



Sukh Initiative (2013 to 2019)

Sukh Initiative is a multi-donor funded family planning and reproductive health project of Aman Health Care Services, implemented through a consortium of local and international organizations in collaboration with provincial government departments. The project aims to increase modern contraceptive prevalence rate by 15 percentage points in the one million underserved peri-urban population of Karachi city, Sindh, Pakistan

Provincial Government Partners



Project Partners





AMAN HEALTH CARE SERVICES

Aman Health Care Services was established in 2011 with a vision to provide access to healthcare, primarily for the underserved people of Pakistan by offering high quality and affordable health services. The core components of its strategy bring healthcare to doorsteps of the most vulnerable, provide care during medical emergency, transport and the establishment of accessible healthcare facilities for mothers and children.

Aman Health has been successful in creating a holistic healthcare eco-system from the last-mile community health interventions to large-scale emergency medical services, by utilizing international medical standards to deliver best-in-class healthcare. The flagship service of Aman Health is the Aman Ambulance, which is the first state-of-the-art ambulatory vehicle network in Pakistan providing round-the-clock emergency care. Other initiatives include, Aman Community Health Program – comprising a mobile field force of female community health workers trained to initiate inquiries and follow-ups on health issues that are common in communities where quality healthcare is least accessible; Aman TeleHealth – a 24-hour call center which provides diagnostic services and health advice over the phone, along with mental health and family planning counseling; and Urban Health Institute – providing basic and advanced medical trainings to healthcare professionals, corporate sector, and general public.

Sukh Initiative is a project of Aman Health Care Services aimed at empowering families to access contraception by increasing their family planning knowledge, improving access to quality services and expanding the basket of choices.



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Sukh Initiative

At a Glance

Sukh Initiative empowers families to access contraception by increasing knowledge, improving quality of services and expanding the basket of choices

200
Community Health Workers Covering a population of **800,000** including **145,000** married women of reproductive age

200
Lady Health Workers Covering a population of **200,000** including **30,000** married women of reproductive age

Door to Door Community Services

- Household visits and group meeting
- Counseling
- Referrals/Follow up
- Short term contraception supplies
- Provision of injection
- Community mobilization

Life Skills Based Education

4 Vocational centers
30 Schools



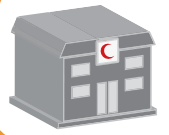
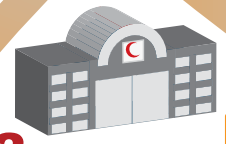
- Education to young people through educational institutes (12-18years)
- Provision of Youth Friendly SRHR Services to young people through Youth Friendly Space (14-22 years)
- Provision of pre-marital SRHR information to young people in communities (14-22years)
- Provision of SRHR information and services to young people through health care service providers (14-22years)

Serving **1MILLION** underserved peri-urban population of Karachi



Strengthening Family planning at health facilities

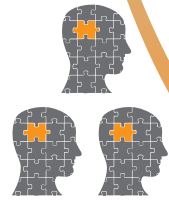
43 Public Health Facilities
41 Private Health Facilities



- Standardization and upgradation of health facilities
- Franchising of private service outlets
- Training and refresher to ensure clinical competencies
- Continuous supply of family planning commodities
- Supportive supervision for quality control

- Engagement with policy makers
- Advocating program learning
- Strategic communication

Advocacy and Strategic Communication



- Counseling
- Side effect awareness
- Follow up calls
- Referrals

Telehealth helpline



29 Telehealth booths



17 Trained call agents



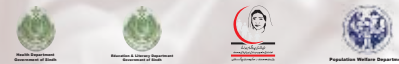
Nearly half of all or 4.2 million pregnancies in Pakistan are unintended. Of these, 34 percent result in unplanned births and 54 percent end in abortions. Despite high knowledge and prevalence rate of ever use of contraceptives, there is a high unmet need for family planning, as well as low contraceptive use and even lower use of modern contraceptives. Family planning can avert up to one third of maternal deaths by reducing the proportion of births carrying higher than average risk. It can significantly help reduce mortality among women who are at greatest demographic risk and those who have had several children and are in the latter years of their reproductive age, or are too young and bearing first child.



Family planning plays a central role in improving maternal health and birth outcomes by preventing unwanted pregnancies

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Sukh Initiative

Improving Family Planning Services and Practices



Door-to-door services: Addressing myths and misconceptions of married women of reproductive age on the use of modern contraceptive methods through door-to-door visits.

Telehealth helpline (9123): Providing 24/7 access to family planning information, counseling, referral and follow-up services by trained call agents and medical consultants.



Life Skills based Education: Engaging youth to be responsible adults, Sukh Initiative works with young boys and girls (12-19 years of age) both at school and in the community to provide them with life skill based education.

Strengthening family planning services: Working with both public and private service delivery points within the project area, Sukh Initiative ensures provision of quality family planning services by trained health care.

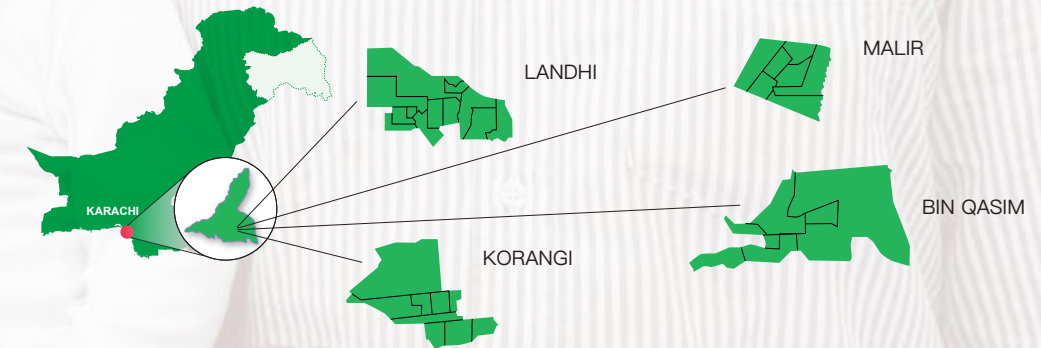


With an objective of system strengthening, project is working with Provincial Health Department, Population Welfare Department and Education Department from the very onset. High impact practices of Sukh Initiative are now scaled vertically and horizontally in the province by respective departments.

A comprehensive menu of synergistic interventions for increased uptake of family planning

Sukh Initiative is a project of Aman Health Care Services aimed at empowering families to access contraception by increasing their family planning knowledge, improving access to quality services and expanding the basket of choices

Sukh Initiative launched in 2013 is being implemented in three districts (four towns) reaching out to nearly one million underserved peri-urban population of Karachi city



In line with the goals of Family Planning 2020, Sukh Initiative has three key objectives:

- Increase demand for family planning services;
- Improve access to quality family planning services; and
- Ensure sustainability of program efforts.





Center for Communication Programs Pakistan

Center for Communication Programs Pakistan (Center) is a fast growing organization working globally for improving lives through strategic communication. Affiliated with Johns Hopkins University, USA, Center is an independent nonprofit entity based in Pakistan that excels in the study and practice of development communication. Through social and behavior change communication, advocacy and community mobilization, Center works to address social and cultural issues while adopting multi-channel holistic approaches to adequately address diversities. Center focuses on tailor-made interventions ranging from using interpersonal, group and community-based channels of communication to strategically employing traditional, modern and mainstream media vehicles to reach large and diverse groups of people. Center works in partnerships with various global organizations and has implemented projects in Afghanistan, Jordan, and the Eastern Mediterranean Region besides leading strategic media and communication interventions in Pakistan. In Pakistan, Center maintains one of the largest networks of religious scholars, with more than 2,500 active members of all sects, covering all provinces, as well as Federally Administered Tribal Areas (FATA).

Center joined Sukh Initiative as its communication partner in the fourth year of the program's implementation. Center is providing support and assistance in leading strategic communication component, both in terms of contributing towards the overall objectives and to support project's external communication activities.

For more information, please visit:
www.ccp-pakistan.org.pk

Partner for
Strategic
Communication

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Sukh Initiative

Partners' Profiles

Working Together for
Healthier and Happier Lives

Aman Community Health Program

Aman Community Health Program (ACHP) is a unique program managed by Aman Health Care Services, which provides basic preventive healthcare services to underserved communities of Karachi through trained providers and community health workers in order to reduce the incidence of disease.

Under Sukh Initiative, basic objectives of ACHP is to improve family planning knowledge, demand generation at the household level for adoption of family planning services and strengthen referral mechanism with Sukh partners by interventions of Aman community health workers through intensive counseling, skills based life education for youth, behavioral change as well as distribution of limited family planning services at doorsteps. A group of 230 (200 female + 30 male) trained community health workers of ACHP are serving the catchment area of 800,000 underprivileged communities of Bin Qasim, Landhi, Malir and Korangi towns of Karachi.

ACHP is also implementing this project among population of 200,000 in the underprivileged communities of Bin Qasim, Landhi and Malir Towns in Karachi through "LHW Model". Door-to-door visits and support group meetings on family planning allow for personalized attention to women and help cater to specific individual needs for information, motivation, distribution of condoms, pills and supplements and referral to public and private health facilities. LHWs refer women with specific family planning needs to quality service providers locally and pregnant women to maternity homes that offer post-partum and post-abortion family planning. Another intervention of ACHP is the Aman Clinic, which is providing in-house services for long-term reversible methods, as well as doorstep services for family planning hormonal injectable.

For more information, please visit:
www.theamanfoundation.org/program/aman-community-health-workers/

Aman Telehealth

Aman Telehealth (ATH) is a 24/7 health advisory helpline established under the umbrella of Aman Health Care Services with the aim to enhance affordable and quality healthcare access for the general masses across Pakistan. The service can be accessed on subsidized rates by dialing a short code 9123 from a mobile phone or a UAN number 111-11-9123 from landline phone.

Diagnostic and health advisory service is provided round the clock by certified nurses (HAIOs), medical officers (doctors) and counseling officers (psychologists) with support of automated software having over 85 disease algorithms and over 600 disease summaries. ATH currently caters 250,000 calls per year and has the capacity to handle 350,000 calls.

Through the outbound call service, ATH is spreading awareness on family planning and general healthcare in the communities residing in Landhi, Korangi, Malir and Bin Qasim towns of Karachi. Health alerts and health messages are disseminated to over 150,000 individuals registered with ATH on a monthly basis.

ATH has mapped over 4,000 medical facilities and over 23,000 medical specialists. This helps ATH to not only provide referral information of the nearest healthcare providers to the caller but also facilitates them with the on-call appointment with the doctors.

For more information, please visit:
www.theamanfoundation.org/program/aman-telehealth



Partner for
Door-to-door
Community
Services



Partner for
Telehealth Helpline
Service



Partner for Life Skills Based Education (LSBE)

Aahung

Aahung is a non-profit organization that uses rights-based approach to improve access to quality information on sexual and reproductive health, as well as provides counseling to youth to contribute towards a healthy society.

As Sukh Initiative partner, Aahung is promoting life skills based education (LSBE) in the program catchment areas of Karachi, with focus on boys and girls of age 12 and above. Aahung supplements the outreach of Sukh Initiative by not only approaching youth through existing community institutions, such as schools and vocational training centers, but also innovates to access those who are out-of-school.

The LSBE component of Sukh Initiative works very closely with the community health workers who identify young people to participate in special group sessions.

Aahung has been successful in providing LSBE in 30 secondary schools for students of grade 7 and 8. Moreover, a 'Youth Friendly Space' in Korangi was developed through a partnership with District Metropolitan Corporation, Korangi. The purpose of establishing such a space is to provide a platform to the youth aged 12-22 years where they, regardless of their cultural backgrounds, can come together in a safe environment and learn about sexual and reproductive health and rights, as well as youth related issues. From time to time, Aahung also organizes theaters and other activities for the communities that are focused at LSBE.

For more information, please visit:
www.aahung.org

Jhpiego

Jhpiego is dedicated to improving the health of women and families in developing countries. It is an international non-profit health organization affiliated with the Johns Hopkins University. For 40 years and in over 155 countries, Jhpiego has worked to prevent the needless deaths of women and their families.

It works with health experts, governments and community leaders to provide high-quality healthcare for their people. Jhpiego develops strategies to help countries care for themselves by training competent healthcare workers, strengthening health systems and improving delivery of healthcare.

Jhpiego works on increasing access to a broad range of family planning services, including post-partum by improving quality of services in public-sector health facilities.

For Sukh Initiative, Jhpiego is working with four health departments, including Ministry of Health (MoH), Population Welfare Department (PWD), Karachi Metropolitan Corporation (KMC), and the Sindh Employees' Social Security Institution (SESSI). At present, 43 public health facilities are being served by Jhpiego under the Sukh Initiative, i-e, 11 dispensary, 21 family welfare centers, 11 maternal and child health centers, as well as one Aman Clinic.

For more information, please visit:
www.jhpiego.org



Partner for Improving Access and Quality of Family Planning Services at Public Facilities



DKT Pakistan

DKT is a nonprofit organization founded by Phil Harvey in 1989. It is one of the largest private providers of family planning and reproductive health products and services in the developing world. It designs and implements social marketing programs in 20 countries around the world. In Pakistan, DKT International established its program in 2012. The key objective of country program is to improve contraceptive prevalence across the country by providing affordable and safe options for family planning by establishing social franchising network and social marketing.

DKT has grown as a leader in contraceptive category, reaching the potential consumers and couples through its social outreach programs and communication. DKT Pakistan has built partnerships with national and provincial departments of governments, such as Maternal, Newborn and Child Health (MNCH) Program, Population and Welfare Department (PWD) and other stakeholders to achieve its objective. DKT also ensures constant and consistent supply of high-quality modern contraceptive products at the service provider outlets.

DKT Pakistan joined Sukh initiative in the 3rd year of its implementation and has the mandate of inducting and managing private facilities with trained providers on comprehensive family planning services, including post-abortion family planning and post-abortion care.

For more information, please visit:
www.dktpakistan.org

Partner for
Improving Access
and Quality of
Family Planning
Services at Private
Facilities



Aga Khan University

Aga Khan University is an institution of academic excellence, which is playing an important role as an agent for social development. A leading source of medical, nursing and teacher education, research and public service in the developing world, the University prepares men and women to lead change in their societies and thrive in the global economy.

Based on the principles of impact, quality, relevance and access, the University has academic programs and campuses in East Africa, Pakistan, the United Kingdom and Afghanistan. It operates teaching hospitals in Karachi and Nairobi, Schools of Nursing and Midwifery, Medical Colleges, Institutes for Educational Development, the Institute for the Study of Muslim Civilizations, the Graduate School of Media and Communications, the East African Institute and the Institute for the Study of Human Development.

Aga Khan University is playing an important role as a measurement partner to Sukh Initiative overseeing the component of performance management. For Sukh Initiative, the University is carrying out baseline, midline and end-line evaluations. Besides monitoring and evaluating the progress of the project, and assessing its performance against the planned interventions, the University helps in building the capacity of the Program Management Unit of Sukh Initiative.

For more information, please visit:
www.aku.edu

Partner for
Measurement