects which kept informed as well as accountable for their project budgets alongside actual realization.

Exposure Visit of Pakistan Delegate to WPF, HQs

Mr. Shahid Bhutto, Federal Minister Youth Affairs in Sexuality under 18 conference, The Netherlands



A strong team of delegates from Pakistan went to the Netherlands to participate in the international conferences on "World Starts with Me" and "Sexuality under 18" in Oct 2010. In addition to the WPF, P staff and youth representatives, this delegate also included the Federal Minister for Youth Affairs, Mr. Shahid Hussain Bhutto who attended the conference on the invitation of WPF HQs.

The 'Sexuality under 18' conference was very well-attended and well-covered by the Pakistani delegates. The conference was packed with sixteen workshops on various issues related to sexual health, loaded with facts, inspiration and motivation. The 'Sexuality under 18' conference concluded with a detailed action plan that put forth suggestions for men engagement in gender based intervention, intensive and better use of media, involving healthcare providers, parents, teachers, religious leaders and ensuring meaningful youth participation. Similarly, 'World Starts with Me' proved to be a very creative and informative conference that inspired the idea of developing a similar model for our home country. The "World Starts With Me" is a web based comprehensive sexuality education on IT and Sexual and Reproductive Health and Rights for young people. It aims to contribute not only to the improvement of the sexual and reproductive health of young people, but also to their social and economic development. This will be a great way to connect with our youth and educate them of their sexual and reproductive health rights.

During this visit, detailed discussions were also held regarding the proposed strategy to launch the merger of Rutgers Nisso Groep and World Population Foundation; and new logo that will be promulgated after official merger, effective from Jan 2011.

ABOUT WPF

World Population Foundation (WPF) was founded in 1987 in the Netherlands with the aim of reducing world poverty and improving the quality of life of the world's poorest people in developing countries. For the first eight years WPF was mainly supported by donations from the founders, international development agencies and income generation through consultancy assignments. In 1994, WPF played an important role in the International Conference on Population and Development (ICPD) held in Cairo. At this conference, the Cairo Programme of Action was adopted and it has been the foundation for WPF's work ever since. Lately World Population Foundation has been collaborating with Rutgers Nisso Group (RNG) – another Dutch organization with expertise in SRHR – and both have been working towards merger of the two organizations into Rutgers WPF which was formalized in the end of 2010.

WPF- PAKISTAN

In 1998-9, WPF established its field office in Pakistan (Islamabad) with the agenda of directing the Family Planning perspective to the broader dimension of Sexual and Reproductive Health and Rights (SRHR) as it was critical for achieving the health, population and development targets more effectively in Pakistan.

For its continued work in other developing countries, WPF had well recognized the importance of investing in adolescence Sexual and Reproductive Health to achieve the development targets in these countries. Based on this experience, WPF since its inception focused on Sexual and Reproductive Health of women and youth in Pakistan.

VISION

WPF, Pakistan as a regional resource for promoting Sexual and Reproductive Health and Rights of young people for sustainable human development.

MISSION

To work to improve the quality of life of young people in Pakistan by promoting:

- Sexual and Reproductive Health and Rights
- Awareness of the importance of SRHR for sustainable human development
- Understanding of the central role of reproductive health in “population and development” issues

OBJECTIVES

- All young people (especially girls) are empowered to develop and sustain the knowledge, attitudes, capacities, skills and behaviours needed to make healthy choices about sexuality and reproduction.
- An enabling environment for upholding the Sexual and Reproductive Health and Rights of young people.
- Improved access and quality of youth-friendly SRHR services including STIs, HIV and AIDS (with special focus on girls) throughout the country.

APPROACH

WPF is well aware of the importance of the multi-sectoral and culturally-sensitive strategies that respond to the varying social and economic circumstances that different youth groups experience today. This framework provides strategies to address the following main areas:

- Increased awareness on SRHR of all people especially young people (with special emphasis on women) in marginalized situations.
- Empowered youth groups to establish healthy sexual behaviours and make informed and responsible choices.
- An enabling environment for diverse youth groups to easily exercise choices and rights regarding their Sexual and Reproductive Health.
- Developing and strengthening youth-friendly/life-skills friendly systems (health and education etc.) throughout the country to have a national impact.

PROGRAMMES

With the revision in the Country strategy 2009 – 2012, WPF moved from Project to Programme approach in order to make collaborative efforts to achieve its goals and make larger impact of its work. Overtime, a few changes were made in the titles and roles of the programmes based on which the current programmes are;

- Sexual and Reproductive Health & Rights Education – SRHR Education
- Institutional Strengthening – IS
- Policy Advocacy (initially known as We Act) – PA
- Planning, Monitoring and Evaluation – PME
- Knowledge Management – KM; and
- Human Resource and Administrations; and
- Finance Management

Details of these programmes and their achievements during the year 2010 are mentioned



separately later in the report.

SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS EDUCATION - SRHR EDUCATION

LSBE Students



Training of Trainers, Karachi



Training of Trainers, Lahore



Training of Trainers, Sanghar



LSBE Madaris Learning Forum



LSBE Convocation, Vehari



The Sexual Reproductive Health and Rights (SRHR) programme is the flagship programme of World Population Foundation - Pakistan (WPF-P). Through this programme, WPF has been working to improve the quality of life of young people and women in Pakistan since 1997. The main aim of this programme is to equip young people with knowledge, information, skills and attitude to adopt positive behaviors and choices regarding their Sexual and Reproductive Health.

In 2010, SRHR-E continued the implementation of the Girls Empowerment Project, and closed two programs: the Non-formal Education project aimed at improving the quality of life of young people in Madaris of Pakistan was closed in (); and the Life Skills Education Programme funded by MFS I in December 2010. The year ended with the planning for the upcoming five-year programme funded by MFS-II that will be implemented in two districts of Pakistan, Quetta and Multan.

1. LSB & SRHR EDUCATION – FORMAL EDUCATION SYSTEM

Implementing partner:	Pakistan Village Development Programme (PVDP) www.pvdppak.org , Participatory Integrated Development Society (PIDS) www.pidsnpo.org.pk , SARSABZ Foundation www.sarsabz.org , Health & Nutrition Development Society (HANDS) www.hands.org.pk , SHADE, PEAD & AWAZ CDS www.awazcde.org.pak
Country	Pakistan
Project title	Life Skills Based Education (LSBE) Programme for young people
Project number	PKSE01
Project period	2006-2010
Reporting period	January to December 2010
Project budget	€ 649,160

CONTRIBUTION TO PROJECT PURPOSES

- 29,299 school going young boys and girls (13 -17 yrs) in 187 schools of the seven districts
- Developed a pool of 37 Master Trainers in 7 districts in all four provinces of Pakistan, and enhanced capacity of 563 teachers in life skills based education through trainings
- The life skills messages reached to additional 10,211 girls and boys and 760 teachers

through 63 Whole of School Activities were carried out

- Project progress and performance was reviewed through 15 Professional Development Forums (PDF) and Performance Review Forums (PRFs) for target groups
- Two levels of curriculum developed i.e. level I on life skills based education and level II addressing the SRHR of young people.
- An assessment of the relevance, efficiency, effectiveness, impact and sustainability of the project was carried out through an internal evaluation using qualitative and quantitative methods
- A short documentary of 13 minutes duration was also produced showing the reflections of primary and secondary beneficiaries and of the target groups e.g. district education department, school administration, teachers and LSBE graduates.

PROJECT CONTEXT

Diverse cycle of education year in different provinces including vacations and examination affected the implementation of level II curriculum in some of the district, which in turn delayed some other activities e.g. Programme Review Forums (PRF), Programme Development Forums (PDF) and whole of school activities.

Due to frequent consultations of partners, government and stakeholders on development of level II curriculum, it took longer than anticipated, which affected the implementation of LSBE at school levels, which was addressed by organization of refreshers and review forums for LSBE educators in target districts.

The overall law and order situation in Pakistan especially in Quetta and Peshawar districts limited the visibility as a mitigation strategy, however, did not hampered the implementation plan.

Some of the contents of the Level II curriculum, e.g. menstruation and masturbation got resistance at different level for its inappropriateness with cultural

values of targeted areas [although, the resistance was more political in nature], was proactively coped up through increased coordination and dialogues with relevant district government departments. This problem was more pronounced in Vehari and Nowshera.

IMPLEMENTATION OF ACTIVITIES

Briefing Sessions with Principals

In the year 2010, partner organizations briefed schools principles (administrators) through individual and collective meetings in all districts [i.e. one each in Peshawar, Nowshera, and Faisalabad; two meetings in Vehari] except Quetta. In Quetta Director Education and Executive District Officer-Education (EDO-E) got transferred, and coordination with new officials took longer time than expected. The school heads were briefed on the programme design, implementation strategies and curriculum for ensuring their support in curriculum delivery. In Peshawar, PVDP hold separate meeting with 38 schools administrations due to unavailability of administrator for a meeting. In Vehari, the meetings were highlighted by a debate on the level II curriculum topic of masturbation. During the last semester, the partner in Sialkot – SHADE - was disengaged due to lack of a competent team for working on SRHR issues and therefore, level II orientations got suspended.

Teachers' Training

A total of 563 teachers were capacitated in life skills and SRHR through three-days training at all target districts. However, the level II trainings were delayed due to printing and distribution of level II curriculum. Moreover, the level II trainings in Nowshera were denounced by a religious political party and the trainings were suspended to avoid further politicization of the issue. Subsequently the programme was suspended in aforesaid district of Khyber Pakhtunkhwa during the last semester of 2010.

LSBE Level II Sessions

A total of 29,299 girls and boys in public secondary school completed LSBE curriculum during 2010 in two classes per week as planned with school

administration. The level II curriculum was successfully delivered at all districts, with a little delay in Quetta due to a difference in the academic cycle in Baluchistan. In district Nowshera, a work plan was assigned to all the 20 Selected Schools for the implementation of 11 sessions of level I. The curriculum sessions for Level II were also planned; however the targets couldn't be achieved due to the discontinuation of the project activities in the district.

Pre Test and Post Test

Pre and post tests are behavioural change measuring tools develop to assess the knowledge, attitude and practices of young boys and girls before and after life skills education. During the last quarter of 2010 the pre test conducted were entered into a database developed by WPF Knowledge Management team, in addition, the level II pre and post were also conducted in all districts except Nowshera where the programme was discontinued. The pre and post tests were analyzed using SPSS (Statistical Package for Social Sciences) and the results were made part of evaluation study carried out internally by PME team of WPF Pakistan.

Professional Development Forums (PDFs)

The Professional Development Forums (PDFs) provides platform to teachers to share their feedback about programme, their experiences, learning, and suggestions for improving the implementation process. Overall, a total of 296 participants (104 male, 192 female) attended the PDFs during 2010. In Quetta, 5 PDFs were conducted in which 85 teachers discussed programme performance and good practices. In Peshawar, one PDF with 17 participants was arranged. While in Vehari and Faisalabad two PDFs were organized in each.

Whole of School Activity (WoS):

During 2010, the whole of school approach was adopted by WPF and its partners in selected districts in order to reach out to maximum young people and also create a general awareness among the schools for creating conducive environment for SRHR. A total of 63 whole of

school events were organized by partners at all districts. These events were participated by 10,211 students and 760 teachers. This was a good strategy to encourage peer-to-peer learning.

PIDS in Quetta organized 25 whole school activities under the theme “young people’s right to information”, attended by 600 school teachers and 5400 students. In Peshawar, this activity was conducted in 22 schools, attended by 22 Principals, 160 teachers and over 2200 students. Awaz foundation in Vehari conducted 2 WoS activities, with active participation by 1385 boys and girls. Similarly 14 WoS event were organized by Sarsabz Foundation, partner in Faisalabad where 1226 (518 male, 708 female) participants took part in the event. The WoS events were featured by skits, tableaux, quiz competitions, and speeches by students etc. Students presented role plays on HIV & AIDS, risky behaviours and health care.

Programme Review Forum (PRFs)

In 2010, partner organizations in Quetta and Vehari districts organized Programme Review Forums participated by all stakeholders and reviewed the programme’s achievements, its strengths and weaknesses and identified areas of improvement. In district Vehari, a PRF was conducted in December, 2010 and attended by the heads of 13 schools. The school administrators acknowledged the life skills education programme and shared a positive change in the behavior of students. Similarly, in Quetta 63 participants attended the PRF forum (23 male, 40 female), and two PRFs were arranged by Sarsabz in Faisalabad where 37 (15 male, 22 female) stakeholders participated.

Proctor and Gamble (P&G)

WPF, in partnership with P & G, has included in its curriculum the core messages about the product. During last quarter, “Always” product of the P & G was distributed among the girl students who went through level II. Also, 12 Master trainers of P & G were trained to reach out to 1 million girls with core messages of WPF on menstruation. WPF also revised the resource materials to be used by P & G in this initiative which includes a letter for parents and a power point presentation to be used by teachers with young girls. This presentation has

information on menstruation, pre-menstrual symptoms (PMS), and myths associated with menarche.

MONITORING AND EVALUATION

The implementing partners in each target districts monitored the implementation of curriculum delivery at school level. During the concluding phase of MFS 1, a proactive M&E strategy was developed and every school was visited once a month by the implementing partners with a rigorous telephonic follow up was maintained to ensure regular curriculum implementation in schools. Two new partner organizations were also trained on the use of WPF’s web based M&E system.

Visits of WPF to Target Districts: During 2010, 3 M&E visits were carried out by the SRHRE team to Vehari, Quetta and Peshawar. Later on, as part of the evaluation study of LSBE programme, WPF team again visited all districts where the programme was implemented. The evaluation was carried out internally using both qualitative and quantitative methods by organizing focus group discussion, individual in-depth interviews and informal discussion with LSBE teams of partner organizations. In addition, a documentary showing the reflections of different target groups including primary and secondary beneficiaries was also developed, which will be used as an advocacy tool for WPF future interventions.

LESSONS LEARNED

1. Due to eminent cultural diversity in Pakistan, there is an increasing need and demand for setting minimum standard of the LSBE curricula.
2. A need was identified for developing partnership strategy for effective partnership management, which will help in selection and good working relationships with partner organizations.
3. Having one comprehensive curriculum instead of division in two levels to avoid implementation confusion at school level. One curriculum would also require minimum commitment from implementing schools as it

can be finished continuously in a year instead of two years.

4. Possibility of politico-religious resistance should be kept in mind while planning program for a relatively conservative target areas.

2. EMPOWERING GIRLS – TRANSFORMING COMMUNITIES

Implementing partners	SAFWCO (Sindh Agricultural Forestry Workers Coordinating Organization) www.safwco.org , and Bargad) www.bargad.org.pk
Country	Pakistan
Project title	Empowering Girls-Transforming Communities
Project number	PKSE19
Project period	2009-2012
Reporting period	January-December 2010
Project budget	USD 500,000

“Empowering Girls Transforming Communities” is a 3 years project funded by The David and Lucile Packard Foundation initiated in October 2009. Based on the past experience of WPF, it is vital to provide adolescent girls with basic Life Skills Education (LSE) at initial stages of their lives to empower them to deal with the challenges they face growing up with confidence and a positive attitude. This ultimately facilitates their chances of acquiring higher education resulting in social and economic empowerment and thus improving quality of life for themselves, their families and eventually the society. The main goal of this project is to have “an Evidence Based Model of Girls Empowerment” to deal with sexual reproductive health issues in under-developed communities in Pakistan.

CONTRIBUTION TO OVERALL OBJECTIVE

Project activities are in sync with the project purpose that is to empower young girls to be able to make informed choices.

CONTRIBUTION TO PROJECT PURPOSES

1. Developed Resource Material on LSE (Manual for Master Trainers, Manual for Teachers, Workbook for Students)
2. Built the capacity of stakeholders (training of Teachers, Training of Master Trainers & project staff on LSE curriculum), and
3. Coordinated and developed networks with relevant government departments

PROJECT CONTEXT

In context to the project, the unrest in the country has slowed down the pace of implementation in schools especially the baseline study due to closure of schools owing to the security situation etc.

The delay in the baseline has in turn contributed delays in resource materials development. This was an unprecedented delay although things have been stream lined and activities will be completed on time.

The district education department officials i.e. DCO & EDO at Gujranwala transferred and new officials took charge of offices. Therefore, orientation and coordination were carried out again to ensure smooth implementation of the project.

IMPLEMENTATION OF ACTIVITIES

Baseline Study

A baseline action research of the two districts (Gujranwala and Sanghar) of the project was carried out by an independent consultant, Development Pool. Implementing partners of the project were involved in carrying out the baseline in close alliance with WPF and Development Pool. Basic purpose of the baseline action research was to assess the indicators and current situation on Reproductive Health, Life Skills and socio-economic empowerment of adolescent girls in the two districts. This baseline served as a basis for project intervention, particularly in secondary girls’ schools.

Sharing of Baseline Findings with Partners: In May 2010, the implementing partner i.e. Bargad

was briefed about the results of the baseline in order to develop ownership of the findings and project. Findings were shared with the partner in Sanghar through email to get their input before sharing it with other stakeholders in the field.

Dissemination of Baseline with Stakeholders:

The Launching Forums of baseline study were arranged in each district in June, 2010 brought together 93 important stakeholders, including, district education and health departments, master trainers, principals and media. These forums provided an opportunity for all stakeholders to sit together and reflect on the findings of the Baseline and interpret the data according to the social settings of the respective districts. These events were widely covered in the media through 17 newspaper articles published on the project and baseline launch. Following the launch forums, feedback from the district baseline launch was shared with the consultant for due incorporation.

Development of Resource Materials

Consultative workshop for curriculum

development: Through the participatory approach to develop the curriculum, partners were capacitated on the process of curriculum development during the first semester of 2010. The partners reviewed the Baseline findings and shortlisted core issues for the life skills education resource material. The core issues were then short listed and grouped together as sessions of the curriculum and their respective objectives were brainstormed and finalized.

Manual for Master Trainers: A manual for Master Trainers (MTs) was developed focusing on equipping them with knowledge, skills and tools required to effectively train teachers on the LSE.

Training Manual for teachers on LSE: Similarly, a manual for teachers was developed in consultation with WPF team, implementing partners, teachers and local education departments to provide knowledge and skills to help adolescent girls learn and adopt responsible behaviours and become leaders in their respective communities. The training manual broadly focuses on issues of SRHR and social empowerment..

LSE workbook for girls: One workbook has been developed in-line with the training manual for teachers. This workbook has interactive activities for students to perform in class room for accelerated learning. This has also been developed in consultation with stakeholders. 8000 copies have been printed and distributed to adolescent girls in targeted public schools of the two districts.

Development of “Adolescent Girls

Empowerment Toolkit”: WPF is currently in the process of conceptualizing and developing the “adolescent Girls Empowerment Toolkit”. The concept has been shared within WPF and with Packard Foundation.

Collaboration with District Government

A Memorandum of Understanding (MoU) has been sign with District Education department of both the districts for the project Empowering Girls- Transforming Communities. The EDOs Education and Health have been oriented on the project and provide their utmost support for the project related activities. While collaboration is an on-going process, during the last six months a new DCO & EDO (education)-Gujranwala was appointed. Bargad, our implementing partner in Gujranwala thoroughly explained the project to the official and renewed the MoU with the department. The EDOs have been supportive during the selection of schools, master trainers and teachers and accommodating while giving authorizing project trainings on life skills education. The DCO & EDO at both the project districts have been regularly updated on the project activities.

Selection and Orientation of Schools

35 schools in Gujranwala and 20 schools in Sanghar were visited by Bargad and SAFWCO teams respectively for the orientation of headmistress of the school. These 55 schools were selected with the consultation of EDO education keeping in view the number of girls enrolled in class 8th and 9th. Two orientation seminars have also been carried out in the respective districts were an

orientation of the project was given to the above stakeholders.

Selection and Training of Master Trainers

20 master trainers (8 in Sanghar, 12 in Gujranwala) have been trained on the life skills curriculum during a training held in September 2010. Training Manual for Master Trainers was used for the training. The main objective of the training was to capacitate these mentors on issues of SRHR, education, health, leadership and participatory teaching methodologies. The trainings were concluded in the presence of district officials from department of Health. Following are details per district:

Selection and training of teachers through Master Trainers

After the training of Master Trainers (MTs), these mentors trained selected teachers on the LSE curriculum and participatory teaching methodologies. Teacher trainings were carried out in clusters and each was facilitated by 2 master trainers. During the trainings project staff from the districts explained the project and its components in each cluster to inform the participants on what the project entails.

District	No. of teachers trained on LSE
Sanghar	84
Gujranwala	144

A 30- Credit Hours Life skills Education- LSE Curriculum with girls-class 8

Three sessions were completed during the month of December by trained LSE teachers with girls. The implementation of the LSE component in schools is expected to complete by the first week of March 2011. The following table shows number of students enrolled for life skills education in both districts,

District	No. of Students in class 8 th
Sanghar	1400
Gujranwala	4720

Partnerships & networking

The David & Lucile Packard Foundation:

Country Representative WPF, Pakistan and Programme Manager SRHR Education held a meeting with Senior Advisor Packard Foundation and Manager Grant Making South Asia, Packard Foundation, in February, 2010 at Islamabad and reviewed the implementation progress. As a follow up to the decisions taken during the meeting, WPF shared the baseline survey with Packard Foundation's grantees and other stakeholders; and increased efforts to synchronize various versions of the LSBE Module to ensure harmony among all the grantees that would be using LSBE in various projects.

Population Welfare Department (PWD) Forums:

The objective of PWD-Sindh and Punjab is to maximize synergies between PWD and Packard Partners. These forums give Packard partners, including WPF an opportunity to present their work and highlight the areas that need to be linked up with PWD and sought support from Secretary for integrated efforts in FP/RH interventions. Through these forums, extended support was provided by the departments in implementation of the project and advocating for an enabling environment towards sexual and reproductive health and rights of young people.

Policy Dialogue with Local Education & Health Departments

To initiate policy dialogue with local education and health departments, WPF has developed a district mechanism whereby young adolescent girls with other stakeholders will advocate for their rights. Terms of Reference (ToRs) of the committee have been formulated and will be shared with the district project staff in Jan 2011 and the committee formulations are planned for the next semester.

MONITORING AND EVALUATION

WPF organized a two-day training in January 2010 for its partner NGOs on 'Web-based Planning and Monitoring System' facilitated by Programme Officer M&E, WPF-the Netherlands and Manager M&E, WPF, Pakistan. The partners of the project Empowering Girls-Transforming Communities have

been capacitated on the system and have started entering field data as required.

A workshop on Monitoring, Evaluation & Learning (MEL) was held with WPF & implementing partners, i.e. Sindh Agricultural Forestry Workers Coordinating Organization (SAFWCO) and Bargad in March 2010. The project coordinators and training officers from the organizations were oriented on the framework. The workshop developed a better understanding of the concepts and processes for applying/utilizing MEL by the partners of the Packard Pakistan; undertaking a stepwise participatory process for developing monitoring frameworks by the individual partners and following a process of developing/strengthening of monitoring plans and systems ensuring logical linkages with monitoring framework of the Packard Pakistan.

Training of Teachers was monitored by WPF and Implementing partners in both districts. The implementing partners have been regularly observing sessions in schools also and recording their observations in the “classroom observation checklist”.

To evaluate the effectiveness of the curriculum, a pre/post test has been developed by WPF’s PME department for assessing the knowledge, attitude and practices status of the students before and after Life Skills Education Curriculum. The pre-test questionnaire has been administered with 20% students (from both districts) before the implementation of the curriculum in classes. The post questionnaires will be administered after the completion of the curriculum.

LESSONS LEARNED

1. Taking onboard district education and health department, teachers and master trainers at different project specific sections in web-based PM&E could improve the performance of partners in measuring at different levels.
2. As this project is one of its kind in these two districts, WPF has been reviewing multiple resources from around the world to learn from girl empowerment experiences. This will indeed contribute to the overall objectives of the project positively.

ADDITIONAL ACTIVITIES BY SRHR-EDUCATION PROGRAMME

- **Partnership with Plan Pakistan:** WPF and Plan Pakistan are collaborating to implement LSBE programme in Public Schools of Thatta (Sindh). In this regard, several meetings were held with the Plan Pakistan to discuss and strategize the implementation. The Health Advisor, Plan Pakistan, coordinated the meetings in collaboration with his program units. Plan suggested two years project in 40 schools in aforesaid district and reaching out to approximately 12000 students. In addition, the project will also develop and advocate for safe school policy with district and provincial relevant government structures.
- **Partnership with Save the Children – UK:** Another positive development was the finalization of a partnership between WPF and Save the Children – UK for development of a LSBE curriculum and training of Master Trainers for them. Accordingly, a field visit was made to Umerkot and Mithi by WPF and SC-UK for assessment and drawing implementation strategies.
- **SRHR Alliance:** WPF friends and associates list keeps increasing as another joint project on facilitation of the processes of alliance building of organizations working on SRHR in education (SRHR-E) is incepted. Oxfam Novib has invited World Population Foundation and Women’s Empowerment Group to join in a consortium to jointly develop a programme on SRHR in education, seek funding and guide implementation. The three partners possess a unique set of complementary skills, capacities and experiences which are essential for building a strong programme on SRHR in education.
- **Symposium on “Youth Empowerment on Reproductive Health”:** WPF was invited to hold a two Hour Symposium on “Youth Empowerment on Reproductive Health” at the **10th National Child Rights Conference** on December 6th 2010. Rationale of this session

was to discuss the issue of SRHR for making the medical, social and educational fraternity realize the gravity of the problem and provide adequate attention and sensitivity to adolescent group while providing the medical services. WPF and Awaz CDS shared the importance and process of a holistic Life Skills Based Education programme highlighting ground and community realities. Few of the recommendations drawn from the symposium included: (i) national programmes on RH education for young people in formal school systems as well as out of school; (ii) youth friendly and responsive health care services for adolescents without discrimination on the basis of age, gender, socio economic and marital status; and last but not the least (iii) linking existing Life Skills based Education programmes with services including youth help lines

Meeting with Oxfam Novib



Meeting with Save the Children



INSTITUTIONAL STRENGTHENING

Training on Proposal Writing



UNIFEM Meeting Safe District Project



Hamara Kal Review meeting



SRHR Research Launch



GBV Training of Trainers DG Khan



OE interactive dialogue forum



In 2009, WPF made a strategic decision to support partner NGOs and other stakeholders in developing countries and build their capacity to work on the SRHR issues. In order to build institutions with the capacity and authority to design and implement comprehensive Reproductive Health policies require across sectors, there is great need to equip these institutions, whether public or private, with the capacity and awareness about the issues in order to come up with the solutions. WPF, under its IS programme, is dedicated to take this commitment forward. Currently, the following projects are being carried out through IS;

1. Capacity Building of Pakistani NGOs on GBV – RH
2. PSO–WPF Learning and Work Trajectory
3. Rights Driven Institutionalization of Sexual and Reproductive Health in Pakistan (RDI of SRH in Pakistan)

1. CAPACITY BUILDING OF PAKISTANI NGOS ON GBV – RH

Implementing partner	<i>Kainat Development Association (KDA), Community Development Foundation (CDO), Society for Community Organization and Protection (SCOPE), The National Education and Environment Development (NEED), Al-Asar Development Organization (ADO), Social Youth Council of Patriots (SYCOP)</i>
Country	Pakistan
Project title	'Capacity Building of Pakistani NGOs on Gender Based Violence and Reproductive Health
Project number	PKGB01
Project period	January 2009 - December 2009
Project budget	€30,000

Upon successful completion of the initial phase on Gender-Based Violence-Reproductive Health (GBV-RH), the implementing partners demanded WPF for continuation of its technical and financial support for the GBV-RH interventions. The partners

also strongly recommended the formation of a civil society network to curb GBV-RH. During the learning workshop in December 2009, it was decided to have an independent network with its own secretariat for which technical and financial assistance to be provided by WPF in 2010 to build the capacity of the network. To this end the following objectives were identified for the subsequent phase (2010) of the intervention:

- To establish a network of six partner NGOs for preventing Gender Based Violence from a Reproductive Health perspective; and
- To strengthen and build the technical capacity of the network to prevent Gender Based Violence from a Reproductive Health Perspective.

After formation and establishment of Pakistan Gender Based Violence and Reproductive Health Network (PGRN) with the technical and financial support of Rutgers WPF (RWPF) during the first six months of 2010, technical assistance was extended during the subsequent phase to enhance capacity and visibility of PGRN with the objective to strengthen and build the technical capacity of the network enabling the Network to prevent Gender Based Violence from a Reproductive Health perspective.

CONTRIBUTION TO THE OVERALL OBJECTIVE

Established PRGN Network comprised of 6 partner organizations to reduce and prevent Gender based violence from reproductive health perspective i.e. "Pakistan Gender Based Violence and Reproductive Health Network" (PGRN).

CONTRIBUTION TO PROJECT PURPOSE(S)

- With the technical support from WPF, a web domain, list serve, Guidelines & Operational Protocols for the PGRN have been developed and presently the Network is successfully operative
- Six partner organizations' capacity has been built on Leadership from GBV-R H perspective to strengthen the network and on Referral System, Mapping exercise of the local CBOs

& local resources to develop a local tracking system in their districts.

- As part of PRGN institutional capacity building efforts, a training for the PRGN members organizations on proposal writing and resource mobilization was organized
- Technical input was provided to the PGRN members on report writing, resource mobilization, proposal development, information/data gathering, analysis presentation relating to GBV-RH and SRHR material was provided to strength the PGRN technical capacity
- 850 safe delivery kits and support kits were distributed among the pregnant women in flood hit areas with support from the WPF, HQs donations for flood relief

THE PROJECT CONTEXT

The monsoon rains caused havoc in the project targeted districts with a shift of focus to humanitarian work the project activities got delayed e.g. mapping exercise to develop a “Responsive Mechanism” and to identify CBOs as potential partners under the safe district approach. Similarly award of “Small Grants” for a research study on domestic violence was also postponed in order to assure quality research. WPF HQ, while realizing the flood devastations has extended project’s period by April 2011 to complete mapping exercise and the small grant interventions of the project.

ACTIVITIES AND OUTCOMES

Consultative meeting

In order to commence the next phase of GBV-RH project, first consultative meeting was held at Jacobabad, Sindh in February, 2010 with all the six partner organizations, in which role & responsibilities, name, vision, mission, goal, objectives, and activities of the network were defined. Similarly, in a consultative meeting held at D.G. Khan in April 2010, GBV-RH logic model and work plan for 2010 were shared and finalized with board of PGRN. During these meetings WPF assured PRGN of its technical support for designing the PRGN web domain and the Network newsletter.

The PGRN network visibility

After establishment of PGRN network, the visibility of the network was improved. PGRN guidelines & Protocols were finalized with its members, PRGN web domain was developed to strengthen networking with other networks and technical input was provided for the issuance of PGRN newsletter.

TOT Workshop of partners on leadership from reproductive health perspective

A total of 18 participants from 6 member organizations attended the workshop on leadership, Gender, Gender Based Violence from a reproductive health perspective and on mapping of CBOs and other resources on GBV-RH. The workshop also discussed establishing a local tracking system for incidents of GBV-RH in targeted districts. The ToT workshop was rated very effective and useful by the network member organizations and ensured objective efforts for preventing GBV especially from reproductive health perspective.

Technical Advisor from HQ visits to WPF-P:

Technical Advisor from the WPF Headquarters visited Pakistan in July, 2010, met with WPF Pakistan team and shared GBV men engagement and male counseling initiatives at Netherlands, during a capacity building workshop. She also facilitated the process of preparing UNIFEM mission with regard to 'Safe Districts' and visited project districts to meet with key partner organizations on GBV.

PGRN members meeting with UNIFEM

A Memorandum of understanding (MoU) was signed between UNIFEM and WPF for “Safe District Approach” project, at a joint partners' meeting with UNIFEM at WPF office in October 2010. Detail discussions were held among the participants about making districts safe from gender inequality. The participants were acquainted with the background and need for "Men Engagement" intervention while working for gender equality. Originally, the meeting was expected to be attended by the consultants from India, but due to visa problems two officials from UNIFEM Pakistan attended the meeting with the GBV/PGRN members and briefed the participants about the

initiatives of "Safe District" approach in Brazil and India as good practices.

Training on Proposal Writing

A two-days training on "Proposal Writing" was organized in October 2010 at Islamabad, attended by 13 participants from the 6 partner organizations. The training developed the understanding of PGRN members on proposal writing, besides enhancing their capacity in preventing "gender based violence from reproductive health perspective" in targeted districts.

In post evaluation of training participants appreciated the WPF support for enhancing their organizational capacity and mentioned that the training contributed to their better understanding of developing rational of a proposal, developing objectives and logical framework.

Exposure visit to Indonesia

The WPF team went for an exposure visit to Indonesia from November 8-12, 2010. The team comprised of WPF Programme Manager and Programme Officer, and a staff member from one of the PRGN partner organizations. WPF Indonesia office arranged this exposure visit for Pakistan and Vietnam teams developed a clear understanding of how Gender Based Violence issues are dealt by Indonesian counterpart and learned from the male counseling programme as a component of Men Engage to address Gender Based Violence in Indonesia.

The team got the opportunity to visit Indonesian National Commission on Violence against Women which helped the team to understand the social, cultural, religious, political and legal aspects of Gender Based Violence in Indonesia and held a meeting with a local organization *Yayasan Pulih* working on psychological counseling of perpetrators. WPF Indonesia office arranged detail meetings of the teams with its partner that is working for legal, psychological and medical support of violence survivors and counseling to the perpetrators. These meetings helped understand the partner's interventions towards the male

involvement by looking at their service, community interventions and advocacy. The team also got opportunity to visit Panti Ralph Hospital and Special Unit of Police for VAW.

Small grants: Promoting Safe District Approach

The award of small grants to PGRN six member districts were planned in August 2010 to promote Safe District Approach through community based advocacy initiatives or research in PGRN districts but in the month of July, floods devastation in the six targeted districts made it difficult to carry out the project intervention. Unfortunately, the PGRN six districts are also among the most flood effected districts and the partner organizations dedicated their services to respond emergency phase of the disaster.

MoUs with PGRN members were signed in December and on request of WPF-P the WPF HQs in Netherlands has extended project's period by April 2011 to complete the small grant intervention. A research study on Domestic Violence is designed and will be carried out to assess the prevalence of domestic violence in six districts. This will serve as baseline for safe district initiative.

Mapping Exercise

Subsequent to a workshop on "Mapping Exercise", the exercise is in its inception phase aiming at developing a "Responsive Mechanism" and identification of CBOs as potential partners to organize community based activities under the safe district approach. Tools, Pre mapping tasks, and mapping exercise methodology are shared with the PGRN members to execute the task within a given period of time. Due to the flood disaster in the PGRN districts, the mapping exercise got delayed. The PGRN member organizations declared their services to respond the emergency situation in the targeted districts. Now that the floods emergency phase has ended officially and the situation in the targeted districts are normalizing, the PRGN partners are preceded with the mapping exercise.

MONITORING AND EVALUATION

Programme Manager WPF and Technical Advisor from the WPF Headquarters visited the GBV-RH project districts in July 2010. During the visit, challenges faced by the partners in implementation of the project were discussed and the progress was reviewed with future interventions.

Country Representative of WPF visited to PGRN districts in September with members of PGRN network aiming at review of progress and flood situation in the targeted districts and the future activities were also planned and discussed during the visit.

In October a progress review meeting was held with PGRN at WPF office, in which partners shared their assistance in flood emergency situation. During the meeting the safe delivery kits for pregnant women in flood hit areas was discussed and a dissemination plan was finalized based on the assessment carried out by PGRN member organizations in their respective districts. They were recommended to send data and reports of their flood affected areas to upload on the PGRN website.

	<i>National Trust for Population Welfare – NATPOW</i> www.natpow.org.pk/
Country	Pakistan
Project title	PSO–WPF Learning and Work Trajectory
Project number	ADCB09
Project period	2009- 2012
Reporting period	January to December 2010
Project budget	90,850 EUR0s

Seven organizations from Pakistan are part of the World Population Foundation's "Learning Work Trajectory" initiative the WPF (Pakistan) Field Office, Aahung (Karachi), AwazCDS (Multan), Balochistan Rural Support Programme – BRSP (Quetta), Health and Nutrition Development Society –HANDS (Karachi), Khwendo Kor (Peshawar), and the National Trust for Population Welfare – NATPOW. In 2009, WPF engaged a consultant who conducted Management and Organizational Capacity Assessments (OCA) of the seven organizations using quantitative and qualitative methods under WPF's "Learning Work Trajectory" initiative of the WPF (Pakistan).

LESSONS LEARNED

- There is need to work on masculinity and men engagement in the 6 targeted districts to bring a sustainable change in attitudes and behaviours.
- With limited resources and budget it is difficult to retain motivation of the partners, therefore, exploring more openings for funds is important.
- There is need to work for survivors of violence along with perpetrators of violence in the six targeted districts.

2. PSO–WPF LEARNING AND WORK TRAJECTORY

Implementing partner	<i>Aahung (Karachi)</i> www.aahung.org , <i>AwazCDS (Multan)</i> , www.awazcads.org.pak , <i>Balochistan Rural Support Programme BRSP- (Quetta)</i> , <i>Health and Nutrition Development Society –HANDS (Karachi)</i> www.hands.org.pk , <i>Khwendo Kor (Peshawar)</i> www.khwendokor.org.pk/ , and the
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CONTRIBUTION TO OVERALL OBJECTIVE

Client-organizations that are or have been served by WPF and her network of intermediary partner organizations, have made progress in mainstreaming SRHR in their programmes and/or in effective delivery of SRHR interventions to specific target-groups.

CONTRIBUTION TO PROJECT PURPOSES

Enhanced understanding and sensitivity of 7 partner organizations on SRHR to take an inclusive, gendered, and positive approach on SRHR and describe rationale and strategies to integrate SRHR in their respective organizations and programmes

PROJECT CONTEXT

As a learning initiative the development of consensus among organizations about their thematic areas was a challenge. Some of the

organizations' priority themes will be addressed amidst the project, hence to achieve optimum learning the project life has been expanded by the WPF headquarter by 2012 that will provide opportunity for maximum learning and reflections.

IMPLEMENTATION OF ACTIVITIES

Inventory and analysis of organizational strengths and weaknesses of partners in SRHR interventions

In the initial phase of the project two tools were developed i.e. the Management Assessment Checklist developed by MDF, as well as a Checklist focused on SRHR developed by the local consultant. The local consultant held visits to each partner organization for an in-depth discussion on the needs and areas of strength that were identified by the organizations. An assessment report was generated for each partner organization by the local consultant and latter on was shared with the relevant organization for their agreement and approval before being sent to the MDF international consultant. The findings from these reports were consolidated into the Organizational Capacity Assessment (OCA) prepared by the international consultant.

Overview of OCA Results: A considerable variation was observed through OCA report due to differences in the types and sizes of the assessed partner organizations. The differences were significant particularly regarding expertise and knowledge on SRHR while in general the partners consider themselves weakest in their networking, strategic position and PM&E. On the bases of OCA tool the capacity building needs of the partners were identified as involvement in strategic planning process; creating better support base for interventions, risk assessment, expertise of board in SRHR, PME (Planning, Monitoring and Evaluation), human resource, SRHR, mainly Sexual Rights, fundraising/ diversification of funding, proposal writing and networking (especially international level). It was also found that on the whole, the WPF Field Office Pakistan is strong in terms of governance and participation, SRHR capacity and expertise, but faces challenges in the area of knowledge and expertise on PM&E.

Review of partner organizations specific findings:

In June 2010 WPF-P organized a one day meeting with the six partner organizations at WPF-P office. The local consultant reviewed specific findings of each partner and held individual meetings with organizational representatives. The two focus areas included key capacity building needs of the organization and their strengths to build capacity of other organizations.



One-day needs assessment workshop

After sharing the specific findings with partner organizations a one-day workshop was organized by WPF in which representatives from each organization participated to discuss further areas of improvement and strengths. The discussion was based on the findings and recommendations from the OCA report. Through a normative voting process the areas to be addressed were prioritized with the consensus of all partners and included orientation on SRHR, PM&E, proposal development etc.

PSO partners forum Meeting

WPF organized a meeting at Aahung Karachi in October, 2010 attended by ten (10) partner organizations. The design and contents of two workshops for organizations, senior management staff, finance, HR & Admin on SRHR were reviewed and based on the need assessment the activities and time frame was finalized. Since WPF and Aahung took the responsibility, Aahung and WPF were asked to share the content of SRHR ToT with the meeting members. Aahung presented the agenda, contents and tentative schedules for the Training of Trainers (ToT).

LWT reflection and planning meeting

In October 2010, WPF HQs organized a meeting in Netherland where eight project staff members from WPF Field Offices and HQ participated. The objective of the meeting was to Review the learning question of FOs and the Progress of Learning and Work Trajectory Project in Pakistan, Indonesia and Vietnam till the date. Pakistan, Indonesia and Vietnam FOs and the HQ shared their major achievements of the project. HQ shared with the FOs about the possibility to request for additional funding for the period 2011-2012. The FOs also identified the project areas where WPF's HQ support would be needed and financial status of the project was reviewed in the meeting.

SRHR Sensitization Training Workshop

A total of 19 participants four from each partner organizations participated in a two days residential training organized by WPF for its partners in December 2010. The purpose of the workshop was to sensitize senior management and HR to understand the importance of the SRHR and the need for integrating SRHR into their organizational structure, policy, systems and programmes. The workshop process was designed to be interactive and participatory through which a three months action plan for integrating SRHR into organizational was also developed.



Training of Trainers Workshop on Sexuality & Sexual Health

In 2010, WPF organized a four days Training Of Trainers with Aahung's facilitation on sexuality and

sexual health participated by four participants each from Aahung, HANDS, National Trust for Population Welfare (NATPOW), Awaz, Khwendo Kor, Balochistan Rural Support Program (BRSP) and WPF. The workshop focused on achieving improved knowledge on sexual health and rights related issues, non-judgmental attitudes and values and use of rights based approaches in initiatives. The "Sexuality and Sexual Health Manual" was also given to the participants as a tool to utilize when imparting this education onwards.



MONITORING AND EVALUATION

1. The staff of WPF-P accompanied the international consultant during her visits to six partners for organizational need assessments.
2. The Country Representative and Programme Manager visited Netherlands to attend workshop about the PSO project to find the right direction to the project. This will insure the consistency of implementation of the project with other countries with same pace.
3. A review and planning meeting of the project partners was held in Karachi at Aahung office in October. The meeting reviewed the progress and reflected on the tasks done, planned for next interventions of the project with the consensus of the partners.

LESSONS LEARNED

- South-South partnership with/between multi-purpose organizations and SRHR organizations is an effective strategy to enhance capacity building and networking of the organizations having same theme of work, instead of working with different thematic organizations.
- Though it is the responsibility of WPF to coordinate the project but at the same project WPF is also a beneficiary therefore by engaging a technical expert, WPF can get the opportunity of learning as well.

3. RIGHTS DRIVEN INSTITUTIONALIZATION OF SEXUAL AND REPRODUCTIVE HEALTH IN PAKISTAN

Implementing partner	<i>Health & Nutrition Development Society (HANDS)</i> www.hands.org.pk , <i>AWAZ development foundation</i> www.awazcds.org.pak , <i>Aahung Pakistan</i> www.aahung.org ,
Country	Pakistan
Project title	Rights Driven Institutionalization of Sexual and reproductive Health in Pakistan
Project number	PKSE17 (Ref EU: DCI-NSAPVD/2008/171-425)
Project period	2009-2012
Reporting period	2009-2010
Project budget	€ 815,603

The project aims to improve the Sexual and Reproductive Health status of young people in Pakistan by integrating SRHR in educational and health policies and services in the country and thus creating an enabling environment for young people practice their rights.

CONTRIBUTION TO OVERALL OBJECTIVE

The project directly contributed to the implementation and realization of Millennium Development Goals (MDGs) 1, 3, 5 and 6 (reduction of poverty, empowerment of women, access to comprehensive RH services, and reduction of diseases like STIs and HIV). The life skills education to young people in targeted district will help in adopting behaviours in the best interest

of their sexual and reproductive rights. The sensitization of government functionaries and other relevant stakeholders will help creating enabling environment for institutionalization of SRHR in education and health services available in targeted districts.

CONTRIBUTION TO PROJECT PURPOSES

- 69,345 male and female students are enrolled in life skills education in target district
- 178 public sector schools are delivering LSBE curriculum with the active support of district government education structures.
- The two levels of curriculum were merged into a comprehensive curriculum based on the lessons learned.
- A total of 62000 workbooks were distributed within 153 schools in all three target districts and to complete distribution in 178 schools, printing of remaining workbooks are in progress.
- A pool of 66 WPF certified Master trainers in SRHR developed
- A cadre of 914 trained LSBE teachers in secondary schools capacitated through trainings and refreshers in SRHR education.
- A report on the 'Status of SRHR in Pakistan' was launched in a national seminar.
- The youth was engaged in the launching ceremony of the International Year of Youth in Pakistan through theatre plays, musical concert and debates SRHR and youth.
- National and District Project Steering Committees (NPSC) playing an active in overseeing the performance,
- 34,930 students, 847 parents and 208 teachers were engaged in 58 Whole of School events, 9 Professional Development Forums (PDFs) and a PRF carried out during 2010.
- An advocacy strategy developed for institutionalization of SRHR in existing health and education services available at district levels. The National Project Steering Committee (NPSC) also endorsed the advocacy strategy.

- The web-based PM&E system was upgraded, which facilitates in monitoring of project and recording progress.

PROJECT CONTEXT

Amendments to the project were proposed in the 3rd biannual NPSC meeting and the recommendations were approved by EU in view of overcoming certain emerging challenges. These amendments have effected project implementation, especially in terms of work plan. Further, merger of Level 1 and Level 2 curriculum also effected project implementation, by causing delays in the start of project implementation.

The deteriorating security situation in Pakistan, especially in Karachi, caused delays in the implementation of SRHR curriculum in many schools due to frequent unplanned closure of schools. Moreover, the floods in most of project areas government schools in all three districts of *Hamara Kal* initiative and the schools were transformed into relief camps, especially in Matiari and Multan. The partner organizations also shifted its focus to relief activities. During a Review & Planning meeting held with the IPs in Dec 2010, WPF rescheduled the postponed activities to ensure their completion in first quarter of 2011.

IMPLEMENTATION OF ACTIVITIES

Launching of SRHR research

In March 2010, the research on the “Status of SRH Rights of Young People in Pakistan” was launched in a national forum in which the European Union representative and Ambassador of the Kingdom of the Netherlands in Pakistan participated along with representatives from CSOs, senior policy makers from government and media. The documentary developed by WPF was also screened during the launching ceremony to share research findings focusing specifically on the most infringed rights and the designed interventions. The publications [i.e. research and documentary] were disseminated among the aforesaid key stakeholders.

Institutionalization of SRHR in education systems

During 2010, with a reviewed and renewed MoUs with partners the Level I curriculum implementation has currently reached to 31,179 students in 94 schools. In 2010 total 87 new schools were selected for the implementation of SRHR curriculum in Karachi (48), Matiari (18) and Multan (21). With addition of new schools the number of schools implementing SRHR education reached to 178, and the number of students enrolled in the selected schools reached to 69, 345. Schools were selected following project guidelines and in consensus with respective District Education Departments.

Development of a Standard Curriculum: Owing to sensitive nature of SRHR contents and feedback from partners, initially WPF decided to divide this curriculum into two levels, i.e. Life Skills at first level & SRHR at second level with the aim to gradually merge both into one comprehensive curriculum. However, implementation of a two-level curriculum faced two major challenges: firstly, to seek and ensure two years’ commitment from school administrations, and secondly ensuring that the same children have completed both levels i.e. continuation. To address these issues, WPF Pakistan decided to develop a comprehensive curriculum which contains sessions on LSBE as well SRHR in an appropriate manner. Teaming up with a local SRHR organization and the sexuality education advisor from the WPF Netherlands, and with consultations with stakeholders, WPF Pakistan developed a standard SRHR curriculum comprising of 17 sessions in total ([view](#)). During 2010, 62,000 workbooks were distributed within 153 schools in all three target districts.

Training of MTs and teachers in life skills education

30 selected Master Trainers were trained in LSBE & SRHR during 5-days training workshop in October 2010 by WPF. The contents of the workshop included human rights, SRH rights of young people, life-skills friendly approaches to education, gender, values, self-awareness, health and on independent decision-making skills.

As a next step 549 teachers were trained successfully in 3-days teachers’ trainings conducted by IP’s in all target districts. Master Trainers facilitated these trainings by making clusters in different venues as accessible to the

teachers. They employed participatory methods of learning including group discussions, group work, critical questioning and self reflection. The WPF M&E department monitored these trainings, which were rated very successful as shared during discussions with teachers and Master Trainers.

Whole of school activity

A total 34,930 students (Matiari: 30480, Multan: 4450) were reached out through 58 Whole-of-School-Activities (Matiari: 25, Multan: 26, Karachi: 7) in the targeted schools. In Matiari 847 parents also participated in Whole of School events. The students enrolled in LSBE programme provided useful information about the utility of SRHR curriculum to their peers and teachers. The guideline of whole of schools and other tools are available on the website: [guidelines](#).

Professional Development Forums and Performance Review Forums

During the year 2010, a total of 9 Professional Development Forums were organized (five in Matiari and four in Multan) in which 208 teachers (Matiari: 118, Multan: 90) participated. During the forums the teachers reviewed the programme and also approved curriculum and teaching methodology. In the reported period three PRFs (one in each district) were organized by the implementing partners. EDO (education), District Officers head masters and Master Trainers from the targeted schools participated in these forums. The participants assured their full support in smooth implementation of the programme in the selected schools of three districts. .

Development of SRHR Advocacy Strategy

First draft of the advocacy strategy was further enriched by involving Head of Advocacy Department; from WPF HQs in Netherlands who visited Pakistan in March 2010 and had consultations with all partners, policy makers, parliamentarians, media and other stakeholders in Karachi and Islamabad. Accordingly, WPF also carried out series of consultations with Ministries of Education, Health and Youth at federal and provincial level and CSOs to seek their input to the draft strategy. The draft advocacy strategy is now focusing on: a) the inclusion of SRH Rights into

education curriculum; and b) reforming health management system responsive to SRHR needs of young people.

Learning and Awareness raising Forums

In 2010, Mother's week was organized in Matiari and Multan in May, to raise the issue and aware people about the maternal health. In addition, WPF in collaboration with National Trust of Population Welfare (NATPOW) and Federal Ministry of Population Welfare (MoPW) organized a national policy dialogue and discussed draft National Population Policy 2010 in Islamabad in March, 2010. The forum was attended by the Federal Minister Population Welfare, Federal Secretary and the senior staff of the MoPW and CSOs from all over Pakistan. The Federal Minister was presented with a set of recommendations for including SRHR Friendly services for youth and provision of RH education in schools and colleges.

Awareness raising on SRHR

During the reporting period the following events addressing SRHR of young people were conducted by WPF and its partners i.e. AWAZ CDS, Auhung and HANDS;

In collaboration with Save the Children Alliance and Plan-Pakistan, WPF organized an event, on the eve of International Youth Day, to launch the International Year of Youth in Pakistan, which was attended by over 250 participants. The event centered on the "Youth's Right to Participate" vis-a-vis the decision making and nation-building process and covered MDG 4 and 5(b).

Other awareness raising sessions that incorporated components of SRHR included: a) International Fathers Day celebrated in all three target districts by IP's by conducting sessions on the importance of male involvement in healthy transition from childhood to adulthood attended by 305 participants; b) Awaz CDS and HANDS celebrated Mothers Day by organizing Safe motherhood events underscoring maternal and neo-natal health as a basic human right and 150 women participated; and c) In solidarity of World's AIDS Day in Multan and Matiari partner organizations organized event in the selected schools and 487 participants attended the event.

Sensitization workshops with stakeholders

A total 50 representatives (30 Multan and 20 Matiari) government official, media, parliamentarians, religious leaders, CSOs, elected representatives etc attended the workshops organized by the partners in Multan and Matiari.

Awaz CDS and HANDS also conducted 2-day training workshops of CSO's in Multan and Matiari respectively that enhanced participants' understanding of SRHR and their role in advocating for adolescent SRHR, including creation of an enabling environment and institutionalization in existing programs.

Reverse education for awareness of parents about SRHR

Reverse education was adapted as one of the strategies to involve parents in SRHR education of their children by orienting parents on the contents of SRHR education based on guidance from last NPSC meeting and approval from the European Commission (EC) in a review meeting held in June 2010. WPF developed 2 reverse education stories for boys and girls separately. Themes of these stories were extracted from new SRHR curriculum content including gender role (boys) and harassment (girls). The Urdu texts of these stories were pilot tested in Karachi with Urban and semi-urban schools. On the basis of findings, these stories have been revised and Illustrations developed. The final version of Reverse Education story will be used with students who have acquired the skills of SRHR education in next year.

MONITORING AND EVALUATION

The multi-tier M&E mechanism has been developed by the WPF to ensure objective implementation of project. Four levels of monitoring were carried out of the projects i.e. NPSC, DPSC, the European Commission (EC), WPF and partners level.

Quarterly District Project Steering Committee (DPSC) meetings were conducted by implementing partners in Multan, Matiari and Karachi to review implementation progress made so far and assess its effectiveness, and to suggest corrective measures for emerging challenges. Representatives from District Education department, Population Welfare office, and print

and electronic media were part of these meetings. Aside from agreeing on a holistic definition of life-skills, EDOs Health (Multan and Matiari) emphasized the need of enhanced coordination with health departments.

National Project Steering Committee (NPSC): two NPSC meetings were held at WPF office in Islamabad in July and December 2010. The forum, which was attended by 12 NPSC members, sought to review implementation progress made in the last two quarters, share the work plan for next two quarters with members, and solicit committee members technical input on implementation strategy in light of emerging challenges faced during implementation. The project progress was reviewed and work plan for 2011 was also shared with the NPSC members.

The EU delegation team reviewed the progress with partners and NPSC committee during July 2010. The emerging challenges faced during implementation were also reviewed by the EU delegation. The delegation acknowledged the NPSC recommendations and advised WPF to draft a formal proposal to the EU for approval.

Project Planning and Review meeting with implementing partners was held at WPF office in Islamabad on in which the yearly progress was reviewed and future plans were developed. WPF's PME department presented a review of implementation progress made in 2010 as per LFA of the project based on assessment of updated data on web-based M&E system. Additionally, WPF Finance team presented a financial review of each partner during the meeting based on assessment of partners' financial summaries for the first 3quarters of 2010.

Five field visits were held by programme team to three targeted districts during the reporting period in which the monitoring team held meetings with the project staff and visited the selected schools of three districts.

LESSONS LEARNED

- Yearly planning has to be based on the prevailing ground realities. Plan B (contingency plan) emerged to be an effective strategy in case of any force majeure (natural disasters).

- Parental involvement at different stages of project is learned to be a good practice.
- Web based monitoring without a process monitoring becomes a challenge, the partners capacity in web-based monitoring and evaluation required further to enhanced through regular follow-ups and trainings.

POLICY ADVOCACY (WE ACT)

Media Sensitization Workshop



Safe Motherhood Campaign



SRHR Advocacy Training Workshop



One Day One Struggle Event



SRHR Advocacy Training



International Youth Day 2010



WPF, P formally launched its We Act Programme focusing on policy advocacy for increasing the level of political will to facilitate structured debate and dialogue; based on research conducted or commissioned by WPF, amongst stakeholders from across the country/region on issues related to Sexual and Reproductive Health and Rights of Youth and Women in Pakistan. During this year, WPF changed the name of its advocacy program from 'We Act' to 'Policy Advocacy' to reflect its main objective in the title. During 2010, this programme managed the following important components;

- Local advocates were involved bridging the gap between Federal and Provincial level efforts in the field of Advocacy for the implementation of the National Education Policy with the special focus to LSBE.

1. ADVOCAY IN DEVELOPING COUNTRIES

Implementing partner	<i>Pakistan Village Development Programme (PVDP) www.pvdppak.org , Participatory Integrated Development Society (PIDS) www.pidsnpo.org.pk, SARSABZ Foundation www.sarsabz.org , Health & Nutrition Development Society (HANDS)www.hands.org.pk ,& AWAZ development foundation www.awazcds.org.pak</i>
Country	Pakistan
Project title	Advocacy in developing countries
Project number	AABB02
Project period	12 months
Project budget	EUR 6,315

CONTRIBUTION TO THE PROJECT PURPOSE(S)

- Capacity-building sessions with local Partners on the core of advocacy and making it a vital part of their programmes
- Four provincial LSBE forums were organized meant for bridging the gap and establishing linkages at the provincial level to make LSBE as part of the national curriculum.
- Organized world sexual health day and one day one struggle to raise awareness on the issues of SRHR

PROJECT CONTEXT

Limited capacity of partners in establishing linkages with the provincial governments caused impediment and delays in advocating with provincial government departments for adopting life skills based education.

After obtaining feedback from districts on the tenth five year plan the provincial government review the plan and submits it to the federation according to the set procedures. Yet currently the provinces and federation have to find out the viable procedure on the power sharing formula proposed under 18th amendment. Consequently, in the fight for power provinces have not contributed much for the 10th five year planning.

The 18th amendment in the constitution indicates shift of power from federal to provincial level. Therefore, in future provincial roles in decision making will increase. WPF's advocacy efforts will now be focusing on taking provinces as a major partner in LSBE policy implementation and which requires establishing long-term relationship with the provincial government for effective advocacy plan.

CONTRIBUTION TO THE OVERALL OBJECTIVE

The broader objective is to create an enabling environment through local advocacy for the implementation of the National Education Policy with the special focus to LSBE. Following activities contributed towards the overall objective:

- Local Implementing Partners were engaged in the advocacy efforts towards the implementation of the National Education Policy with the special focus to LSBE.
- Technical support provided and advocacy capacity improved of Implementing Partners working in respective districts for implementing the LSBE Programme to work with the Provincial Education Ministries.

ACTIVITIES AND OUTCOMES

Provincial LSBE learning forums

During the reporting year 2010, 96 participants ranging from personnel of CSOs to government officials participated in the four provincial LSBE learning forums arranged in each provincial capital i.e. Peshawar (Khyber Pakhtunkhwa¹), Lahore (Punjab), Quetta (Baluchistan), and Karachi (Sindh). These forums provided an opportunity to share good practices from LSBE interventions in four provinces.

WPF also provided technical assistance to the partner organizations for facilitating the policy dialogue forums in four provinces. Partners were facilitated in development of forum briefs, programme agenda, concept note, draft invitation letters, financial details, IEC material and presentations in advance to do necessary homework adjoining to the conveyed strategy. Officials from the Ministries of Education, Health, Population Welfare and Youth Affairs, media and LSBE students/alumni, LSBE teachers/Master Trainers participated in the LSBE provincial dialogue forums.

The open house discussions brought out free and open exchange of ideas among the participants. Alumni students of the LSBE programme were specifically invited in these forums to share how LSBE helped them in improving their personalities and building their confidence. The forums were highlighted by the reflections of teachers, students and master trainers regarding the life skills based education effectiveness. It also emphasized the impact of LSBE on adolescents.

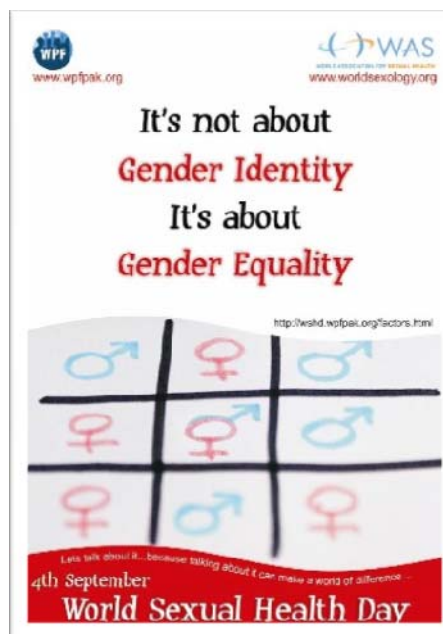
World Sexual Health Day 2010

World Population Foundation (WPF) Pakistan, in association with World Association of Sexual Health (WAS) commemorated the first World Sexual Health Day (WSHD) 2010 to promote sexual health in Pakistan. The commemoration of the WSHD in Pakistan was a marked stepping stone in SRHR status and its recognition in this

¹The name of the North West Frontier Province (NWFP) has been changed to Khyber Pakhtunkhwa (KP) under the recently passed Constitutional Amendments.

country. To this effect the WPF team, launched a web based ([view](#)) promotion by utilizing social networking sites including facebook and Twitter etc; instigating controlled and informed open discussions about sexual and reproductive health; designing and disseminating three posters; developing a thematic video and presentation; and following up with two press releases in the national and regional newspapers. Solidarity messages to partners and a public service messages to the general public were also crafted which helped in achieving utmost attention and recognition of this day.

To assemble maximum coverage to the event WPF staff participated in a television talk show “The Other Line” on Express 24/7 TV network and on Radio Pakistan talk show “Awaam ki Awaaz”; attended by Country Representative, Pakistan and a Programme Associate from WPF. WPF partners



Alliances and networks

WPF played an active role in networking with Coalition for Sexual and Bodily Rights in Muslim societies (CSBR) and Men Engage Alliance. The WPF Policy Advocacy team participated in the third CSBR Sexuality Institute designed as an intense

seven-day participatory training with 21 participants from different Muslim States covering the regions of North Africa, Middle East, South and South East Asia.

One Day One Struggle: breaking the silence (ODOS)

In connection with CSBR’s international campaign WPF organized a unique theatrical performance in Islamabad to break the silence around SRHR issues participated by 40 people including rights activists, parents and adolescents. A group of students staged the performance entitled “**seeing, hearing, speaking.**” that depicted issues in our daily lives, such as the act of denial regarding the existence or prevalence of the sexual abuse of children, Gender Based Violence and sexual harassment. The most striking feature of the event was the youth’s enthusiasm to become a positive force of change.

Men Engage Alliance South Asia

WPF is an active member of the Men Engage Alliance Pakistan and has been nominated and represented Alliance in the Regional Strategic Planning meeting held in Dhaka from 13-15 December. In addition WPF was also nominated to lead Men Engage Alliance at the South Asian level. WPF also remained actively involved in “Pakistan Post Abortion Care Alliance (PAPAC)”, which aims to ensure access to post abortion care to women in a country where 890,000 abortions are reported annually.

2. Besides, advocating for SRH rights there is a strong need to sensitize policy makers on SRHR of young people and women that will foster creating enabling environment at policy level. Moreover, taking relevant ministries e.g. ministry of education and health on board fosters towards the targets of advocacy efforts.
3. Capacity of partners in policy and advocacy is very important and much needed, and
4. Linkages at provincial level are crucial for sustainable policy initiatives.

2. SAFE MOTHERHOOD CAMPAIGN

WPF, Pakistan office initiated an Advocacy campaign for Safe Motherhood through awareness raising at different tiers so that related issues could be prioritized at political, policy and programmatic levels, creating an enabling environment where every pregnancy is planned and safe.

Implementing partner	WPF Pakistan & local IPs in various districts of Pakistan (annexure IPS and their district outreach)
Country	Pakistan
Project title	Mother’s Night
Project number	PKSM02
Project period	May-August 2010
Reporting period	Jan- June 2010
Project budget	€20,000

MONITORING AND EVALUATION

The PM&E team of WPF and monitoring teams of partner organizations monitored the process, progress and outputs in timely manners. The Work Structure Breakdown (WBS) was quarterly reviewed and gaps were identified for developing proactive strategies to mitigate gaps.

LESSONS LEARNED

1. A more focused advocacy strategy will help in achieving developing outcomes oriented advocacy efforts.

WPF Pakistan launched the Safe Motherhood Campaign with the funding from its Head Quarters with the title of Mothers’ Night. This year the tag line for the campaign was ‘Range-Kainat’ (a local word used for women means that all beauty in this world is because of women). ‘Range-Kainat’ was an awareness raising campaign designed exclusively for four months duration (May-August2010) to specifically create awareness on United Nation’s Human Rights Council (HRC) Resolution on preventable maternal mortality and morbidity and human rights.

CONTRIBUTION TO OVERALL OBJECTIVE

Human Rights Council's Resolution on 'Preventable Maternal mortality and morbidity and human rights' was unanimously adopted by the Baluchistan Assembly.

CONTRIBUTION TO PROJECT PURPOSES

On the UN-HRC resolution of preventable maternal mortality the masses were informed through many means including direct interaction, community outreach mode, conventional communication medium (TV, Radio, Press), IEC material, outdoor foot print media and virtual networks (facebook and twitter).

Media was used as a mean to spread awareness on the Human Rights Councils' Resolution on Preventable Maternal Mortality Resolution while providing Media with regular updates on the campaign and held media sensitization workshops for the Print and Electronic

Baluchistan observes highest maternal deaths among all provinces and it practises the dogmatic norms more firmly compared to other provinces, WPF persuaded Members of Baluchistan Assembly on the importance of Safe Motherhood by sharing the status of poor maternal health condition of the province and the relevance in declaring maternal mortality as a human rights issue. Advisor to Ministry of Women Development openly recognized the importance of UN resolution for protecting women dying of preventable maternal causes and showed her interest in holding a discussion around this resolution in the next coming session of National Assembly.

WPF is collaborating with major human right based NGOs, which focus on issues pertaining to women empowerment, sexual and reproductive health rights, and gender based violence to review Pakistan's performance on MDGs with the special focus to MDG 3 and 5 (MDG3: Gender Equality MDG5: Improve Maternal Health).

PROJECT CONTEXT

It was a challenge to stimulate people response recognizing this issue and ensuring their

participation even by just asking for endorsing the resolution with their signatures. WPF reviewed and revised its strategy for collecting signatures and finally nominated youth ambassadors from youth networks i.e. YAN and NYTF for the signature campaign.

Local partners were engaged in the middle of campaign within a very tight budget to expand the outreach. WPF provided financial and technical assistance where possible by cutting down the requirement of IEC material and by adopting cost effective solutions and thus added 16 more districts in the campaign's outreach plan.

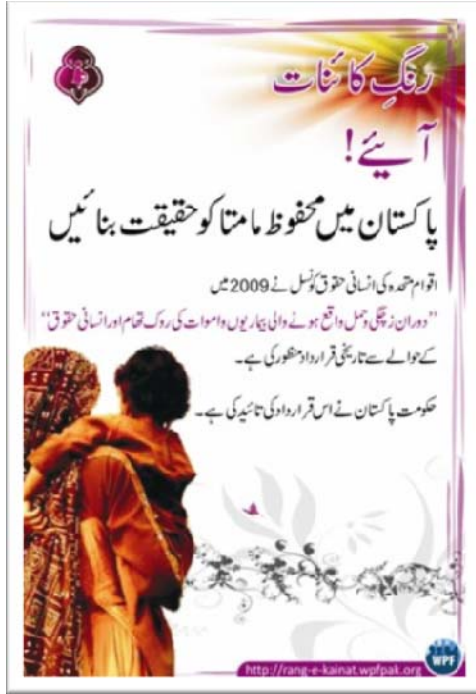
Media houses have prioritised the issues (security, state laws, foreign affairs, parliament and the social order) and the level of projection to these issues is the matter of preference. To sensitize media on MDG 5 and UN-HRC resolution of preventable maternal mortality two exclusive workshops were organized with press and electronic media representatives.

IMPLEMENTATION OF ACTIVITIES²

Launching "Rang-e-Kainat" campaign

In May 2010, the campaign was launched by inaugurating first foot print mark on a walking track at F-9 Park for general public, media and activists. In total, 5 parks were selected to imprint the series of messages on the walking tracks in partnership with Capital Development Authority (CDA). Similarly, Four IPs implemented the foot print messages in local languages at their districts. 300 Streamers were installed on major highways and strategic locations of Federal Capital to create awareness among masses, Government officials, and parliamentarians.

² **Duration:** Initial Four Months (May 5th, 2010- Aug 12, 2010) but extended for another 4 months due to Floods



To provide adequate understanding and to establish a collective support for the resolution regular informative emails and reminders were floated within the right based NGOs' networks. Radio spot (FM 100) were aired through five popular celebrities. 10 spots per day were aired for six days in major cities for general public.

WPF also launched a Nationwide Signature campaign on UN-HRC resolution on maternal mortality via webpage " <http://rang-e-kainat.wfpak.org> " aiming at 100,000 signatures from public which were later on be presented to Government of Pakistan and to the Parliamentarians. Approximately 75,000 signatures have been collected from different sources including civil society and right based NGOs general public, government officials and youth.

The WPF officials participated in TV Talk shows on maternal mortality situation in Pakistan broadcasted by two major TV channels in May 2010; this was also targeting the same audience as mentioned above to develop a realization of MMR among the targeted audience.

34 media representatives were sensitized on UNHRC MMR resolution during the workshops held

in Islamabad and the other in Lahore where the media is vibrant and extend widely. .

Mothers' Day

On May 9th, hundreds of participants from every walk of life singed the resolution in Islamabad. Similarly the 9 partner organizations also implemented the same idea in 24 districts across Pakistan. Number of children showed unity through their participation in the events. They were provided with postal Paints, markers, fabric colors etc to leave their hand marks under this resolution. 200 goodie bags carrying IEC material, safe

"The UN Human Rights Council Resolution 11/8 – Preventable Maternal Mortality and Morbidity and Human Rights – has a special relevance to Pakistan in view of its high maternal morbidity rate. The government of Pakistan duly recognized this fact when it adopted the resolution on June 17, 2009. A year down the road the urgency of taking definite and adequate steps to realize the Millennium Development Goal 5 has become more evident than ever. It is also necessary to realize that women have a basic right to protection against maternal mortality and morbidity. Besides, failure to realize MDG 5 will jeopardize Pakistan's efforts to realize the other MDGs, especially those relating to promotion of gender equality and empowering women, and reducing child and infant mortality (MDGs 3 and 4). What is at stake is the health of the Pakistan nation and its future".

I A Rehman, Secretary General, Human Rights Commission of Pakistan

motherhood pendent giveaways, greeting card and chocolates were distributed among children and their families who took part in the activity. A mock wish tree to collect special mother's day wish was also decorated with lights, stars, flowers and goodie bags.

In order to increase WPF's visibility and a reminder for safe motherhood, giveaways in the form of mementos plus Safe motherhood related information material was given to all 342 members of the National Assembly (MNAs).

Post launch activities

Meeting with MPAs/MNAs of Baluchistan assembly and CSOs was organized and the forum resolved to draft a resolution on reducing MMR for tabling in next assembly session with 12 provincial ministers

and Members of Provincial Assembly (MPA) of Baluchistan. In another meeting with 20 different civil society organizations of Baluchistan, WPF briefed them on maternal mortality situation in the province. Consequently all participants agreed on formulating a support group for this cause.

To formalize the idea of engaging a celebrity and giving a renowned face to the campaign, many known figures were consulted for the ambassadorship yet the idea didn't work as per planning and was dropped.

The MDG 5-b Alliance is an additional initiative taken in relation to MDG 5 (Improved maternal health) which is the bottom line of Safe Motherhood campaign. Although not a part of campaign plan, the Alliance gave an opportunity to share the efforts with other likeminded organizations. Now WPF is partnering with the special alliance formed on MDG review meetings of Civil Society Organizations in Pakistan and is giving feedback from the rights' perspective of women's sexual and reproductive health.

Testimonies on UN-HRC Resolution "Preventable Maternal Mortality and Morbidity and Human Rights"

Testimonials were collected from the notable personalities of Pakistan who are also part of important decision making committees. These testimonials are documented for future reference, and WPF Pakistan plans to publish these in the form of diaries and share them with parliamentarians. However, for current reference these quotes are available on the WPF's website.

Pakistan Alliance for Post-abortion Care

Pakistan Alliance for Post-abortion Care (PAPAC) is an alliance to mobilise and advocate for the Post-abortion Care in Pakistan. WPF, Pakistan participated two PAPAC national assembly meetings during 2010. The forums built on the commitment and energy to move forward as National Alliance and to face the challenges of 18th Amendment and to work with the Provincial Governments with regard to Post Abortion care issues to ensure that Government will remain committed to its International obligations with regard to International commitments i.e. CEDAW

and ICPD. Rutgers WPF looks forward to play an important role at the Federal level for PAPAC advocacy initiatives.

MONITORING AND EVALUATION

Programme Development Team and Management Team meetings on monthly basis also monitor programme activities with regard to its strategic goals.

WPF weekly meetings and regular updating of WPF's Work Breakdown Structure (WBS) also provides clear understanding of the activities taken so far.

LESSONS LEARNED

1. For the very first time WPF undertook mass awareness activities and holding events at grass roots level. Within such limited finances mass media is a good option to reach maximum masses.
2. Partnership with local administration proved to be an effective strategy to avoid many impediments during implementation and awareness raising activities. It was identified that the process where frequent permissions and security clearances were involved became simplified with the partnership of Capital Development Authority. Capital Development Authority (CDA) has proven to be an efficient partner to which we would like to maintain our relationship.

3. SRHR ADVOCACY IN DEVELOPING COUNTRIES

Implementin g partner	<i>KDA</i>	<i>Kashmore</i>
	<i>CDF</i>	<i>Jacobabad</i>
	<i>SCOPE</i>	<i>Jaffarabad</i>
	<i>NEEDS</i>	<i>Nasirabad</i>
	<i>ADF</i>	<i>DG Khan</i>
	<i>SYCOPE</i>	<i>Muzaffargarh</i>
Country	Pakistan	

Project title	SRHR Advocacy in developing countries
Project number	10060
Project period	Nov - Dec 2010
Reporting period	Oct -Dec 2010
Project budget	€ 8,000

In emergencies the humanitarian efforts mainly focus on providing basic needs i.e. rescue, shelter, food, basic health while other issues and needs for instance sexual health and rights are mostly ignored or not prioritized, which results in different vulnerabilities of the people; particularly women and young people. This initiative was taken with an aim to identify and develop some key interventions through which SRH problems get equal attention in humanitarian Response following the minimally defined guidelines in disaster situation.

CONTRIBUTION TO OVERALL OBJECTIVE

The broader objective was to advocate for the SRHR services during emergencies through young advocates for young people and women pertaining to their SRH rights. However, due to short time period the subject was only tabled in cluster meetings that would help in rights based responses to emergencies in future.

CONTRIBUTION TO PROJECT PURPOSE(S)

- A cadre of 28 young boys and girls from six partner NGOs and YAN were capacitated in advocating SRHR in emergencies through four days advocacy training.
- 25 young advocates attended the policy dialogues forums and humanitarian clusters meetings in each district to voice up for SRHR needs during emergencies.
- The advocates developed plans for future follow-ups in disaster response and rehabilitation phases.

PROJECT CONTEXT

Time constraint was a major challenge towards the implementation of project activities and particularly to pull out tangible outcomes.

The conservative demographics of targeted districts do not appreciate young girls coming out of homes or raising voice for their health rights. Yet this opportunity was a major breakthrough for the girls to be part of the advocacy initiative.

In some districts there were no established mechanism addressing the disaster response situation. Moreover in some areas the cluster meeting approach started relatively late. This affected the implementation to a minimum extent.

Due to inactive disaster response mechanism in some districts the relevant young advocates couldn't get adequate opportunity to do initial homework on subject of SRHR. These project areas are conservative and show resistance on bringing into discussion sexual and reproductive health matters. Consequently it was quite a challenge for the young advocates to hold interactive discussions on SRHR in the form of policy dialogue and influencing the target audience to participate in the discussion contentedly.

IMPLEMENTATION OF ACTIVITIES

Project Orientation

During the reporting period, a project orientation was organized by WPF at its office, in which 12 members from 6 partner organizations participated. They were oriented on the objectives, results and strategy of the minimum standards of SRHR in emergency. The partner organizations showed interest in working for SRHR in emergencies and ensured commitment in rolling out the project in selected districts.

Training of young advocate for SRHR in emergencies

A cadre of 28 young boys and girls with age group of (18-25) were trained in a four days extensive

training organized by WPF in collaboration with its partner organizations in Multan. Four members of Youth Advocacy Network (YAN) were also trained on the subject. The capacity of the group was built in advocacy, SRH rights and relevant skills for working in emergencies. Young advocates were particularly pleased on giving them an opportunity to polish their capacities. In addition they also expressed that the advocacy training and meetings with high officials build their confidence and would help them in pursuing future career opportunity.

Policy dialogue forums

After the training of advocates, policy dialogue forums were organized by the partner organizations in each target districts, which was attended by 25 participants respectively. The participants were including government officials, UNOCHA officials, partner and civil society organizations and international NGOs. While presenting the SRH issues in cluster meetings at districts, UNOCHA, international NGOs like Action Aid and Save the Children supported young advocates and also demonstrated interest in partnering and consideration of SRHR in such initiatives in future.

MONITORING AND EVALUATION

For the transparency in the implementation of project activities and to ensure performance of the young advocates, partners along with WPF team monitored activities and process. Young advocates were attached with the local partner in each district so that young advocates get guidance where it was required. Partner organizations timely submitted the progress reports of the respective district activities with WPF Policy Advocacy team.

WPF advocacy team visited the selective project areas to monitor and provide technical inputs to young advocates on issues they are facing during their implementation phase.

LESSONS LEARNED

1. Short term initiatives offer more challenges in terms of time and financial constraints and also raise the question of sustainability and achievement of objectives

2. Our GBV partners were having little capacities of working on SRHR issues and thus they found it difficult to provide required assistance to the young advocates during their meetings.

4. YOUTH DEVELOPMENT PROGRAMME

Implementing partner	YAN (Youth Advocacy Network) www.youthadvocacynetwork.org/ CHOICE www.choiceforyouth.org , Plan Pakistan, www.planpakistan.org , Savethechildren Pakistan
Country	Pakistan
Project title	Youth initiatives for SRHR
Project number	
Project period	Jan to Dec 2010
Reporting period	Jan to Dec 2010
Project budget	€ 12,674

In 2010, WPF build the capacity of 8 National Youth Task Force members in advocacy for SRHR in a two days training workshop. 700 young boys and girls, in addition to government and civil society representatives participated in the 2nd National Youth Forum organized by YAN. The forum also build capacity of the participants in SRHR issues in parallel with experience sharing and developing future prospects of YAN.

IMPLEMENTATION OF ACTIVITIES

2nd National Youth Forum by Youth Advocacy Network (YAN)

In December 2010, some 700 young boys and girls participated in the National Youth Forum was organized by Youth Advocacy Network (YAN) aimed to improve the quality of life of the youth by influencing the government to ensure and integrate the SRHR in the implementation process of National Youth Policy, encouraging dialogue between civil society organizations and governments on youth and development policies to better understand the priorities and needs of SRHR and to share experiences and knowledge of SRHR

issue of youth and development diagnoses, policies, strategies and programs. The forum also promoted the establishment of a mechanism that will provide specific follow-up for the SRHR agenda in Pakistan. In parallel with discussion on different issues, challenges and opportunities the capacity building sessions were also organized on rights based approaches, psychological issues of youth, and adolescents' sexual health issues in Pakistan.

MONITORING AND EVALUATION

WPF regularly participated and provided technical assistance and financial support to the youth activities. The youth representatives were provided regular opportunities to share their lessons learned and experiences at different forums. The WPF also provided regular feedback to YAN and received reports from the network and task force accordingly.

LESSONS LEARNED

- Financial constraints affecting the pace of youth development initiatives, hence there is a need for continuous efforts towards resource mobilization for advocacy initiatives.
- Consistency and coherence to youth advocacy networks and capacity building of youth networks in SRHR has to be focused for maximal involvement of young people at all stages.

Capacity building workshop of NYTF

Pakistan in collaboration with United Nations Population Fund (UNFPA) held a 3 days National Youth Summit (NYS) from 29th November to 01st December 2008. After National Youth Summit 2008 (NYS08) a National Youth Task Force (NYTF) comprising of young, energetic participants of National Youth Summit was formalized. One of the components of NYS 08 was building the capacity of the selected Youth in SRHR, policy analysis and advocacy to take up the advocacy efforts and to continue pursuing the cause to bring about change.

The capacity of 8 young boys and girls was enhanced during the National Youth Task Force (NYTF) last capacity building session held in WPF

NYTF was the first time I got to meet other youth from all over Pakistan at one platform; where they can share ideas, problems and issues collectively. The best thing about these sessions was the opportunity to meet policy makers and ministers as a single body, and knowing that we can share our problems with them. I am thankful to WPF for providing me with this great opportunity. The capacity building exercises have been very meaningful and useful for us, even in our daily lives. I can now help/assist any youth from my district or surrounding areas. We have all resolved to change today to make way for a better tomorrow.

A male NYTF member, Battagram, KPK

office in October 2010. The session focused on the theme of "leading SRHR through advocacy". WPF had conducted two former trainings with the NYTF group in the year 2008 and 2009 on different thematic areas of policy advocacy and concluded the capacity-building project in the year 2010. NYTF was comprised of 20 young members who also performed as a volunteer force for WPF with regard to its different advocacy initiatives. WPF aspires to majority of provide opportunities to the NYTF members in its upcoming projects and advocacy initiatives, and to use virtual conferencing mode to carry out online meetings as an opportunity to share knowledge and suggestion on each other's advocacy initiatives.

Participants while sharing their views appreciated the contribution of WPF investing in capacity building initiatives of young people and its stance on advocating for SRHR to provide enabling environment for young people sexual reproductive

health and rights in Pakistan.



PLANNING, MONITORING AND EVALUATION

World Population Foundation needs evidence of its Programme's efficiency and effectiveness and a proactive body to identify and strategize the implementation process. It also needs to shared experiences and good practices to other rights based organizations as a contribution to foster SRHR situation in Pakistan. Keeping in view the importance of continuously looking at the outputs, achievements and documenting project's results, WPF, Pakistan office took an initiative of formulizing a comprehensive monitoring and evaluation plan and designated a full time department for the purpose of monitoring and evaluating the project's / programme's progress over a certain period of time as well as meeting the overall objective of the organization.

CONTRIBUTION TO THE OVERALL OBJECTIVE

The objectives of M & E system for WPF are to:

- Improve management of programmes, projects and supporting activities and to ensure optimum use of funds and other resources;
- Learn from experience so as to improve the relevance, methods and outcomes of programmes;
- Strengthen the capacity of the participants and partners of the programme
- Meet the requirements of donors to see whether their resources are being used effectively, efficiently and for agreed upon objectives; and
- Provide information to enhance advocacy for policies, programmes and resources.

ACTIVITIES AND OUTCOMES

Preparation of biannual and annual report

Timely reporting is one of the foremost responsibilities of PM&E department. During 2010, as part of its regular responsibilities, the unit

prepared WPF Pakistan's biannual and annual report for the year 2010 ([view](#)). The reports were then shared with WPF staff, Headquarters and other relevant stakeholders.

Review of Project LFAs and their synchronisation with WPF's Work breakdown structure

All project's Logical Frameworks (LFAs) were reviewed and the existing progress of the projects was linked with the commitments made with the donors to know the pace of implementation. This helped the department to know whether the project activities are moving in accordance with the donor commitments.

Work Breakdown Structure (WBS) was reviewed and synchronized with the LFAs of all ongoing projects as well as mentioning the unplanned activities through quarterly review meetings with individual departments. The revised document is serving as a base for the organization's activities under each project and helping the department to report to WPF Headquarters and other donor agencies as their standard reporting policies.

Field Monitoring and Evaluation Visits

During 2010, the PM&E department carried out field monitoring of different initiatives of WPF Pakistan all over the country. In this regard, monitoring visits were carried out to targeted districts in all four provinces. The trainings for teachers under the Empowering Girls Transforming Communities and Rights Driven Institutionalization of SRH were monitored besides, developing monitoring and evaluation tools for Training of Master Trainers (ToMTs). The observations and other areas of improvement identified were shared with relevant departments/programme to redress these gaps. In addition, the relevant programme coordination teams also conducted visits to the areas and the reports were shared with the PM&E department accordingly. PM&E will increased its field operations in forthcoming period to mainstream the implementation process in a timely manner.

Evaluation of LSBE Programme (2006-10)

M&E unit conducted a successful evaluation of the five years of the LSBE programme under MFS-I. The main objectives of the evaluation were to assess the relevance, effectiveness, efficiency, sustainability, and impact of the programme over the last five years, using qualitative and quantitative methods i.e.

- Group discussions with Partners' LSBE teams and WPF SRHRE programme
- FGDs with LSBE students and teachers
- IDIs with district education department officials and schools administration
- Quantitative analysis of pre- and post tests

The PM&E department internally carried out the evaluation study with a close collaboration and support of CR & SRHRE departments. The evaluation shows an encouraging picture and will help in planning MFS II funding for 2011.

As part of the LSBE evaluation study, a video documentary was also developed based on the reflections of beneficiaries and target groups of the LSBE programme. The video documentary and LSBE evaluation study will serve as reference document for advocating mainstreaming of LSBE education as mentioned in GoP education and youth policies 2009.

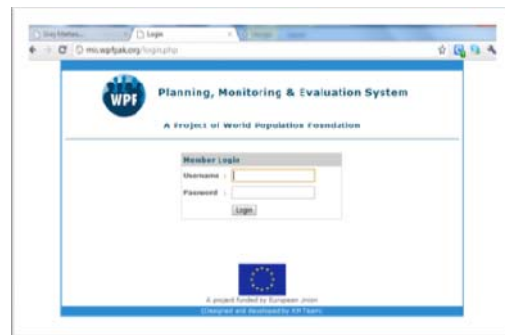
Development of M&E Tools & Formats

During the year 2010, M&E tools and formats for WPF Projects were developed by the PME department including monitoring checklists for Training of Master Trainers and Training of Teachers; a checklist for assessing NYTF participants; and a pre/post test questionnaire for 'Empowering Girls-Transforming Communities' initiatives. In this regard, detailed consultations with the project teams took place and formats were developed with their feedback incorporating. These formats were revised afterwards, based on the practical implication of tools and also their conversion for using the forms online.

Web based M&E System

One of the major achievements at PME unit's part is the development and institutionalization of the web based PME Framework. During 2010, the PME team trained implementing partners in using the web-

based system. Recently, the web-based PME system was upgraded to new technology and with new features to make it user friendly by hiring the services of an external consultant. The current Web-based system of WPF, Pakistan involves all Partners and stakeholders for entering and processing data which can be viewed by WPF and Implementing Partners at the same time and produce timely accurate results. Moreover, a comprehensive training on the upgraded system has also been planned for implementing partners in early January 2010. Refresher training will be conducted in first quarter of 2011.



Annual Review and Planning Meeting

The PME unit conducted a daylong Annual Planning Meeting and Retreat on December 31st, 2010 with the aim of reflecting back on the year 2010 and see where the organisation stands in terms of its strategic planning, programmes and staffing vis-a-vis Country Strategy (2009–2012) and measure the achievements, challenges, and recommend changes for improvements and its effective implementation in the years to come. The annual review and planning meeting remained very successful as it provided an opportunity to WPF team to discuss the challenges, opportunities and plan accordingly.

Weekly and Monthly Team Meetings

The PME department use different strategies to assess the progress and give feedback on implementation and progress through a continuous

mechanism. During the reporting period, regular weekly meeting were facilitated and a new format for progress presentation was developed. Weekly meeting guidelines were also developed and shared with the programme teams for their input. The meetings remained a good forum for sharing and learning.

Monthly Management Meetings were also regularly conducted, which involves strategic decisions. The meeting's minutes were developed and shared with the WPF team, which developed an ownership of the decision making process among the team.

PROJECT CONTEXT

Using Web technology can be a challenge for partner organisation due to lack of knowledge in IT, power break down or Internet quality.

LESSONS LEARNED

Monitoring and Evaluation is considered an integral part of the project to know the projects outcomes and share their achievements with the donors and other relevant agencies. The Foundation needs to further strengthen this component to get the maximum output from the project activities and meet the commitment with the donor agencies.

WPF teams need to enhance their field monitoring to further enhance project efficiency viz-a-viz regular feedback and follow-ups of the web based system.

WBS needs to be simplified & user friendly by making programme/project work plan [M&E framework]

RESOURCE MOBILISATION

WPF believes that achievement of its set objectives as per Country Strategy Paper (2007-2012) greatly depends upon the ability to mobilize and commit resources to its implementation. Therefore, continuous efforts are made for actively generating sufficient resources from donors and strategic partners into development coalitions around SRHR, in order to ensure greater political and financial commitment to Sexual and Reproductive Health and Rights of young people in Pakistan. During the

last MT meeting of 2010, WPF decided to work on formalizing its resource mobilization strategy by making a structural unit within the organization that focuses on the opportunities, proposal development, and fund raising for adding up to the resources.

ACTIVITIES AND OUTCOMES

Organizational Effectiveness Grant:

A Packard Foundation grant on organizational effectiveness was secured for support in development of a 5-year strategic and operational plan. This project will be finished in 15 months starting from December 2010, and aims at developing an understanding of strategic and operational planning among RutgersWPF Team and involving them in improving the organizational structure to design a system of integrated strategic and operational planning. These trainings will support the development of a strategic and operational plan whereby refining leadership skills in RutgersWPF staff.

A consultant - RIZ Consulting - was selected to help with the annual Strategic and Operational Plan for RWPF and build capacity of staff to continue this process for upcoming years. This support is intended to build coherence between the work of different programmes staff, effectiveness of RWPF, and prevent duplication of efforts thereby improving time and resource management. To chalk out and assess the basic structure, attitude and perceptions about the organization a combination of in-depth interviews and focus group discussions were held with RWPF senior and middle management staff on the basis of the S&OP assessment tool. Respondents were assured of confidentiality, introduced to the structure of the interview and/or focus group discussion, allowing for an opportunity to express their views openly. Similarly, external stakeholders, partners, and donor organizations were invited to two stakeholder workshops held to provide an overview on RWPF's programmes and SP process and generating strategic recommendations to inform WPF's SP process.

Global Fund to Fight AIDS, Tuberculosis and Malaria

With a focus on expansion and more integrated efforts towards promoting SRHR in Pakistan, WPF, P is a sub-recipient of a medium term grant from GFATM under Round 9 with a focus on promoting sexuality education for prevention of HIV/AIDS.

United For Body Rights (UFBR):

WPF Pakistan as part of the SRHR Alliance received a 5-year grant to promote SRH and rights in Pakistan through second round of MFS Netherlands. The SRHR Alliance constitute of WPF, Rutgers Nisso Groep, AMREF Flying Doctors Netherlands, CHOICE, Simavi and Dance4Life International. Overall, the funds are meant for a joint programme for poverty alleviation that gives access to equal sexual rights to people worldwide where the Alliance and their partner organizations combine their expertise and work to improve the sexual and reproductive health (care), sexuality education, the fight against violence against women, and everyone's freedom to express their sexual identity. Throughout the year, WPF staff participated in developing the draft proposal and strategies for the implementation of UBFR which will be from 2011-2015.

LESSONS LEARNED

WPF held a number of consultations and meetings with various donor organizations to develop a LSBE programme for faith-based schools (Madaris). However, the country scenario makes the funding agencies reluctant regarding initiation of any SRHR campaign or activity with such target audience.

The allocation of time and concentration on resource mobilization efforts is a major challenge faced by the team during the reporting period. WPF is devising a strategy to introduce a formal structural unit within the organization during 2011 that would look after resource mobilization and partnership management.

Partners' involvement in project design and proposal development should be ensured to avoid issues during the implementation phase.

KNOWLEDGE MANAGEMENT

The role of WPF's Knowledge Management department is to reach out to the youth of Pakistan through various media while using information technology to disseminate right information to the right people at the right time, which ultimately helps in updating all about the ongoing activities and in improving the performance of WPF and its partner's staff. Earlier this year, as a result of some structural revisions, research and communication was included in the scope of this unit. Knowledge Management unit regularly updates WPF's website and portal to showcase the progress of the ongoing projects.

PROJECT CONTEXT

Some of the challenges faced during the reporting period included:

- Unplanned activities sometime not only disturb the pace of planned activities but also affect the quality of production and services.
- Activities for which technical support is needed are sometimes not well conceived on paper, which increases the work load unnecessarily.

IMPLEMENTATION OF ACTIVITIES

Publications/IEC

In addition to final editing and designing of all WPF publications and reports, KM has been actively involved in designing and development of IEC material. During 2010, the team produced four brochures, five posters, and six standees for displaying key messages of WPF projects. As part of regular tasks, banners and certificates were designed and printed for all events, trainings, and activities. A total of 12 e-newsletters of WPF, P were produced and disseminated along with regular sharing of WPF, HQs e-newsletters, while t update all stakeholders on Hamara Kal, a project specific e-newsletter – "Rights in Focus" - is also produced and disseminated separately. 10 solidarity messages developed and disseminated on international days and events. (All publications and

WPF Website	www.wfpak.org
LSBE/Youth Portal	http://lsbeportal.wfpak.org
Grey Matters/Youth Blog	http://the-greymatters.blogspot.com
PGRN	http://pgrn.wfpak.org
Rang-e-Kainat (Safe Motherhood)	http://rang-e-kainat.wfpak.org
WSHD (World Sexual Health Day)	http://wshd.wfpak.org

IEC materials are available on the WPF website at this link: [WPF Publications](#))

For an improved planning during 2011, first draft of revised Communications Strategy was shared with Management Team.

Website Update

Knowledge Management has kept the track record of WPF's new programmatic activities and reports and regularly updated them on the organizational website. This year, to contribute to the wider dissemination of SRHR related issues and also to ensure WPF, P's presence in the media, a portal on Rang-i-Kainat (Safe Motherhood Campaign) and a blog – Grey Matters - to discuss SRHR were launched, while the LSBE portal was redesigned for increasing the audience. As part of the regular update of the website, Project and/or event specific pages were developed for IYD, WSHD, One Day One Struggle (ODOS).



In order to create a transparent and competencies oriented hiring process, a Job Portal is being prepared for which the 1st phase was launched this year



Media Coverage/Visibility

Throughout the year, the knowledge management team ensured news coverage of WPF P's programmes, events, and activities. 60 such items were published in the local and national newspapers/magazines during 2010, while 5 press releases covering some public events/forums organized by WPF, P. Additionally, as part of information and awareness raising, eight educational articles were also printed in newspaper and blogging websites. Representatives and experts also appeared in 11 different talk shows on both Television and Radio (list of all media releases is available at the WPF website: [view](#)).

Resource Centre

The unit also maintains the record of publications on relevant issues provided by other organizations. During the 2010, the resource database was updated and shared with all staff. Altogether, the resource center has 2100 publications and 97 audio and video files categorized under various headings like SRHR, HIV/AIDS, and Gender etc.

Web-based PME System

WPF has pioneered a web-based monitoring mechanism using Internet as a major tool for information gathering and analyzing. KM played a major role in this system, and developed the MIS forms to be added in the system. With the support from KM, the PME team provided a comprehensive M&E training to the implementing partners in January 2010. After piloting the new system for a few months, the system is being revised to cater to

all WPF, P's partners and programmes. The upgraded system will be launched in February 2011.

MONITORING AND EVALUATION

Monitoring and evaluation figured as an on-going process in the activities for Knowledge Management Programme. Targets set in the work break down structure were followed in addition to regular coordination with Planning, Monitoring and Evaluation Programme to ensure that no work targets were missed out.

LESSONS LEARNED

1. The flow of unplanned activities in the middle of the week needs to be streamlined so that activities in the original work plan do not suffer.
2. Activities for which technical support is needed should be conceived well on the paper before work is commenced for them as constant changes in design cause unnecessary increase in work at the back end.
3. Web marketing will require time and concerted presence of WPF on other blogs/web forums/social networking sites to build credibility.
4. Communications budget needs to be envisioned while preparing proposals, especially in terms of media engagement and web marketing.
5. The flow of information to the communication team should be fluid and constant so as to ensure efficient & timely work.

OPERATIONS UNIT

HR AND ADMINISTRATION

The aim of a human resources and administration department is to establish, develop, maintain, and communicate office policies throughout the year and to represent, help, advise, and consult with the employees, while simultaneously keeping the overall best interests of the company in mind. It also plays

an important role in maintaining the office and providing support to the Programmes in meeting their goals, office management in an efficient manner. The department is striving hard to maintain the workforce in an efficient way and manage the office in a more systematic way.

CONTRIBUTION TO OVERALL OBJECTIVE

- Recruitments to fill all the required positions with skilled workforce and relation of staff as per the organization's needs.
- Revision of HR and administration Policies
- Efficient Office Management and ensuring coordination among the staff and Programme
- Administrative support
- Travel Coordination and Management

PROJECT CONTEXT

The HR unit, as always, stayed busy in management of events, coordinating staff domestic and international travels, and hiring of competent staff against the vacant positions. In 2010, HR department initiated and completed the process for the recruitment of three major positions i.e. Programme Officer (Communication & Research); Manager (Planning Monitoring & Evaluation), Programme Associate (Hamara Kal).

Among other things, office relocation and revision of HR Policy Manual were two highlights of the year. Moreover, MoU signing with the existing partners, infrastructure for new project staff, capacity building trainings for partners and WPF staff travel to their partner organizations kept the unit busy.

IMPLEMENTATION OF ACTIVITIES

The targets which the HR and Administration department achieved during the first six months are as follow:

Human Resources

- Revisions of Human Resources policies and procedures, including salary reviews, employee's policy manual, and health insurance administration and separation management.

- With changing of the organizational structure, a number of new recruitments were made to cater to the programmatic approach. The department interviewed seventy seven (77) candidates for the following 10 positions:
 - Programme Manager – Institutional Straightening
 - Manager- Planning Monitoring & Evaluation
 - Programme Officer – Institutional Strengthening
 - Project Coordinator – Educating Girls Empowering Communities.
 - Programme Officer – Communications & Research
 - Assistant Programme Officer – Policy Advocacy
 - Programme Associate
 - Front Desk Assistant
 - Finance officer,
 - Driver
- Linked with the new hiring, after the successful completion of each employee's probation period, nine probation assessments also took place followed by confirmation letters to the new comer and contracts were signing with them. Once the new employees were confirmed, they were registered with the organization's health and life insurance plan.
- As part of the regular monthly activities, staff files were updated to retain the information quickly when required.
- One of the other important tasks of the HR department is to work on enhancing the employee's skills and knowledge in their relevant fields and also give them exposure to learn from other practices to motivate. The department worked on providing the staff opportunities to present WPF and its work on the national and international platforms. In this regard, following staff members were sent for the trainings:

International Conferences

- Ms. Areebah Shahid - Women Deliver Conference-USA
- Mr Kashif Muneer & Ms Kanwal Qayyum - Worlds Starts With me- Netherlands
- Mr Qadeer Baig, Ms Kanwal Qayyum, Ms Nazoora Ali, Mr Kashif Muneer -

Conference Sexuality Under 18- Netherland

- Mr Qadeer Baig & Ms Kanwal Qayyum- PSO Project Partners Meeting- Netherlands
- Mr Qadeer Baig- EU Structured Dialogue Meeting- India
- Ms Nazoora Ali- Men alliance South Asia- Bangladesh

International Trainings

- Ms. Nazoora Ali: South Asia Movement Building and Human Rights Institute - Nepal
- Ms. Aasia Niazi, and Mr. Naeem Gul: Sexuality, Society & Culture organised by TARSHI – Malaysia
- Ms Nazoora Ali: CSBR-Sexuality Institute – Indonesia
- Ms Sabeena Gul- Creating Resources for Empowerment in Action (CREA) - Nepal
- Ms Sabena Gul & Ms Kanwal Qayyum- GBV exposure visit- Indonesia
- Ms. Cyma Ashraf – Training on Intervention Mapping organized by WPF HQs and Maastricht University – Netherland

Local Trainings

- Mr. Kashif Muneer: Leadership Training organized by LUMS
- Ms. Sidra Ashraf, and Mr. Aamer Khan: Smart Chart Training organized by ROZAN
- Mr. Kashif Muneer, and Ms. Aasia Niazi: Google Marketing Training organized by Bahria University
- Ms Areebah Shahid: Communication training organized by CWS
- Ms Ayesha Imtiaz: Hiring Smart Behavioural Performance- Based Techniques- Islamabad

Administration

- The department prepared a comprehensive budget for the year based on the actual figures and assumptions of the last year's total expenditures.
- Apart from the routine activities of the office management and support to the staff; the office was involved in the office restructuring. After moving into the new office building, office renovation was carried out, and new equipment and furniture were purchased.

- In addition to the national level events including research launch, learning forums, and safe motherhood campaign launch, the department also supported other programmatic events like seminars, trainings, and celebrations etc.
- The department also provided maximum facilitation to staff during field activities and travel. In this regard, new options for staff accommodations during travel were explored and different hotels and guest houses were contacted to ensure safe and comfortable travel. During 2010, administration unit took care of the necessary travel arrangements for 19 international visits, and 159 domestic trips.
- The unit also carried out the regular official assets and vehicle management and retention, official procurements, and printing of publications.

MONITORING AND EVALUATION

Weekly and biannual meetings are the other forms of the Monitoring of HR and Admin department where the department presents the review of the previous six months and the achievements made during this time period.

Furthermore, activities set by the programmes are quarterly reviewed by PME unit by using Work breakdown structure (WBS). All the activities are placed in line with the budget and close check on the expenses are made. The Administration unit is bound to make payments to the vendors within 72 hours. Therefore, it becomes mandatory for the unit to transfer payments to the Finance Unit.

LESSONS LEARNED

1. Huge recruitment took place in response to the new programmatic approach adopted in 2009. Although the department tried to take extra measures to choose the best employees, there is a need to further improve the hiring process.
2. SOPs and guidelines need to be prepared to make staff understand the procedures followed for day to day operations.
3. Increased programme travel also brought pressure on administration work because department received travel request from the staff with very limited time period which lead

increased airfares and limited availability of seats.

FINANCIAL MANAGEMENT

Effective role of financial management is inevitable for the smooth operation of any organization. With finance unit manages the incomes and expenses and ensures adherence of relevant financial policies let the unit perform in an efficient and effective manner. Timely submission of financial reports to the respective managers and feedback to implementing partners, timely processing of payments and smooth running of the financial matters can be considered as major outputs of the unit. Moreover, building staff and implementing partner's capacity was also another milestone that the unit continued to achieve during the reporting period.

PROJECT CONTEXT

Generally, the departure of finance officer during the 2nd quarter of the year and recruitment of new personnel was a major challenge for the finance section. Specific operational challenges faced during the year were;

- Monthly reconciled balances of all projects and follow-ups with IP's for their financial reports to ensure that they observe the time limits for financial reporting
- Quarterly closing of all project accounts and getting them signed by their respective programme managers.
- Timely deposit and e-filing of the withholding tax, and recognition of income and expenses for more transparency.

However, these challenges had a positive effect on the performance as resolving these issues prompted detailed analysis of each aspect and developing a stronger grip on the system, resulting in new initiatives for strengthening of internal control systems.

IMPLEMENTATION OF ACTIVITIES

Finance department has accomplished all tasks including maintenance of systems and controls to ensure the efficiency, integrity and transparency of

the WPF Pakistan office operations in accordance with guidelines provided by WPF Head Quarters and internationally accepted accounting standards. Monthly variance reporting for every project shared with project managers and also its analytical review. After the decision taken during the MT meeting, programme managers were added as new signatories in WPF's bank accounts to hold them responsible for their project finances. Furthermore, capacity building of implementing partners was also done during this quarter for making them understand WPF's standard reporting procedures and introduced them to the reporting templates.

Preparation for the External audit 2010 was completed in December 2010, with all closing procedures and finalization of expenses. All sort of information, reports, documents and ledgers were ready for the audit of all projects and consolidated report of WPF.

In addition to the above mentioned activities, the unit kept on performing its regular financial tasks that include, day to day book keeping, tax processing, vouching, filing, ledgers update, payroll and processing of data in the software.

MONITORING AND EVALUATION

Monitoring and evaluation of the finance unit was ensured through;

- Cross verification of accounting system by making variance analysis statements. Reconciliation is made on monthly basis to get a complete check on payments and receipts.
- Financial review of every project is shared with MT on monthly basis, and database is send to the HO on quarterly basis.
- Quarterly review meetings with PME department to assess progress against the expected outputs for the year.

LESSONS LEARNED

- For effective financial management, regular analysis of variance of the budget and actual expenditure is prerequisite including timely processing of tax statement is mandatory for organizational financial efficiency.
- Regular monthly reporting to project managers for their review and bank reconciliation has been found helpful in removing day to day discrepancies.

Annex 1: List of IEC material

Type of IEC	Title	Language
Booklet	Student Workbook	Urdu
Fact Sheet	"Rang-e-Kainat"	English/Urdu
Pamphlet	"Hamara Kal" - An Innovative Youth Development Program	English
	WPF - About Us	English
	Safe Motherhood	English
	Sexual and Reproductive Health and Economic Status of Adolescent Girls in Sanghar (Sindh) and Gujranwala (Punjab)	Urdu
Petition Card	"Rang-e-Kainat"	English
Poster	World Sexual Health Day (1)	English
	World Sexual Health Day (2)	English
	World Sexual Health Day (3)	English
	World Sexual Health Day (4)	English
	AIDS Conference	English
	"Rang-e-Kainat"	Urdu
RESEARCH REPORTS	A Research Study on "Status of Sexual and Reproductive Health and Rights of Young People in Pakistan"	English
	Research report on 'Status of SRHR Rights of Young People in Pakistan' (District Report Matiari)	English
	Research report on 'Status of SRHR Rights of Young People in Pakistan' (District Report Karachi)	English
	Research report on 'Status of SRHR Rights of Young People in Pakistan' (District Report Multan)	English
	'Voices from the Holy Corners' Result Assessment Report on Madaris	English
	Evaluation Report on World Sexual Health Day	English
	Baseline Action Research	English
Resolution Card	"Rang-e-Kainat"	English
SOLIDARITY MESSAGES	Christmas & New Year Greetings Dec 2010	English
	World AIDS Day 01 Dec 2010	English
	International Day of Elimination of Violence against Women 25 Nov 2010	English
	Eid-ul-Azha 17 Nov 2010	English
	International Youth Day 12 Aug 2010	English
	Plane Crash Islamabad 28 Jul 2010	English
	World Population Day 11 Jul 2010	English
	Fathers Day 20 Jun 2010	English
	Pakistan Day 23 Mar 2010	English
	International Women's Day 08 Mar 2010	English
New Year Greetings	English	

Streamers	"Rang-e-Kainat"	English
Video	The Right to Participate	English
	Career Planning	English
	Right to Education	English
	Early Marriage	English
	Mime Performance: International Youth Day	English
	Mothersnight 2010	Urdu
Video Documentary	Changing the Lens	English
	The First Cut	English

Annex 2: HRD 2010

S #	Type of Training	Subject	No of Participants	Participants	Training dates	Venue
1	Conference	Women Deliver Conference	1	Areebah Shahid	7-9 June, 2010	Washington
2	Conference	Conference	4	Qadeer Baig, Nazoora Ali, Kashif Muneer, Kanwal Qayyum	11-12 October, 2010	Netherland
3	Exposure Visit	Exposure Visit- GBV	2	Kanwal Qayyum, Sabeena Gul	8-12 November, 2010	Indonesia
4	Meeting	WPF Directors meeting	1	Qadeer Baig	26 April-1 May,2010	Netherlands
5	Forum	CR Meetings	1	Qadeer Baig	4-8 October, 2010	Netherlands
6	Workshop	PSO Project Partners Meeting	2	Qadeer Baig, Kanwal Qayyum	7-8 October, 2010	Netherlands
7	Dialogue	EU Structured Dialogue Meeting	1	Qadeer Baig	9-11 November, 2010	India
8	Training	South Asia Movement Building and Human Rights Institute	1	Nazoora Ali	8-13 February,2010	Nepal
9	Training	Reproductive Health for Youth	1	Areebah Shahid	11-12 February,2010	Karachi
10	Training	Leadership Development Training for Executives	1	Kashif Muneer	24-28 May,2010	LUMS, Lahore
11	Training	Smart Chart Tool Training	2	Aamer Khan, Sidra Ashraf	3-4 June, 2010	National Health Academy, Islamabad
12	Training	Regional Institutue on Sexuality, Society & Culture	2	Aasia Niazi, Naeem Gull	14-18 June,2010	Malaysia
13	Training	Intervention Mapping	1	Cyma Ashraf	28 June-2 July, 2010	Netherland
14	Training	Hiring Smart Behavioural Performance- Based Techniques	1	Ayesha Imtiaz	5-6 August, 2010	HRDN, Islamabad
15	Training	CSBR-Sexuality Institute	1	Nazoora Ali	19-24 September,2010	Indonesia
16	Evaluation workshop	World Starts with Me	2	Kashif Muneer, Kanwal Qayyum	4-8 October, 2010	Netherlands
17	Training	CREA	1	Sabeena Gul	1-5 November, 2010	Nepal
18	Workshop	Men Alliance South Asia	1	Nazoora Ali	13-15 December, 2010	Bangladesh
19	Workshop	Online Google Marketing	2	Kashif Muneer, Aasia Niazi	12 March,2010	Bahria University Islamabad