



Pakistan NUTRITION SECTOR BULLETIN

September 2020



Nutrition Wing
Ministry of National Health Services,
Regulations and Coordination
Government of Pakistan

PAKISTAN
NUTRITION CLUSTER



District Peshawar



BHU Morooj, Chitral



EPI Center Yaqatoot

GLOBAL BREASTFEEDING WEEK WAS COMMEMORATED ACROSS PAKISTAN IN CHANGING ENVIRONMENT - COVID PANDEMIC

Promotional activities to protect, support and promote adequate breast-feeding in the context of COVID-19 were carried out through mass and social media.

All layers of communication under RCCE (risk communication and community engagement) were employed; which includes community engagement through LHWs by providing IYCF counselling, mass media (radio messages), city branding in the form of billboards, streamers and banners and social media. Details on page 4 & 5.

National and Provincial Nutrition Working groups led by the government and co-chaired by UNICEF has been active with regular weekly and bi-weekly coordination meetings. The focus remained on the nutrition response to COVID-19 pandemic and the Global breast feeding week

Altogether 34.1 million were reached through UNICEF social media , while 83 millions were reached through Radio via 41 channels across the country

Nutrition Sector Working Group

UNICEF and MoHSR&C are Co-leads

WFP, WHO , UNOCHA and UNFPA are UN partners while local and International NGOs are also technical and implementing Partners

Contact

Dr. Khawaja Masuood Ahmed
National Coordinator Nutrition & NFA, Pakistan,
Nutrition Wing, Govt of Pakistan
+92 3009634112 - nfapakistan@gmail.com

Dr Syed Saeed Qadir
Nutrition Specialist (OIC NNWG) UNICEF
+92 3009591579 - sqadir@unicef.org

CONTENTS

Pakistan Nutrition Sector bulletin
issue one

02 COVID RESPONSE

Response to COVID-19 Pandemic

04 BREAST-FEEDING WEEK

Global Breastfeeding week in
Changing environment - COVID
Pandemic

06 RCCE

Risk Communication and Commu-
nity Engagement on Nutrition

07 COORDINATION

Coordination for response to COVID
Pandemic



SAM Child being screened at Nutrition Center in
District Peshawar, KPK

COVID RESPONSE OVERVIEW

Recognition of emergency and activation of coordination response mechanism commenced in late March. Letter for Continuation of Nutrition Services with simplified guidelines for health workers on IYCF, MAM/SAM and SC in COVID-19 were developed and circulated to provincial governments and all partners immediately. HSP was developed and endorsed with a value of 25 million US\$. GHRP Nutrition section was also developed and submitted (Value US\$ 11.5 million). Communication materials including Leaflets, radio spots and short video were developed and endorsed swiftly and shared with Provincial Governments and Partners. Later these were translated in Urdu and regional languages to be utilized in the field. Special attention was given to breast milk substitutes and NDMA and PDMA were taken onboard. 5w Data entry tool was developed and discussed before endorsement. This tool is being used for analysis of the response in all provinces. FAQs on Food, Nutrition and Breast feeding were also developed for call centres and circulated with partners and provinces

COVID Response plan included:

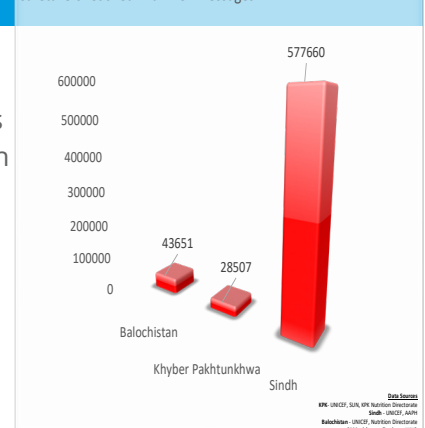
- Safety for health providers, clients & caregivers at facility and community
- Treatment of acutely malnourished children and PLW at health facilities/ mobile nutrition services
- Micronutrients supplementation for children and pregnant & lactating women
- Counselling on Infant Young Child Feeding
- Social mobilization and community engagement

COUNSELLING ON INFANT AND YOUNG CHILD FEEDING

Counselling session of mothers and caregivers were regularly held with all safe practices at nutrition sites and in community.

During the period of April till June 2020 a total of 649818 caregivers were counselled on different topics related to IYCF based on the Simplified Guidelines for the delivery of IYCF in the context of COVID 19- Pakistan, developed by the National Nutrition Working Group.

Caretakers reached with IYCF messages



These guidelines were disseminated throughout the country and workers were trained on these guidelines.

TREATMENT OF ACUTE MALNUTRITION CONTINUED AMID SMART LOCKDOWN

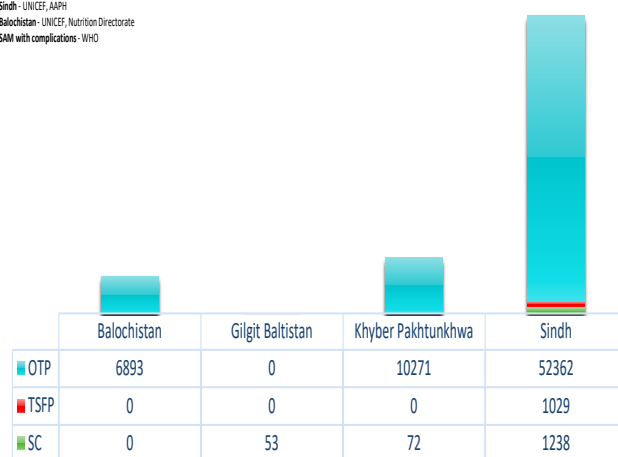
Smart lockdown and access to the nutrition sites for nutrition workers and the community had been the biggest limitation to reach our targets during the last four months. In spite of all limitations, most nutrition sites remained open even with reduced staff or mobile clinics were setup at different areas where needed to continue the treatment.

Approximately 69526 children under five were admitted in out-patient therapeutic programme in different provinces during the period of April till June 2020. While another 1363 children under five with severe acute malnutrition and complications were admitted in stabilization Centers

Total Admissions

SC TSFP OTP

Data Sources
KPK- UNICEF, SUN, KPK Nutrition Directorate
Sindh- UNICEF, AAPH
Balochistan- UNICEF, Nutrition Directorate
SAM with complications- WHO

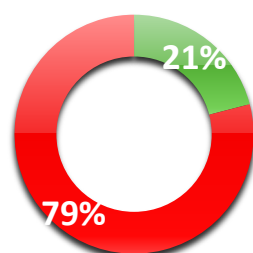


ACHIEVEMENTS VERSES TARGETS

SCREENING OF CHILDREN UNDER 5

Screening

Screened
Target

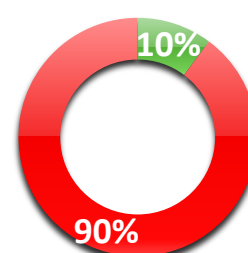


Data Sources
KPK- UNICEF, SUN, KPK Nutrition Directorate
Sindh- UNICEF, AAPH
Balochistan- UNICEF, Nutrition Directorate
SAM with complications- WHO

TREATMENT OF SAM CHILDREN UNDER 5

SAM

Admissions
Target

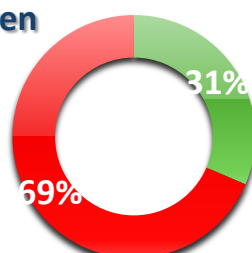


Data Sources
KPK- UNICEF, SUN, KPK Nutrition Directorate
Sindh- UNICEF, AAPH
Balochistan- UNICEF, Nutrition Directorate
SAM with complications- WHO

MULTI MICRONUTRIENTS FOR CHILDREN UNDER 5

MMN Children

Achieved
Target

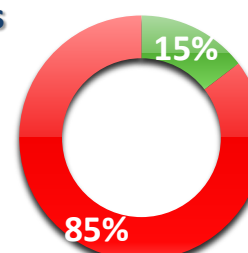


Data Sources
KPK- UNICEF, SUN, KPK Nutrition Directorate
Sindh- UNICEF, AAPH
Balochistan- UNICEF, Nutrition Directorate
SAM with complications- WHO

MULTI MICRONUTRIENTS FOR PLWS

MMN PLWs

Achieved
Target



Data Sources
KPK- UNICEF, SUN, KPK Nutrition Directorate
Sindh- UNICEF, AAPH
Balochistan- UNICEF, Nutrition Directorate
SAM with complications- WHO

Data Sources

KPK- UNICEF, WHO, SUN, KPK Nutrition Directorate, Sindh - UNICEF, WHO, AAPH, Balochistan - UNICEF, WHO, Nutrition Directorate

Global breastfeeding month was celebrated throughout the month in all provinces of Pakistan. IEC material such as banners and RCCE flyers on optimal infant and young child feeding were printed and provided to partners in the field. Highlights are presented below

SINDH

Radio messages on breastfeeding were aired on FM radio all over Sindh from 7 August to 16 August, reaching to approximate 10.07 million population.

Awareness campaign on breastfeeding in COVID context was carried out through Cable TV network for 10 days. Messages were being aired all over Sindh on Breastfeeding and IYCF practices in context to COVID-19.

City branding on GBW in COVID context carried out; billboards in Karachi, Sukkar, Larkana were displayed, banners installed on all key locations including DC, DHO offices, hospitals and main public places.



GLOBAL BREAST FEEDING WEEK - DISTRICT SUKKUR, PROVINCE SINDH

PUNJAB

Social media campaign was conducted on IYCF in COVID context, to raise awareness among mothers about the importance of breastfeeding during COVID pandemic. Through this effort 13,500 were reached with the message.

Approximately 266,256 beneficiaries (mothers/caregivers) reached with nutrition messages on BF and IYCF by LHWs in community. While 43,983/- mothers/caregivers reached with nutrition messages on BF and IYCF by Health facility-based staff at 1710 nutrition facilities across Punjab. Another almost 25,000 people/caregivers in waiting areas of HF OPDs were reached through Health facilities-based LEDs, nutrition messages on BF and IYCF in COVID-19 context.



DISTRICT THARPARKAR, PROVINCE SINDH
COMMUNITY SESSION



DISTRICT TEAM OF IRMNCH,
DISTRICT LODHRAN, PROVINCE PUNJAB



KHYBER PAKHTUNKHWA

Breast feeding week was also celebrated in Khyber Pakhtoonkhwa with all possible and new innovative ways. Five hundred banners were provided to partners to be displayed on the health facilities, DHO Offices, MTI Hospitals and other significant location all over KP and NMDs.

75,000 flyers printed and provided to field staff and NMDs. 19,481 mothers were counseled on optimal infant and young child feeding in the context of COVID. Almost 14,303 HH were reached with nutrition RCCE messages through distribution of RCCE Flyers.

The WBW Social Media Package (developed by UNICEF) reached over 300,000 individuals via FB pages, Whatsapp groups, local news/media pages /web portals and the MTI hospital social media cells in the month of August.

13.404 million reached with nutrition RCCE and IYCF messages in COVID context messages through 25 Radio Channels across KP and NMDs.

In collaboration with PHA- KP (Public Health Association), one minutes video messages on the importance and promotion of breastfeeding has been recorded by women parliamentarians and these are being circulated widely to create awareness among the masses (a total of 4 videos, so a new video is shared every week). The reach of each video shared on weekly basis is an estimated 50 thousand.



BANNER LIKE THESE WERE DISPLAYED AT MOST DISTRICT AND TAHSIL HOSPITALS.

RISK COMMUNICATION AND COMMUNITY ENGAGEMENT

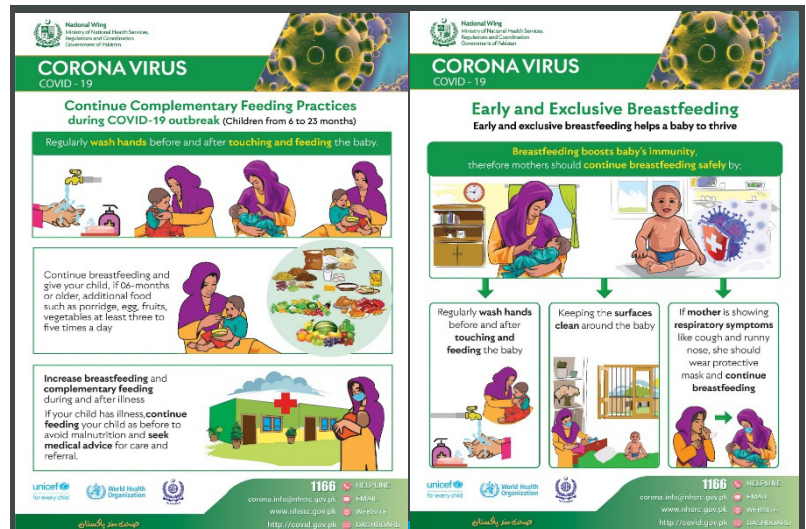
I YCF Counselling at Nutrition Sites: Counselling on IYCF in COVID context while maintaining social distancing and practicing IPC (Simplified guidelines developed and disseminated among service providers).

Use of Multiple Communication Channels:

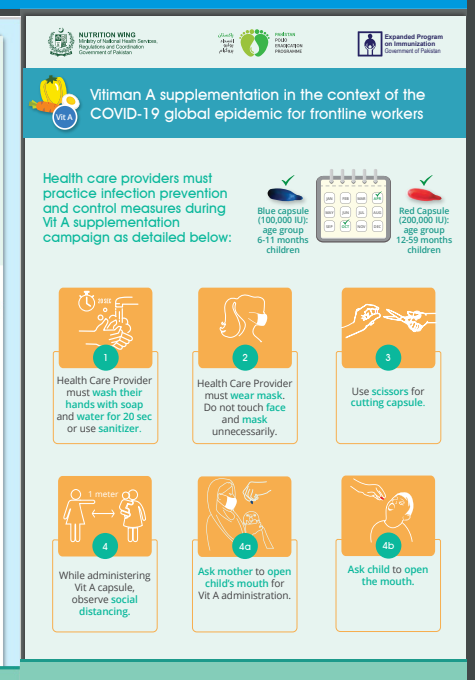
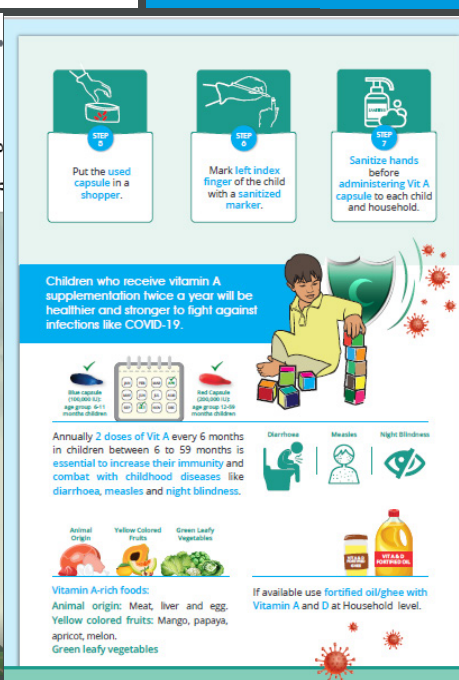
Social Media (Facebook, Twitter, Instagram)- Social media video. Mass media (Radio spots)- Radio Live programs. WhatsApp as a channel for messages on IYCF

T4D for C4D: IYCF messages in COVID context to LHWs network through cellular service. Digital platforms for online/virtual trainings on IYCF

Use of multisectoral platforms: SUN CSO networks, food/cash distribution points set up by Govt (e.g. PDMA/EHSAAS)



APPROX. **34.1**
MILLION VIEWERS REACHED
WITH **IYCF**
MESSAGES



COORDINATION FOR A EFFECTIVE RESPONSE TO THE PANDEMIC

The Nutrition sector coordination led by government and co-chaired by UNICEF continued to coordinate the nutrition response to COVID-19 pandemic at federal and provincial levels. Coordination Meetings were held on weekly basis at National and provincial level till June 2020. The frequency of meetings are now on biweekly basis.

Taking into consideration the fact that nutrition sector contribution to the COVID-19 pandemic is to support continuity of essential nutrition services to reduce excess morbidity and mortality related to the pandemic, the National Nutrition Working Group (NNWG) revised initial targets related of number of children enrolled and treated for Severe Acute Malnutrition (SAM) and number of mothers / caregivers counseled for adequate and safe Infant and Young Child Feeding (IYCF) Practices. New target for number of SAM cases is raised from 70,000 to 277,630 while number of mother / caregivers to be reached by counseling on adequate and safe IYCF is increased from 380,800 to 1,110,747.



GLIMPSE OF NUTRITION SECTOR WORKING GROUP MEETING IN ISLAMABAD

NNWG REVIEW OF COVID-19 RESPONSE

Review of the Nutrition Sector COVID-19 response, covering March to July 2020, was held on 14th July, and was participated by all provinces. It was recognized that the sector successfully ensured continuity of nutrition services despite constraints posed by the COVID-19 pandemic.

Partners developed and disseminated modified simplified guidelines on promotion of IYCF and wasting management, to ensure safety of service providers and of the child / caregivers. In addition, notifications on service continuity and on protection against violation of Breastmilk Substitute Code by milk industry were issued and disseminated.

Nutrition sector also pre-positioned essential life-saving nutrition supplies. Challenges related to funding, service coverage, information management and lack of PPEs for frontline workers were identified as major bottlenecks.

COORDINATION MEETINGS HELD - **15**
NATIONAL PARTNERS - **7**
PROVINCIAL PARTNERS - **21**



Pakistan

NUTRITION CLUSTER

Nutrition Sector Working Group

THE NATIONAL NUTRITION WORKING GROUP WAS ACTIVATED IN MARCH 2020 IN RESPONSE TO THE COVID-19 CRISES THROUGHOUT THE COUNTRY. LIKEWISE PROVINCIAL NUTRITION WORKING GROUPS WERE ALSO ACTIVATED AT THE SAME TIME, WITH MEETING FREQUENCY RANGING FROM BI-MONTHLY TO MONTHLY IN THE VARIOUS LOCATIONS. AT NATIONAL LEVEL, THE GROUP IS LEAD BY THE FEDERAL MINISTRY OF HEALTH, AND LEADERSHIP AT PROVINCIAL LEVEL IS PROVIDED BY THE PROVINCIAL HEALTH DEPARTMENT AGENCIES WITH THE UNITED NATIONS CHILDREN'S FUND ACTING AS CO-LEAD AT NATIONAL AND PROVINCIAL FORUMS.

THE NUTRITION OBJECTIVES OF THE NNWG PARTNERS ARE TO AS FOLLOWS

- * MAKE NUTRITION SITES SAFE FOR SERVICE PROVIDERS AND THEIR CLIENTS
- * CONTINUE TREATMENT OF MALNOURISHED CHILDREN AT HEALTH FACILITIES
- * MICRONUTRIENTS SUPPLEMENTATION FOR CHILDREN AND PREGNANT AND LACTATING WOMEN
- * COUNSELLING ON INFANT YOUNG CHILD FEEDING
- * SOCIAL MOBILIZATION AND COMMUNITY ENGAGEMENT

CONTACT US



sqadir@unicef.org,
nfapakistan@gmail.com

DISCLAIMER:

The data used in narrative form or graphs has been provided by the respective provincial Governments and the partners and reflect the situation in previous months. The depiction and use of boundaries, geographic names, and related data shown on maps and included in this report are not warranted to be error free nor do they imply judgment on the legal status of any territory, or any endorsement or acceptance of such boundaries by the United Nations.