UNICEF's Response and Funding Status

**Key Highlights**

- Over 214 million people have been reached through TV and radio.
- UNICEF reached more than 158 million people (including multiple engagement) through social media and more than 34.3 million people reached over the reporting period.
- Over 32.9 million at risk populations reached through community engagement on COVID-19 (UNICEF reached 17.2 million) with over 14.9 million reached (UNICEF 1.1 million) over the reporting period.
- More than 1.4 million people (300,000 new) have used the 505 (new 4) handwashing stations at communal points in affected areas.
- Using UNICEF’s WASH communication networks 5.6 million people (over 0.5 million new) have been reached with COVID-19 hygiene promotion messages. Whereas using overall sector communication networks 8.4 million (0.9 million new) people have been reached.
- A total of 15,895 parents, caregivers, children and individuals received PSS by trained social workforce professionals with 5,778 reached within the reporting period through UNICEF support.

**UNICEF’s Response and Funding Status**

<table>
<thead>
<tr>
<th>Sector</th>
<th>Reached through social media</th>
<th>Funding status</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCCE (COVID)</td>
<td>79%</td>
<td>20%</td>
</tr>
<tr>
<td>IPC (WASH)</td>
<td>56%</td>
<td>19%</td>
</tr>
<tr>
<td>PSS (CF)</td>
<td>79%</td>
<td>32%</td>
</tr>
<tr>
<td>Education</td>
<td>1%</td>
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<tr>
<td>Health</td>
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<td>33%</td>
</tr>
<tr>
<td>Nutrition</td>
<td>91%</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Situation in Numbers**

- 89,249 Confirmed cases
- 31,198 Recovered cases
- 1,838 Deaths

**UNICEF Appeal for COVID-19 Preparedness and Response**

US$ 50.2 million

**Funding Status (in US$)**

- Humanitarian funds, $5.97m, 11.89%
- Other resources, $4.07m, 8.11%
- Funding gap, $40.16m, 80.01%
EPIDEMIOLOGICAL OVERVIEW

As of 5th June 2020, there were 89,249 confirmed coronavirus cases, with Sindh being the most affected province with 33,536 cases, followed by Punjab with 33,144 cases and Khyber Pakhtunkhwa (KP) with 11,890 cases. Of the total number of confirmed cases, 1,838 patients have died and 31,198 have fully recovered from the disease and have been discharged from the hospital.

<table>
<thead>
<tr>
<th>Provinces</th>
<th>Administrative Areas</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,582</td>
<td>11,890</td>
<td>33,144</td>
</tr>
</tbody>
</table>

The table below shows trend of infection and daily COVID-19 cases in Pakistan as of 5th June 2020:

NATIONAL COORDINATION

The National Security Committee, chaired by the Prime Minister, established a National Coordination Committee (NCC), to formulate and implement a comprehensive strategy to stop the transmission of the virus and mitigate its consequences. The NCC designated the National Disaster Management Agency (NDMA) as the leading operational agency. In each province the Chief Ministers have convened task forces to coordinate the response, with the Provincial Disaster Management Agencies (PDMA) as the leading provincial operational agency. Furthermore, the Emergency Operating Centre (EOC) at the National Institute of Health (NIH) has been activated as an Incident Command and Control Hub.

The Federal Government has developed a smart lockdown strategy to balance preventive measures to halt the transmission of the corona virus and opening the economy to allow people's livelihoods to resume whilst emphasizing the need to follow the World Health Organization (WHO) guidelines and adhere to the Government’s Standard Operating Procedures (SOPs) against the coronavirus. Under this strategy, areas where outbreaks occur would be closed off to the public and shops not following the SOPs would shut down.

The PKR 144 billion (US$8 861 million) Government of Pakistan’s Ehsaas Emergency Cash (social protection) initiative started on the 9th April and, as of 5th June 2020, PKR 118.28 billion (US$ 724.42 million) has been distributed reaching more than 9.7 million people².

Based on the WHO situation report, as of 5th June, Pakistan has conducted 638,323 laboratory tests, of which 89,249 were tested positive, the laboratory tests are highest in ICT per million population (24,194) and lowest in AJK (1,882) per province and regions. A total of 4,793 cases have been admitted; 31,198 have recovered, 989 are in critical conditions.

1. [http://COVID.gov.pk/stats/pakistan](http://COVID.gov.pk/stats/pakistan)
2. [https://www.pass.gov.pk/ecs/uct_all.html](https://www.pass.gov.pk/ecs/uct_all.html)
condition, 306 are on ventilator and there were 1,838 deaths with the Case Fatality Rate (CFR) of 2.05%. Highest case density has been reported in ICT followed by Sindh and GB.

The Polio Programme is providing support for COVID-19 response, especially in the areas of surveillance, data management, communication and logistics management. As a result, all Polio Supplementary Immunization Activities (SIAs) were halted until 1st June 2020 (to be reviewed after every two weeks by the National and Provincial EOCs as the situation evolved, however, Polio surveillance continued without any interruption). The NEOC has recently issued a resumption of SIAs schedule from July to December 2020. This schedule is also accompanied by operational guidelines for special modalities in the context of COVID-19. The schedule and the modalities will be regularly reviewed depending on the evolving COVID-19 situation in Pakistan.

**UN COORDINATION**

The UN in Pakistan has established a Crisis Management Team (CMT) comprising of: WHO; UNICEF; WFP; UNHCR; UNFPA; IOM; UNOCHA; UNDP; DSS and the RC which meets every Monday, Tuesday and Friday evenings. Currently, UN agencies, including UNICEF, are working on finalizing the sectoral plans for the Global Humanitarian Response Plan being coordinated by OCHA and lead by sector lead agencies. UNICEF has established a COVID-19 Task Force that currently meets every Monday, Tuesday and Friday morning.

**UNICEF's Response Strategy**

UNICEF Pakistan is working through a multipronged response strategy which include (1) Response to the COVID-19 pandemic and (2) Mitigation of the impact of COVID-19 in Pakistan. The key strategies include:

**Response to COVID-19**

- **Risk Communication and Community Engagement (RCCE)** to provide timely and accurate information to families and communities and promote behaviour to reduce risk and limit transmission
- **Infection prevention and control (IPC)** through Water Sanitation and Hygiene (WASH) support to health facilities, quarantine and isolation centres and in the communities
- **Procurement services** in support of the Government to ensure timely sourcing and availability of quality essential medical supplies and personal protective equipment (PPE)
- **Psychosocial support and child protection** to ensure children and families of cases and contacts affected by Covid-19 are provided with appropriate care and psychosocial support, and for stigma prevention

**Mitigation of the impact of COVID-19**

- **Continuity of education and learning** to ensure teachers, parents and students are informed about COVID-19, continuity of learning and facilitate safe reopening of schools and learning education institutions.
- **Building resilient health system** for managing mild cases and referral of severe cases with the aim to strengthen primary health care (PHC) system and ensure continuity of life saving basic health services like MNCH\[1\] and immunization.
- **Essential nutrition support for vulnerable children and families** with the aim to ensure access to promotional, preventive and curative nutrition services to people affected by, and people at risk of Coronavirus infection, with a focus on nutrition vulnerable groups.
- **Socio-economic impact assessment**, as part of a joint UN effort to identify vulnerable groups impacted by both COVID-19 and response measures, including options for social protection.

**Summary Analysis of Programme Response**

**1. Risk Communication and Community Engagement**

**Coordination:** UNICEF supports the Ministry of Health (MoH) to convene the RCCE task force meetings and leads the UN communication group on RCCE. So far, 17 RCCE task force meetings, 9 UN RCCE group meetings and 3 federal and provincial coordination meetings have taken place. At the provincial level, weekly RCCE taskforce meetings take place.

**National Response:** An estimated 214 million people have been reached with TV and radio through Government, UNICEF and UNDP resources, including the mass media broadcasting of videos in partnership with UNILEVER which
were produced by UNICEF in collaboration with MOH and WHO. Radio Pakistan continues to air the approved COVID-19 messaging content nationally as well as through 48 FM radio stations reaching millions of people, particularly in rural areas. Pakistan Broadcasting Corporation and UNICEF will be signing an agreement, subsequent to which a dedicated 50 minutes weekly programme will be aired for six months on Radio Pakistan with the aim to promote integrated positive behaviours pertaining COVID-19 prevention and response. With Digital Pakistan’s support to the MoH more than 27.1 million people were engaged through Facebook and 249,734 users through Facebook Chatbot and 270,000 users through WhatsApp chatbot.

UNICEF Response
Data analytics: The eighth RCCE brief, informed by combined analysis of the social and behavioural data, daily social media sentiment data, records from the polio helpline (1166) and other surveys has been released. The key findings include: (1) an escalation in COVID-19 cases following the lifting of lockdown restrictions with a key reason being the false public risk perception resulting in people no longer following key preventative actions (2) Institut de Publique Sondage d’Opinion Secteur (IPSOS) surveys are consistently showing that only about one in three people are likely to use government sources to get information on COVID-19.3 This is confirmed by community feedback, which together with the survey data reveals the three primary sources of information being used in the country are: family and social relations; religious leaders and the belief that social distancing is only for women, posing an extreme risk of gender based and physical violence to adolescent girls and women in domestic settings, including for those who test positive for COVID-19; (3) helpline data shows that low levels of knowledge among people about COVID-19 have meant that both the levels of perceived threat and compliance to preventative actions are also likely to be low.

Informed by the social data and emerging issues, the strategic focus of RCCE has been revised to address issues such as the low risk perception and violation of social distancing. A detailed communication matrix, segmented by target audience, has been prepared to reach specific groups of people with a targeted communication approach. To address the emerging issues, an aggressive social distancing campaign in being planned which will focus on increasing risk perception through collecting stories from people (with their consent) who have recovered from COVID-19 and disseminating it in mass media to let people understand that this is real. Positive behaviour modelling by influencers to show proper use of mask, social distancing, advocacy with other relevant ministries to reinforce social distancing; promotion of social accountability among youths and engaging them to disseminate preventive messages will be done. Street life campaign in high density areas particularly in urban slums is planned.

Religious leaders’ engagement: Through existing polio alliances and health programme, 89,430 (2,809 new) religious leaders have been engaged and mobilised to promote the risk perception of the corona virus, emphasize the importance of physical distancing and promote key preventive measures on COVID-19.

In KP and Balochistan special efforts were made to galvanize support for social distancing in mosques. The Polio teams held meetings with Provincial Aqaf department4, Religious Support Persons and the Provincial Scholars Task Force (senior religious leaders) to clarify major concerns and to obtain support for the roll out of government SOPs in the mosques.

In Sindh over 200 religious leaders were engaged to disseminate key messages primarily by mosque announcements and messages after prayers on preventive measures for COVID-19. In Balochistan the Polio teams also mobilized religious parties in support of the COVID-19 response as well as businessmen, tribal leaders and key notables.

Social Media: UNICEF’s Advocacy and Communication and polio social media platforms have reached over 158 million people through different social media platforms, an increase of 34 million people during the reporting period and collectively with the Government and UN Agencies have reached more than 232 million people. The engagement5 of people through social media is over 33 million for UNICEF and 61 million as a cumulative sector response.

Through the polio structures In Quetta, Mastung, Naushki and Chaghi 36 new videos were uploaded on Facebook and shared through WhatsApp groups to engage the community on COVID-19 with key messages and videos were shared further through personal Facebook IDs and personal WhatsApp groups of the Community Based Vaccinators (CBV)

3 COVID-19 IPSOS Tracker and Snap Polls (10 April, 21 April and 13 May 2020)
4 Aqaf and Religious Affairs Department is a department of Government of Punjab, Pakistan
5 Definition of social media engagement includes likes, shares and retweets
teams and local influencers. In Karachi 143 videos of influencers were disseminated through WhatsApp groups in District West.

**Multiple communication channels:** Multiple communication channels used to reach at risk populations: WhatsApp continues to be used as an important communication channel and has been used 88,573 times, to date, to reach people with information on behaviour change communication related to COVID-19. Mobile vans, rickshaws and mobile floats were used, including through polio and health structures, across provinces to disseminate 203,862 loudspeaker announcements to reach communities in high risk pockets with messages on importance of physical distancing, preventive behaviours on COVID-19 and hand washing and hygiene during the reporting period.

Through partnerships with local CSOs, frontline workers and social mobilisers 4,706 people were trained/provided orientations on social distancing and government SOPs. Interpersonal Communication in small groups of people, maintaining social distancing and using masks and hand sanitizer has started in rural communities whilst following the government protocols. UNICEF is providing technical support to the MoH to design the communication interventions for health workers and the general public for the “We Care” campaign for health workers.

In partnership with ZONG 4G, 307,579 people have been reached with communication material produced by UNICEF with MOH on preventive behaviours on COVID-19 through Facebook, with people providing positive comments on the communication material posted, particularly about the “Captain Care” video which was produced by UNICEF for children.

Additionally, the existing polio structures were mobilised to, promote social distancing and other government SOPs with religious leaders, health care providers, shopkeepers and trade associations In Punjab, district wide plans were rolled out prioritizing context specific engagement activities, in Multan the Merchant Association was engaged to flag social distancing SOP violations in small markets and shops and in Rawalpindi the authorities at the local post office were engaged after seeing long queues of people not adhering to social distancing norms. The team also visited beauty parlours to observe social distancing arrangements. In Sindh, mobile float activities were also conducted to reach small businesses and shoppers in all high-risk Union Councils of Karachi, reaching more than 80 thousand population with key messages on social distancing, stigma and to follow Government SOPs.

**Helpline:** The Polio helpline (1166) which is being used for COVID-19 has received over 4 million calls (551,590 during reporting period) and responded to over 1.8 million calls (359,356 during reporting period). With the increased capacity of helpline with 250 helpline agents, the helpline is now able to respond to higher number of calls. UNICEF supports 85 agents and the rest are supported by Digital Pakistan. Most of the questions received on the helpline focused on symptoms, precaution and general information about treatment, however, questions on lockdown, schools, transport and markets and about hospital and labs information and testing complaints were also responded to.

**Media orientation and mobilization:** A total of 11,893 (1,223 new) journalists, reporters and bloggers were engaged at both federal and provincial level for promoting key messages on COVID-19 and to counter negative media and Corona related myths. To counter the belief that corona virus is fake, journalists and reporters wrote and spoke about the severity of the disease and the importance of social distancing and key behaviours to follow, such as hand washing and hygiene to follow.

During the reporting period polio communication team identified and conducted meetings with 60 Journalists with key messages and information regarding COVID-19. Polio and Routine Immunization These journalists wrote about it and supported dissemination of messages on prevention of COVID-19 including importance of social distancing.

**Social Media Sentiment Analysis:** The weekly trend showed 106 million unique users were reached with potential impact of 620 million in last 6 days. The trend shows that conversation peaked on 1st June due to messages in Prime Minister Imran Khan’s speech at the virtual high-level event on financing for development during the COVID-19 pandemic and beyond. The conversation was also around Coldplay praising the Pakistan Government’s initiative of giving tree-plantation jobs during COVID-19. There is increased conversation around rumours about treatment of COVID-19 patients in Pakistan with ‘SannaMekk’ (an herb) and other treatments. Concerns have been expressed about the rapidly increasing number of cases; the deaths of doctors and frontline workers and the public is worried about the easing of the lockdown and encouraging of tourism. There is increased conversation around the probability of 670,800 cases in Punjab reported in a recent study by the Punjab Primary and Secondary Healthcare Department.
Partnerships: UNICEF is working with the federal and provincial governments as well as implementing partners which includes: WHO, UNHCR, UNDP, FAO, UNAIDS, UNESCO, UNODC, UNWOMEN, UNFPA, UN HABITAT, UNRC, WFP, ICR, PRCS, GRASP/ITC, Digital Pakistan, UNILEVER, Daraz.pk, Zong4G, AKF, HANDS, Pakistan Medical Association.

2. Infection Prevention and Control

Coordination: UNICEF continues to coordinate with WHO and other UN agencies providing technical support in WASH, Health, RCCE and PSS to the the UN IPC technical working group. UNICEF is supporting the Ministry of Climate Change (MOCC) to convene weekly virtual WASH sector coordination meetings at federal level bringing together over 70 organizations and government representatives from all the provinces. The same support is being extended to the departments of local government in four provinces to hold similar coordination meetings on weekly basis. These meetings are providing the government an opportunity to update development partners on the progress, challenges and gaps in the COVID-19 response. All participating organizations are reporting their progress through the 4W matrix, ensuring effective coordination and efficient use of resources by avoiding duplication.

UNICEF Response: To date, UNICEF has rehabilitated and installed WASH facilities which include Ultraviolet (UV) water filters, toilets and hand washing stations in 242 Health Care Facilities out of the 266 assessed (HCFs, Sindh: 32, KP: 25, Punjab: 167 and Balochistan:18). More than 290,000 people (56 000 new) have gained access to safe drinking water and sanitation facilities in these HCFs contributing towards reducing the risk of COVID-19 infection among healthcare workers.

Hygiene messages are being disseminated through social mobilisers, religious leaders, FM radio, Community Resource Persons (CRPs) by working with government and implementing partners. IEC material is displayed on communal hand washing stations and Clean and Green Pakistan digital and social media platforms reaching more than 5.6 million people (500,000 new) across the four provinces. Around 1.4 million (300,000 new) people have used the 505 (new 4) handwashing stations at communal points in affected. UNICEF supported the training of 3,530 frontline sanitary workers (17 new) to enhance the capacity of sanitary and health frontline workers on WASH/IPC in HCFs and high-risk communities.

HCFs continue to benefit from the provision of detergents and disinfectants and, with support from UNILEVER, UNICEF distributed 8,000 bottles of bleach and 140,000 bars of soap to 38 HCFs (Sindh: 20; Punjab: 18) enabling the trained sanitary workers to put into practice the trainings they have received with regards to IPC, contributing towards the reduction of the high infection rates among health and sanitary workers. An additional 60,000 bars of soap were distributed to vulnerable communities (78,000 people) in high risk areas of Punjab.

UNICEF continues to advocate for safe and dignified menstrual hygiene practices in the country, by commemorating the world menstrual hygiene day through social media. The UNICEF Country Representative called the government and all stakeholders to take positive actions towards improving MHM services and practices in her Op-Ed published in the Tribune newspaper.

Under the coordination of MOCC, sector partners, including UNICEF, have provided WASH services to 410 HCFs. and installed 938 communal handwashing stations (11 new) reaching to more than 1.5 million people. Over 8.4 million people (900,000 new) have been supported with hygiene promotion services including COVID-19 prevention and control information. The sector has intensified COVID-19 awareness raising through the Clean and Green Pakistan website, launching capacity building trainings for more than 118,000 champions. A mobile application which will allow for a two-way communication with the champions has been upgraded and awaits approval from the respective authorities.

Partnerships: UNICEF is working with the federal and provincial governments as well as with implementing partners including: AKF, IRP (Islamic Relief Pakistan), HANDS, SRSP, WASA Lahore, WSSC Swat, WSSC Abbottabad, WSSP, Peshawar, BRSP, Unilever and DFID. WHO, UNFPA and UN-Habitat.

3. Psychosocial Support and Child Protection

Coordination: UNHCR and NDMA are providing the overall leadership of the protection working group at the national level and the protection sub-working group on women and child protection is being co-led by UNFPA and UNICEF. The
Federal structure will be replicated at the Provincial level. Punjab, KP and Baluchistan provinces are organizing meetings and still discussing TORs, we keep sharing resources developed centrally (including PSEA inclusion) and giving directions as needed. Maybe we can add a sentence on the provincial sub-working groups in KP and Punjab continuing having regular meetings focusing on finalising TOR. The first national Child Protection sub-working group meeting chaired by NDMA and co-chaired by UNICEF was held during the reporting period. The first national Child Protection sub-working group meeting chaired by NDMA and co-chaired by UNICEF was held during the reporting period. Draft ToRs of the Child Protection sub-working group were presented and are expected to be finalized during the next meeting, which will also include the Prevention of Sexual Exploitation and Abuse (PSEA) as per guidance from the Protection cluster.

**UNICEF Response:** A total of 1,606 social workforce professionals (801 women and 805 men) have been trained in psychosocial support and stigma prevention in all the provinces through package developed by UNICEF, including 162 trained this week (KP: 18, Punjab: 113, Balochistan: 31).

A total of 15,895 parents, caregivers, children and individuals (597 girls, 598 boys, 7,344 women, 7,356 men) received Psychosocial Support and Services (PSS) by trained social workforce professionals in Punjab, KP and Sindh provinces with 5,778 reached within the reporting period (Punjab: 1,066, KP: 43, Sindh: 4,282, Balochistan: 351, Gilgit Baltistan - GB: 36). This includes 422 Individuals (16 Girls, 20 Boys, 25 women and 361 men) who received specialized counselling sessions in KP, Punjab and Balochistan. In GB the needs assessment of the quarantine and isolation centres has been completed and out of a total of 35 facilities assessed, 24 have been selected for the provision of MHPSS to affected individuals based on following criteria: active centres with COVID-19 positive individuals and centres prioritised for WASH support to ensure the delivery of an integrated package. Stigma prevention messages on various mass, social media and interpersonal platform reached to 670,557 and engaged 31,727 people within the reporting period, reaching a total of 7.2 million people.

**Partnerships:** UNICEF is working with the Federal and Provincial Governments as well as implementing partner DANESH (Drugs and Narcotics Educational Services for Humanity) and Agha Khan Foundation.

### 4. Health

**Coordination:** UNICEF Health is working in close coordination with Ministry of National Health Services Regulation and Coordination (MNHSR&C), Provincial Health Departments, UN and development partners. The findings of the poll survey on the impact of COVID-19 on Reproductive, Maternal, Newborn, Child, Adolescent Health, & Nutrition (RMNCAH&N) services conducted with the Health Services Academy (HSA) showed an overall moderate to high disruption of services such as Immunization (75%), Attendance at wellness check clinics(72%) , Antenatal care services(63%) , Family planning services (63%) and Vitamin A supplementation (63%), mainly due to mobility issues due to lockdown restrictions (78%), closure of services(69%) and reduction in demand due to fear of infection(43%). The key informants of survey strongly recommended use of telemedicine/digital technologies(62%) , strengthening communication for awareness(62%) and strengthening outreach/mobile services (45%).

**UNICEF Response:** UNICEF is supporting the Provincial and Regional health departments to ensure the continuation of essential primary health care services including immunization, Ante-Natal Care (ANC), Post-Natal Care (PNC), delivery services, childcare and curative care for adults in 136 targeted health facilities in high risk UCs reaching 48,157 people in the reporting period (Balochistan: 1139, Sindh: 45,262, KP: 1,756) and 859,994 in total.

UNICEF continues to support routine immunization and a total of 3,472 children (under 1 year) have been vaccinated against measles (Balochistan:39, KP: 59, Sindh: 752, Punjab:2622) during the reporting period with a total of 23,155 children vaccinated in 136 UNICEF supported health facilities.

UNICEF has provided basic PPEs (gloves, sanitisers and masks) to 5,006 frontline health workers during the reporting period (Balochistan: 4,950, KP:56) and 21,102 in total.

UNICEF supported the training of 11,294 frontline health workers (3,556 trained in the reporting period) on IPC and supported the training of 20,004 frontline health workers and community volunteers on COVID-19 identification and referral (with 3,520 trained during reporting period).
In Khyber Pakhtunkhwa, UNICEF is supporting the Public Health Association to deliver telemedicine services and during the reporting period reached 457 people, which included 235 cases of diarrhoea, 120 Acute Respiratory Infection patients under the age of 5 and 102 pregnant women received advice on ANC.

**Partnerships:** MoNHSR&C, Provincial and Regional Departments of Health, Health Education Cell under DG Health Services, MNCH, EPI, LHWs, AIDS Control, PPA, Family Physician Association, Sir Ganga Ram Hospital, SARHAD (a CSO) and Public Health Association, PHC Global, Aga Khan Foundation and Agha Khan Development Network, in GB and Health Services Academy, Bridge consultant and Premier Advertisers.

### 5. Nutrition

**Coordination:** The Nutrition sector coordination led by government and co-chaired by UNICEF at federal and provincial levels continued to support nutrition response to COVID-19 pandemic in affected districts of Pakistan. In KP, the nutrition working group made available seven nutritionists to the 24/7 call centres established by Khyber Pakhtunkhwa PDMA to answer questions the general public may have on maternal, Infant and Young Child Feeding (IYCF) in the context of COVID-19.

**UNICEF Response:** During the reporting period treatment of Severe Acute Malnutrition (SAM) was available in 2,828 UNICEF supported health facilities, an increase of 29 compared to previous week, where 1,515 new SAM cases in children were enrolled for treatment (Balochistan 329; Sindh 69; KP 476 and Punjab 641), bringing the total to 22,680. The quality of SAM treatment in KP resulted in cure rate as high as 97% and only 2.5% defaulter rate (maximum acceptable is 15%). All performance indicators reported by KP are above minimum acceptable thresholds set by SPHERE standards.

With UNICEF support, 21,306 mothers/caregivers (Balochistan 2,665; Sindh 524; KP 3,865 and Punjab 14,252) were counselled through inter-personal communication on IYCF practices in the COVID-19 context during the reporting period, reaching 145,388 in total.

Promotion of IYCF in the context of COVID-19, focusing on the importance of optimal breastfeeding and age appropriate complementary feeding continued through mass media and social media reaching a total of 45 million people through Facebook and Twitter and 1.1 million during the reporting period. Social media videos and leaflets developed by UNICEF and endorsed by MoNHSR&C are adopted and used by many stakeholders including NGO partners, MoNHSR&C, PDMA and Scaling Up Nutrition (SUN) Units. In Sindh, 128,000 leaflets, 2,000 posters and 290 banners were produced and disseminated reaching around 0.5 million caregivers.

**Partnerships:** To respond to COVID-19 UNICEF is working with MoNHSR&C, Provincial Health Departments, Ministry of Planning Development and Reform, WFP, WHO, Nutrition Development Partners, CSOs UN SUN networks, Association for Gender Awareness and Human Empowerment (AGAHE), Rural Community Development Society (RCDS) Rural Education and Economic Development Society (REEDS), and Nutrition International (NI).

### 6. Education

**Coordination:** UNICEF and National Education Development Partners Group (NEDPG) are supporting Federal Ministry of Education (MoE) in coordinating COVID-19 response. The National Education Response and Resilience Plan (NERRP) for COVID-19, has been endorsed by MoE and NEDPG. The provincial coordination meetings were held in all the provinces during the reporting period.

In Sindh, key meetings were held with the Provincial Minister for Education to update him on the Digital Classroom Initiative and “Framework for Re-opening of Schools” developed by UNESCO, UNICEF, WFP and the World Bank. The Local Education Group sub-group meeting was held on 1st June to discuss and formulate recommendations for the safe-school reopening based on Global Framework for reopening of schools.

In Punjab, the COVID-19 working group meeting led by School Education Department and UNICEF was held on 3rd June to brainstorm on Education Sector preparedness for safe re-opening of schools and continuity of learning. The participants included officials from Literacy, Special education, School Education, district education officials,
INGOs/NGOs and UNOCHA. In the Balochistan and KP meetings were held to discuss the Continuity of Learning and the Safe re-opening of schools.

**UNICEF Response:** As part of Learning Continuity framework, UNICEF is supporting Federal MoE in improving the tele-content for Kindergarten to Primary grades for its Tele-School broadcast. In the repurposed and new content, developed in partnership with Federal MoE and ILM Association (umbrella organization of ed-tech providers) UNICEF is testing out an inter-disciplinary approach to communicate core concepts from multiple viewpoints, in diverse ways. The goal is to shift from subject-oriented, textbook-style lessons to segments that offer deeper, lasting, and transferrable skills using subject matter contextualized to the environment. The new content is planned to be piloted in July.

To monitor the outreach of the tele school broadcast, the MoE with support from Digital Pakistan has conducted a Gallup survey and is compiling results this week. UNICEF with support from Viamo (a global social enterprise) has also developed a beneficiary feedback mechanism (including students, teachers and parents) on existing distance learning solutions including Tele School.

UNICEF has created key messages with the main themes being: (1) to emphasise the importance of education as a basis for all further success, in school as well as personal development; (2) to demonstrate the link between education and positive outcomes in other areas of a community’s or the country’s development and (3) to stimulate parental and community involvement in children’s learning. The various target groups (learners, parents, teachers etc.) will be reached through mobile phones via SMS and robocalls engaging at least 375,000 smartphone users and 500,000 basic phone users across Pakistan to test awareness.

In total 27,462 PTAs have been reached, 155 additional PTAs were reached in the reporting period, with messages encouraging learning activities and 15,257 School Management Committees (SMCs) members, teachers were reached with COVID-19 prevention information via SMS and other social media platforms during the reporting period, taking the total to 1.39 million people.

The total number of children directly benefiting from UNICEF supported alternate learning opportunities is 71,890. The newly launched Digital Learning Platform by Sindh Education and Literacy Department has been approved by Microsoft giving teachers and students free access to Office 365 reaching an estimated 150,787 teachers (47,365 females) and nearly 4.2 million children (including 1.7 million girls). Microsoft has also approved the School Education Department as Microsoft Qualified Academic Institution. UNICEF Sindh office played a key role in coordinating and leading the partnership discussions along with Education department with Microsoft.

Through a campaign of “My Home My school” a total of 14,049 home-based learning centres were established in 11 districts of Balochistan where a total of 36,387 children (21,408 boys and 14,979 girls) are continuing their learning at home in a safe environment. The Education department has scaled up the campaign in 4 additional districts and established 2,301 “My Home My schools” centres with the technical assistance of UNICEF. A total of 11,322 children 6,920 boys and 4,402 girls are engaged in these centres. To date, 570 teachers have been trained on psychosocial support and safe reopening of schools.

In Sindh, 330 UNICEF supported non-formal education centres (NFEs) have been provided with learning packs (1 per student) reaching 10,188 students and the additional content for non-formal curriculum has been printed and is ready for dissemination following government approval.

**Partnerships:** Ministry of Federal Education, Provincial Education Department, Indus Resource Center, ILM Association6, Microsoft, Viamo, SABAQ Foundation.

**Supply/Procurement Services**

A total of USD 5.86 million worth of supplies and services has been committed from UNICEF’s own resources in response to COVID-19 outbreak including IEC and RCCE materials, media engagement, WASH sanitation products, rehabilitation in the Health Facilities, COVID-19 call centre, consultancy services etc. 680,000 surgical masks, 1000

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6 The ILM Association (ILMA) is the pioneer industry association formed to represent Pakistan’s growing domestic education innovation industry.
boxes of gloves, 4920 boot cover and 5000 surgical caps procured and delivered to the warehouse. Sixty-five Oxygen Concentrators delivered to the country and under the customs clearance.

The third consignment of PPEs including coveralls (37,840), surgical masks (420,000), and N-95 masks (7,540) funded form the reprogrammed National Immunization Support Project funds ($1.5 million) and procured through UNICEF on behalf of the MoH will be distributed to ICT (86%), GB (8%) and AJK (6%).

Pakistan’s request for partial allocation of Gavi Performance-Based Funding resources to COVID-19 response: Gavi in collaboration with Federal EPI, has reviewed the ceiling to US$ 5.5 million for the procurement of basic PPEs, including gloves (12.1 million), surgical masks (3.3 million) and sanitizers (723,91). Gavi is arranging an in-kind donation of 2.8 million soap bars from Unilever in support of Pakistan’s immunization programmes with a delivery starting in June.

The COVID-19 Supply Chain System (CSCS) online platform: The COVID-19 National Supply Coordinators Portal for Pakistan was selected by the UN Country Team and will be responsible for validating and prioritizing national supply requests that are submitted through the COVID-19 Supply Portal. The two Supply Coordinators were selected from WHO and UNRC who will ensure that requests are in line with a coordinated national approach for the procurement of critical items and follow-up on supply requests to the COVID-19 Supply Chain System Control Tower.

Human Interest Stories and External Media

UNICEF produced content, informing people on how to protect themselves from the virus and how to avoid infecting others continued to be posted in Urdu and English on social media platforms. Outreach to celebrities continued; actors Hira and Mani (4 million followers on Instagram) shared a UNICEF video promoting physical distancing. UNICEF highlighted the contribution of the Government of Japan to Risk Communication and Community Engagement activities on COVID-19 through several social media posts.

An Op-Ed (“Periods don’t stop for pandemics”) was published in The Express Tribune on Menstrual Hygiene Day, highlighting the need to ensure that girls can continue to access menstrual hygiene with safety and dignity during the pandemic. It was accompanied by a stream of social media posts, generating more than 190,000,000 impressions since the beginning of the COVID-19 emergency so far. In the past five months, the number of followers of UNICEF Pakistan has increased by 25% on Facebook (450,000 followers as of 1st June); by 20% on Twitter (66,000 followers) and by 75% on Instagram (50,000 followers).

One more video was released online as part of the #PakYouthDiaries: COVID19 series. The three videos produced on COVID-19 symptoms, preventive behaviours and physical distancing (three formats - 20, 50 and 90 seconds - and four languages (Urdu, Pashto, Sindhi and Balochi) continued to be broadcasted on 14 private television channels as part of a partnership with Unilever, and on three public TV channels.

UNICEF video on physical distancing shared by actors Hira & Mani: www.instagram.com/p/CAu2ysVFQPo
‘WeCare’ campaign logo: https://bit.ly/2yP7SQi
Facebook post on Japan support to UNICEF & RCCE activities: https://bit.ly/3eGyF0E
PakYouthDiaries #COVID19 video of the week - Sameer: https://bit.ly/3dv2ZLs

Funding

To provide support for COVID-19 humanitarian action, UNICEF requires US$ 50.2 million. DFID has also approved re-purposes of funds from the the Global Accelerated Sanitation and Water for All (ASWA)-II programme for Infection and Prevention Control / WASH.
In-kind contribution received from Unilever (includes hygiene and disinfection material) along with airtime to reach people through mass media. Partnership with Zong, on communicating preventive behaviour messages on their social media pages have contributed and helped achieve positive results for behavioural change.

The current financial resources still have a significant gap of 80%. UNICEF Pakistan has received US$ 10.03 million, which is only 20% of the required financial resources. This included US$ 4.07 million existing resources / programmes that were re-purposed for COVID-19 from the DFID funded ASWA II and Aawaz Programme, the UNICEF Global Thematic Humanitarian Funds and UNICEF’s Regular Resources.

UNICEF expresses its sincere gratitude to the Government of Japan and United Kingdom, CERF Secretariat, Asian Development Bank, World Bank, Global Partnership for Education, Unilever, Solidarity Fund, Zong along with all its public and private donors for their contributions. UNICEF also recognizes the repurposing of polio programme assets with funding from the Bill and Melinda Gates Foundation, Rotary Foundation, CIDA and CDC towards the COVID-19 response.

<table>
<thead>
<tr>
<th>Sector</th>
<th>Requirements</th>
<th>Funds available</th>
<th>Funding gap</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Humanitarian resources received</td>
<td>Existing resources reprogrammed for response</td>
</tr>
<tr>
<td>Risk Communication and Community Engagement (C4D)</td>
<td>9 500 000</td>
<td>1 733 414</td>
<td>178 222</td>
</tr>
<tr>
<td>Infection Prevention and Control (WASH)</td>
<td>17 100 000</td>
<td>1 888 000</td>
<td>1 345 353</td>
</tr>
<tr>
<td>Psychosocial Support and Child Protection</td>
<td>4 825 000</td>
<td>438 000</td>
<td>1 116 440</td>
</tr>
<tr>
<td>Building Resilient Health System</td>
<td>7 790 000</td>
<td>1 205 000</td>
<td>1 354 504</td>
</tr>
<tr>
<td>Continuity of Education and Learning</td>
<td>3 350 000</td>
<td>471 000</td>
<td>24 902</td>
</tr>
<tr>
<td>Nutrition</td>
<td>5 625 000</td>
<td>181 000</td>
<td>50 000</td>
</tr>
<tr>
<td>Coordination, technical support and operational costs</td>
<td>2 010 000</td>
<td>50 000</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>$50 200 000</td>
<td>$5 966 414</td>
<td>$4 069 421</td>
</tr>
</tbody>
</table>

Next SitRep: 12th June 2020

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### Summary of Results

<table>
<thead>
<tr>
<th>Sector</th>
<th>UNICEF and Operational partners</th>
<th>Task Force /Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Target</td>
<td>Results</td>
</tr>
<tr>
<td>Risk Communication and Community Engagement (C4D)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of people reached through social media*</td>
<td>200,000,000</td>
<td>158,430,932</td>
</tr>
<tr>
<td>Number of people engaged through social media***</td>
<td>30,000,000</td>
<td>33,221,466</td>
</tr>
<tr>
<td>Number of at-risk populations reached through community engagement</td>
<td>20,000,000</td>
<td>17,235,477</td>
</tr>
<tr>
<td>Number of members of religious leaders engaged in promoting key messages</td>
<td>230,000</td>
<td>89,430</td>
</tr>
<tr>
<td>Number of media practitioners oriented on reporting on COVID-19</td>
<td>20,000</td>
<td>11,893</td>
</tr>
<tr>
<td>Number of calls received from helpline</td>
<td>16,000,000</td>
<td>4,004,468</td>
</tr>
<tr>
<td>Number of calls from helpline responded to</td>
<td>11,000,000</td>
<td>1,834,108</td>
</tr>
<tr>
<td>Infection Prevention and Control (WASH)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of health facilities provided with essential WASH services.</td>
<td>900</td>
<td>242</td>
</tr>
<tr>
<td>Number of people at high risk of COVID-19 supported with hygiene promotion activities and facilities</td>
<td>10,000,000</td>
<td>5,600,000</td>
</tr>
<tr>
<td>Number of community sites with handwashing facilities in the affected areas</td>
<td>1,800</td>
<td>505</td>
</tr>
<tr>
<td># of schools in targeted high-risk areas supported with IPC measures and improved water and sanitation</td>
<td>700</td>
<td>0</td>
</tr>
<tr>
<td>Psychosocial Support and Child Protection</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of affected people, including children, who received psycho-social support</td>
<td>20,000</td>
<td>15,895</td>
</tr>
<tr>
<td>Number of social and care workers trained on psychosocial support and stigma reduction</td>
<td>1,860</td>
<td>1,606</td>
</tr>
<tr>
<td>Number of people reached with stigma prevention messages</td>
<td>10,000,000</td>
<td>7,282,013</td>
</tr>
<tr>
<td>Continuity of Education and Learning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of SMCs/PTMCs members, teachers and other education personnel reached with prevention information via SMS, robocall and social media</td>
<td>3,000,000</td>
<td>1,395,523</td>
</tr>
<tr>
<td>Number of parents reached with messages encouraging learning activities through SMS</td>
<td>5,000,000</td>
<td>27,462</td>
</tr>
<tr>
<td>Number of children benefiting from alternate learning opportunities</td>
<td>7,500,000</td>
<td>71,890</td>
</tr>
<tr>
<td>Building Resilient Health Systems</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------------------</td>
<td>--</td>
<td></td>
</tr>
<tr>
<td>Number of people benefitting from continuity of primary health care services at UNICEF supported health facilities</td>
<td>Number of people benefitting from continuity of primary health care services at UNICEF supported health facilities</td>
<td></td>
</tr>
<tr>
<td>3,200,000</td>
<td>859,994</td>
<td>48,157 ▲</td>
</tr>
<tr>
<td>Number of children &lt; 1 vaccinated against Measles</td>
<td>Number of children &lt; 1 vaccinated against Measles</td>
<td></td>
</tr>
<tr>
<td>170,000</td>
<td>23,155</td>
<td>3,472 ▲</td>
</tr>
<tr>
<td>Number of frontline health workers reached with basic PPEs (masks, gloves and hand sanitizers)</td>
<td>Number of frontline health workers reached with basic PPEs (masks, gloves and hand sanitizers)</td>
<td></td>
</tr>
<tr>
<td>100,000</td>
<td>21,102</td>
<td>5,006 ▲</td>
</tr>
<tr>
<td>Number of frontline workers trained on infection prevention and control</td>
<td>Number of frontline workers trained on infection prevention and control</td>
<td></td>
</tr>
<tr>
<td>22,000</td>
<td>11,294</td>
<td>3,556 ▲</td>
</tr>
<tr>
<td>Number of frontline health workers and community volunteers oriented on COVID-19 and referral of suspected cases</td>
<td>Number of frontline health workers and community volunteers oriented on COVID-19 and referral of suspected cases</td>
<td></td>
</tr>
<tr>
<td>22,000</td>
<td>20,004</td>
<td>3,520 ▲</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nutrition</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of sites which are safe for service providers and patients.</td>
<td>Number of sites which are safe for service providers and patients.</td>
</tr>
<tr>
<td>2,799</td>
<td>2,828</td>
</tr>
<tr>
<td>Number of mothers and care givers at high risk of infection supported with IYCF and hygiene promotion.</td>
<td>Number of mothers and care givers at high risk of infection supported with IYCF and hygiene promotion.</td>
</tr>
<tr>
<td>244,800</td>
<td>145,388</td>
</tr>
<tr>
<td>Number of children treated for SAM without complication in a safe environment at health facility</td>
<td>Number of children treated for SAM without complication in a safe environment at health facility</td>
</tr>
<tr>
<td>25,000</td>
<td>22,680</td>
</tr>
</tbody>
</table>

* Contacts through social media include multiple interactions with the same person
** There was a mistake in one of the partners reporting in the last sitrep which has been corrected this time during data cleaning.
**** Definition of Social media engagement includes likes, shares and retweets
***** There was a mistake in the data tabulation in the number of children using alternate learning opportunities in the last sitrep-which has been corrected this time during data cleaning.