UNICEF’s Response and Funding Status

**Key Highlights**

- Information messages were received by population through TV, radio, WhatsApp and social media (Facebook, Twitter, Instagram) 549 million times through Government and UNICEF efforts.
- Over 286,522 (26,477 new) religious leaders engaged and mobilized to emphasize the importance of physical distancing and promoting key preventive messages building risk perception.
- Over 1.7 million people (124,072 new) benefitting from continuity of primary health care services at UNICEF supported health facilities.
- With UNICEF support 67,710 children have been treated for severe acute malnutrition (8,937 new) and 87,543 mothers/caregivers reached through inter-personal communication on IYCF practices.
- Through UNICEF support 51,962 parents, caregivers, children and individuals reached with PSS through trained social workforce professionals (2,926 new).

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

US$ 50.2 million

**Situation in Numbers**

- **295,849** Confirmed cases
- **280,682** Recovered cases
- **6,294** Deaths

Source: [http://COVID.gov.pk/](http://COVID.gov.pk/)

Date of report: 31st Aug 2020
EPIDEMIOLOGICAL OVERVIEW
As of 31st August, 2020, there are 295,849 confirmed coronavirus cases, with Sindh being the most affected province with 129,348 cases, followed by Punjab with 96,769 cases and Khyber Pakhtunkhwa (KP) with 36,044 cases. Of the total number of confirmed cases, 6,294 patients have died and 280,682 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>Balochistan</td>
<td>Khyber Pakhtunkhwa (KP)</td>
<td>12,869</td>
</tr>
<tr>
<td></td>
<td>Punjab</td>
<td>36,044</td>
</tr>
<tr>
<td></td>
<td>Sindh</td>
<td>96,769</td>
</tr>
<tr>
<td></td>
<td>Azad Jammu and Kashmir (AJK)</td>
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<td></td>
<td>Gilgit-Baltistan (GB)</td>
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<tr>
<td></td>
<td>Islamabad Capital Territory (ICT)</td>
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<tr>
<td></td>
<td></td>
<td>15,625</td>
</tr>
<tr>
<td></td>
<td></td>
<td>295,849</td>
</tr>
</tbody>
</table>

The tables below show the daily COVID-19 incidence and daily mortality in Pakistan as of 31st August, 2020 and the daily number of COVID-19 tests:

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 PKR 144 billion (US$ 861 million) Government of Pakistan’s Ehsaas Emergency Cash (social protection) initiative started on the 9th April and as of 31st August 2020, PKR 177.48 billion (US$ 1,051 million) has been distributed reaching more than 14.68 million people.

Based on the WHO situation report, as of 31st August, Pakistan has conducted 2,621,146 laboratory tests, of which 295,849 were positive. A total of 1,088 cases have been admitted in hospitals; 280,682 (94.89 per cent) have recovered and discharged, 604 are in critical condition and there were 6,294 deaths with the Case Fatality Rate (CFR) of 2.12 per cent.

The Government has decided to re-open all educational establishments with all Provinces agreeing to use a phased approach modality for reopening: from the 15th September - Grade 9 to Universities; from the 22nd September – Grade 6-8 and from the 30th September – pre-primary and primary.

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1 WHO Sitrep as of 15th August 2020
2 https://www.pass.gov.pk/ecos/uct_all.html
The Polio Programme is providing support for the COVID-19 response, especially in the areas of surveillance, data management, communication and logistics management. The polio August Campaign has been completed in 130 districts and targeted over 43.69 million under five children. Next National vaccination campaign is planned for the 21st September 2020.

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 Tuesday. 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 COVID-19 Task Force meeting now holds Tuesday and Friday morning, and UNICEF SitRep on COVID-19 is now issued twice monthly.

UNICEF’s Response

UNICEF Pakistan has updated its multipronged response strategy to bring additional focus to high burden areas affected by COVID-19 and focus on three key areas (1) public health response to COVID-19, (2) continuity of essential services and (3) mitigation of the socio-economic impact of COVID-19. The key strategies include:

Public health 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 (a) Water Sanitation and Hygiene (WASH) support to targeted primary health facilities, quarantine and isolation centres and in the communities and (b) protection of frontline health workers.
- **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 (PSS)** 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.

Continuity of essential services

- **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 primary healthcare 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 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.

Mitigation of the impact of COVID-19

- **Advocacy** through (a) parliamentarian engagement on child sensitive budgeting; (b) national and provincial advocacy, including joint advocacy with other UN agencies and partners, in support of the COVID-19 socio-economic impact framework and plan, and (c) implementation of the UNICEF Pakistan Advocacy plan ‘Response and Recover’ to COVID-19
- **Evidence generation** on (a) multi-dimensional child poverty analysis to influence policy action and allocations, (b) development of Nutrition Sentinel Surveillance system to provide routine information on nutrition and inform policy and programme action and (c) VAC study to identify and respond to violence against children due to the COVID-19 response,
- **Systems Development**: (a) Continuing engagement in the finalization of the Universal Health Benefit Package and tools that are COVID-19 sensitive, (b) Education sector analysis and planning, (c) provision of alternative care for children without parental / family care and (d) positioning of civil registration and vital statistics (CVRS) in the context of COVID-19
- **Social Protection**: Technical / advisory support (studies) to the emergency cash transfer scheme on children to inform medium term policy action on child-sensitive social protection programme in Pakistan
Summary Analysis of Programme Response

1. Risk Communication and Community

**Coordination:** UNICEF supports the Ministry of Health Services Regulation and Coordination (MoHSRC) to convene the RCCE task force meetings and leads the UN communication group on RCCE. So far, 25 RCCE task force meetings, 15 UN RCCE group meetings and 6 federal and provincial coordination meetings have taken place. At the provincial level, weekly RCCE taskforce meetings take place. The surveillance data is incorporated in RCCE briefs and data driven RCCE interventions planned.

**National Response:** Information messages were received by population through TV, radio, WhatsApp and social media (Facebook, Twitter, Instagram) 549 million times through Government and UNICEF efforts.

**UNICEF Response: Data analytics:** The 17th and 18th RCCE briefs, informed by combined analysis of the social and behavioural data, weekly social media sentiment data, records from the polio helpline (1166) and other surveys is available. The key findings include: (1) As of 25th August 2020, Pakistan has recorded 293,711 COVID-19 infections and 6,255 people have died of the virus. Since 25th June 2020, Pakistan has seen a steady decline in the daily number of recorded cases as well as deaths. (2) As of 17th Aug, in terms of public sentiment, more Pakistanis (41 per cent) on social media are feeling positive about COVID-19 this week than those feeling negative (8 per cent). The majority, at 50 per cent, remain neutral (3) The key driver of this positive sentiment is the resumption of opening tourism and the opening of shopping malls and restaurants by the Government following the decline in COVID-19 cases. The key driver of the negative sentiment centres around the inadequate testing of the vaccine Russia has approved; (4) parents in low and middle income settings are more likely to support sending their children back to school. This is likely to be driven by lower levels of perceived threat of COVID-19 risk within schools, and in specific contexts, the need to be able to work or have their children resume education; (5) Parents in middle-to-high income settings are less likely to support sending their children back to school. This is likely to be driven by higher levels of perceived threat about COVID-19 risk within schools and its transmission back to the household as well as access to alternative digital modes of learning; (6) Parents are also concerned about whether the key preventative actions will be physically possible in schools: social distancing in crowded classrooms or during school physical activity; safe or continuous facemask use by younger children and handwashing in schools with limited access to WASH facilities; (7) Parents are concerned about school preparedness to ensure adequate COVID-19 screening and safety measures for teachers and staff as well as a lack of a “Plan B” if COVID-19 cases in schools are identified; (8) Across all income settings, parental support for sending older children back to school increases because parents believe that their older children will be more likely to adhere to preventive measures in schools; (9) the perceived threat from COVID-19 has decreased substantially since Ramadan and these low levels of perceived threat from COVID-19, resulting in complacency about COVID-19 risks, are determined by a host of factors such as: the easing of lockdown restrictions by the government; the reported decline in the daily number of recorded cases as well as deaths; community belief that the virus is either not real or not as dangerous as publicly communicated and the belief that religion or home remedies will protect people from COVID-19, even after infection; (10) regular handwashing has now reduced significantly with people, particularly in low water access settings such as urban slums, reverting back to pre-COVID-19 behaviours; (11) people are washing their hands only if water is available and, when water is not available, no extraordinary efforts to secure access to water or to use hand sanitizers are made. This is particularly the case in low-income families, which have already considered hand sanitisers as an additional, non-necessary, item to purchase when surviving on a limited budget; (12) There is a need to follow public health guidance for the COVID-19-safe practice during Muharram gatherings (‘majalis’) and processions (‘juloos’). Both the government and the Pakistan Medical Association (PMA) have cautioned that the lack of adherence to public health guidance during this time could lead to a sharp increase in new COVID-19 cases and deaths; (13) there may be an increase of stigma incidents (and possible violence) against Shi’a religious communities, based on the blaming of Shi’a pilgrims for the early incidents of COVID-19 cases in Pakistan and the escalation of existing social conflicts against religious minorities due to higher levels of public anxiety during COVID-19; (14) Community feedback from two-way communication during national radio programming on COVID-19 has revealed public concerns about the quality and safety of facemasks available in markets for purchase by consumers; (15) people have very low levels of perceived

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*Community Feedback from UNICEF COVID-19 Radio Program (Broadcast Date: 13 August 2020)*
threat if they or their family members remain uninfected by COVID-19. These levels of perceived threat become very high immediately after they or their family members are infected by COVID-19; (16) the defined profile of perceived threat is leading to low community resilience against COVID-19 and high stigma against COVID-19 positive persons.

The government has issued SOPs for Muharram to reiterate the key preventive behaviours. Based on the SOPs, and to support the government, UNICEF has reinforced key messages through social media and mass media. Other partners reached out to their respective audiences and coverage areas in the country to disseminate messages on social distancing, use of facemasks and handwashing with soap.

Federal and Provincial governments have issued SOPs for the safe reopening of schools which are planned to reopen from the 15th September. The RCCE strategy is developed focusing on key messages for students, school teachers/staff and administration, parents and communities. The IEC materials developed focus on key behaviours particularly social distancing, use of facemasks and handwashing with soap. Additional messages have been developed for parents and schools to ensure that preventive measures are adopted by parents and schools.

To improve trend analysis, a tool for conducting the longitudinal behavioural survey on RCCE (to provide insights on the obstacles and support needed for recommended behaviours) has been launched in collaboration with VIAMO. The survey is nationally representative and 3,325 individuals (53 per cent male and 47 per cent female) responded to the survey, of which 63 per cent were from urban areas and 37 per cent from rural areas. The key results of the survey are: over 60 per cent of the respondents did not adopt preventive practices since these measures put their job, relationship or other important things at risk; 16 per cent of the respondents admitted to sending their children to work due to the loss of income caused by COVID-19; over 45 per cent of the respondents said they adopted the above given behaviours to protect themselves from COVID-19 while over 35 per cent respondents said that they adopted these precautions to protect others around them; 65 per cent respondents admitted to having borrowed money due to loss of income caused by COVID-19 and 50 per cent of the respondents had received first aid or mental counselling over the last 30 days.

**Dedicated live Radio show on COVID-19:** UNICEF has launched a series of 25 live radio programmes, lasting 50 minutes, on the 16th July through a contract with Pakistan Broadcasting Corporation (PBC) which are being aired on 41 radio channels (17 FM4 and 24 MW) for a duration of six months (July – December 2020). These COVID-19 dedicated radio programmes entitled ‘Kadam Sehat meaning “Health at every Step” airs every Thursday, reaching 83 million people across Pakistan. The radio programmes were aired on the 20th and 27th August. The program aired on August 20th August focused on stigma prevention and on showing empathy with people who are COVID-19 affected. The program which aired on 27th August focused on safe reopening of schools and Government SOPs focusing on key behaviours – use of facemask, social distancing and hand hygiene. The following radio channels are also airing the programs thereby increasing the potential coverage:

- FM 101 – Islamabad, Lahore, Faisalabad, Sargodha, Sialkot, Multan, Karachi, Hyderabad, Peshawar, Quetta, Bannu, Kohat, Abbotabad, Mithi, Khairpur, Larkana, Mirpur (AJK), Bahawalpur.
- FM 93 – Rawalpindi, Mianwali, Gawadar, Muzaffarabad, Chitral; and
- MW channels Islamabad, Karachi, Lahore, Peshawar, Multan, Hyderabad, D.I.Khan, Larkana, Quetta, Khuzdar, Bahawalpur, Sibbi, Loralai, Turbat, Mirpur AJK, Gilgit and Skardu)

Overall sectoral data shows that 10.4 million people reached through TV and radio.

**Religious leaders’ engagement:** Through existing polio alliances and the health programme 286,522 (26,477 new) religious leaders have been engaged and mobilized to promote the risk perception of the Corona virus, emphasize the importance of handwashing, use of mask and physical distancing as well as convincing other religious leaders on risk perception. The religious leaders use the information provided to talk to their followers during the Friday sermons and to make announcements in mosques with key preventive messages on COVID-19. During this period a total of 169,779 mosque announcements were made. The religious leaders have been engaged in increasing risk perception related to COVID-19 during the month of Muhrram as well as being engaged to promote both the upcoming polio campaigns and Essential Immunization (EI).

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*Frequenct Modulation and Medium Wave*
Social Media: Over the period from the 10th Aug – 23rd Aug, UNICEF’s Advocacy and Communication and Polio social media platforms have reached over 633,263 people per Facebook post with the number of total impressions reaching 101.6 million (Facebook: 100.8 million, Twitter: 66,172 and Instagram: 324,849 ). The overall number of impressions increased due to the focused social media campaign which included an #tag campaign for Independence Day, youth engagement activity for use of facemask and uploaded a number of videos promoting key messages. Additionally, 4 million people were reached through WhatsApp. The number of people engaged through social media⁵ is 17,375 per Facebook post and the total number of engagements reached, is 2,786,692 (Facebook: 2,762,550 , Twitter: 2,845 and Instagram: 7,560).

Reaching at risk populations through community engagement: With specific locations in Pakistan registering a high number of confirmed cases, the RCCE team has designed a differentiated approach to ensure optimum use of available resources, which is informed by the surveillance and social data. An orientation of more than 54 UNICEF staff and implementing partners was conducted to prioritize implementation according to the strategy.

Mobile vans, rickshaws and mobile floats were used in all provinces, including through polio and health structures, to disseminate messages. During the reporting period, over 1.8 m loudspeaker announcements were made to reach communities in high risk areas with messages on the importance of physical distancing, preventive behaviours, handwashing and hygiene. Cumulatively 19.3 million at risk people have been reached with preventive messages on COVID-19 with 291,465 reached during the reporting period. Through CSOs, frontline workers and social mobilisers used community engagement (in small groups of 5 to 6 people) to train/orientate on social distancing and government SOPs reached 92,180 people.

WhatsApp continues to be used as an important communication channel and has been used 253,115 times to date to reach people with information on behaviour change communication related to COVID-19. The content of specific messages designed for various levels of health workers and health facilities as part of the infection prevention strategy will also form part of the “We Care” campaign and communication material is being produced for each level of health facility.

Helpline: The Polio helpline (1166) which is being used for COVID-19 has received over 7 million calls and over 3.8 million calls responded. Of the calls received: 7.13 per cent were related to medical conditions; 2.68 per cent suspected cases; 5.32 per cent others, 2.18 per cent hospitals/tests, 11.10 per cent symptoms, 2.28 per cent treatment, 0.18 per cent plasma donation. There is a total of 250 helpline agents, of which UNICEF supports 85 agents and the rest are supported by Digital Pakistan.

Media orientation and mobilization: A total of 22,673 (1,327 new) journalists, reporters and bloggers have been engaged at both federal and provincial level for promoting key messages on COVID-19 and to counter negative media and COVID-19 related myths. To counter the belief that corona virus is fake, journalists and reporters continued writing about the severity of the disease, importance of testing, early professional health seeking behaviours and the importance of physical distancing as well as key behaviours to follow, such as handwashing and general hygiene.

Partnerships: UNICEF is working with the federal and provincial governments as well as implementing partners which include: WHO, UNHCR, UNDP, FAO, UNAIDS, UNESCO, UNODC, UNWOMEN, UNFPA, UN HABITAT, UNRC, WFP, ICRC, 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 IPC through the UN IPC technical working group. UNICEF is supporting the Ministry of Climate Change (MOCC) to convene bi-weekly virtual WASH sector coordination meetings at federal level bringing together over 70 organizations and government representatives from all the provinces to bring focus to the WASH component of IPC. The meeting held on 27th August focused on the safe schools reopening along with Global Hand Hygiene Initiative. The same support is being extended to the departments of local government in the four provinces to hold similar coordination meetings on

⁵ Definition of social media engagement includes likes, shares and retweets
weekly basis. All participating organizations are reporting their progress through the 4Ws matrix, ensuring effective coordination and efficient use of resources by avoiding duplication.

The IPC-WASH sector, with support from UNICEF and the Global WASH Cluster (GWC), has developed an online dashboard which gives a visual view of the 4Ws matrix analysis, showing progress by each partner in each location. The online version is accessible through the following link: https://www.humanitarianresponse.info/en/operations/pakistan/pakistan-wash-sector-working-group-covid-19-response-4ws-data-analysis

UNICEF Response: To date, UNICEF has rehabilitated and installed WASH facilities which include Ultraviolet (UV) water filters, toilets and handwashing stations in 567 (41 new) Health Care Facilities (HCFs, Sindh: 38, KP: 86, Punjab: 373 and Balochistan:70). More than 1.4 million people (209,767 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. Over 7.6 million people (287,251 new) have been supported with hygiene promotion services including COVID-19 prevention and control information. Over 3.8 million (398,087 new) people have used the 1,320 (67 new) handwashing stations at communal points in affected areas. To date, UNICEF supported the training of 5,629 (252 new) frontline sanitary workers to enhance the capacity of sanitary and frontline health workers on WASH/IPC in HCFs and high-risk communities.

WASH/IPC in Schools remains a top priority in the WASH sector coordination meetings (both at federal and provincial level) with focus on IPC strategy for school reopening. A WASH/IPC package for safe re-opening of schools has been developed with a unit cost for different types of WASH interventions. In collaboration with education a linkage between the Education Ministry and Ministry of Climate Change at Federal Level has been established for information sharing, leveraging of funds and joint resource mobilization for safe school reopening.

UNICEF distributed detergents and disinfectants to HCF to ensure effective cleaning and disinfection of surfaces thereby reducing the risk of infection among healthcare workers, patients and caregivers. With support from UNILEVER, UNICEF distributed 8,000 bottles of bleach and 140,000 bars of soap to 38 HCF (Sindh: 20; Punjab: 18). An additional 60,000 bars of soap were distributed to at risk communities in Punjab.

Under the coordination of MOCC, sector partners, including UNICEF have provided WASH services to 924 HCFs (73 new) reaching to more than 3.9 million people (1.2 million new) with WASH services and to date 1,841 handwashing stations (183 new) have been installed. Over 20.59 million people (6.38 million new) have been supported with hygiene promotion services including COVID-19 prevention and control information. The mobile application allowing for two-way communication with the Clean and Green Pakistan champions is used to engage with the youth (18 years and above) and 119,000 youth have registered on the system and 50,000 have acknowledged the messages on COVID-19 related social and behaviour change communication around hand hygiene.
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: To enhance the capacities of members of the Child Protection sub-working group to start reporting on agreed protection indicators related to COVID-19 response, a joint training on the 4W matrix was organized for members of the Child Protection sub-working groups in Sindh and Punjab on the 12th August 2020.

UNICEF Response: Using a training package developed by UNICEF, 41 social workforce professionals (11 female and 30 males) have been trained in psychosocial support and stigma prevention in KP during the reporting period. This brings to a total of 3,220 social workforce professionals (1,677 women and 1,543 men) who have been trained in all the provinces and the region of Gilgit-Baltistan.

A total of 51,912 parents, caregivers, children and individuals (3,035 girls, 3,337 boys, 23,316 women, 22,224 men) received Psychosocial Support and Services (PSS) by trained social workforce professionals in Punjab, KP, Sindh, Balochistan and GB with 2,876 reached within the reporting period (Punjab: 735, KP: 290, Sindh: 975, Balochistan: 833 and GB: 43). This includes 611 Individuals (31 Girls, 21 Boys, 250 women and 309 men) who received specialized counselling sessions in KP and Punjab.

In the two weeks since the launch of the campaign on Mental Health of adolescents and youth with the School of Leadership Foundation (SoLF) on the 17th August, more than 50 young people (22 adolescents) have registered and accessed counselling services provided by a certified psychotherapist with expertise in working with young people.

In Sindh, the Child Protection Units have registered a total of 116 cases (20 girls and 96 boys) of violence and abuse in the month of July. These cases were referred by the police, media, child helpline 1121 and from communities. Out of this number, it is pertinent to note that most of the cases (101) were missing children, of which 87 were mostly boys and 14 were girls, with 2 cases of kidnapping registered by the police, who were rescued and referred to the CPU for family tracing and reunification. As compared to previous months, this is the highest number of missing girls reported. In addition, 9 cases of sexual abuse were also reported (6 boys, 3 girls) and one case of physical abuse on a boy (corporal punishment) was also registered and currently being responded to by the relevant service providers. In Punjab, discussions have been held with the Child Protection Welfare Bureau to collaborate on a campaign to prevent abuse of children using the approved key messages on prevention of Violence against Children and online safety. UNICEF will also support the capacity building of the helpline operators to respond to and refer cases of abuse to appropriate service providers.

Over the reporting period, stigma prevention messages reached 249,650 people and engaged 784 people on various platforms. This increased the overall reach to over 35.8 million people.

Partnerships: UNICEF is working with the Federal and Provincial Governments as well as implementing partners including DANESH (Drugs and Narcotics Educational Services for Humanity), Agha Khan Foundation, DevCon and School of Leadership 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. In Punjab, UNICEF organized 16th online Expanded Programme on Immunization (EPI) Weekly Review meeting with participation of all stakeholders including Department of Health, UNICEF, WHO, and Bill & Melinda Gates Foundation (BMGF) where discussion was held on organizing a training of vaccinators in light of COVID-19 situation and its Standard Operating Procedures (SOPs). UNICEF also participated in Regional Working Group on Immunization meeting held on 20th August 2020. It was also attended by WHO and GAVI where it was agreed that there is a need to establish Pakistan
working group on COVID-19 Tool Accelerator Pillar 6 or COVAX Pillar and discussed preparations for the requirements for COVID-19 vaccine cold chain.

**UNICEF Response:** UNICEF is supporting the Provincial and Regional health departments to ensure 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 reaching 157,983 people during the reporting period (Balochistan: 2,604; Sindh: 95,021; KP: 2,663; Punjab: 57,695) with a total reach of over 1.57 million people since the onset of COVID-19. Measles immunisation reached a total of 1,696 children (under 1 year) (Balochistan:133; KP:318; Sindh: 1,245) during the reporting period with a total of 41,725 children vaccinated against measles in the 136 UNICEF supported health facilities. UNICEF has provided basic PPEs (gloves, sanitisers and masks) to 9,298 frontline health workers during the reporting period (Balochistan:7,774; Punjab: 3,298 and Sindh: 6,000) and reached a total of 75,481 frontline workers.

UNICEF supported IPC training reached 74,427 frontline health workers in total (2,768 new) and supported the training of 74,612 frontline health workers and community volunteers on COVID-19 and case identification and referral of suspected cases (with 2,789 new).

**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 of Pakistan, 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, Premier Advertisers, Pakistan Medical Association and Pediatric European Network for the Treatment of AIDS (PENTA).

5. **Nutrition**

**Coordination:** 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. During the reporting period 6 coordination meetings took place at Federal level and one meeting in each of the four provinces (Punjab, Sindh, Balochistan and KP), and for the first time a district level coordination platform met in Sanghar district in Sindh.

During the reporting period the National Nutrition Working Group (NNWG) populated the nutrition dashboard with information related to wasting case finding and referral, treatment of severe acute wasting (outpatient and inpatient in Stabilization centres), multiple micronutrient supplementation targeting young children and pregnant and lactating women (PLW), Iron & Folic Acid (IFA) supplementation targeting PLW, Infant and Young Child Feeding (IYCF) promotion and SAM treatment performance indicators. So far, this information was received from KP, Balochistan and Sindh provinces. Data related to management of moderate wasting from all provinces and the complete set of data from Punjab are awaited to finalize and disseminate the dashboard.

**UNICEF Response:** During the reporting period, UNICEF continued to celebrate the World Breastfeeding Week (WBW) which is planned to cover the entire month of August in Pakistan. Promotional activities to protect, support and promote adequate breastfeeding in the context of COVID-19 were carried out through print, electronic and social media campaign during the reporting period. It is estimated that 86,326 people were reached through UNICEF social media, while around 83 million people were reached through live talk shows aired through Radio Pakistan’s 41 channels across the country.

In Sindh, UNICEF supported the Sindh government to organize two TV shows on Sindh TV and Pakistan TV (PTV) to raise awareness on breastfeeding, and 538 banners with IYCF messages in the context of COVID-19 were printed and displayed at strategic locations all over Sindh including District Commissioner’s and District Head Officer’s Offices, major hospitals and main streets in the towns.

In KP, UNICEF supported dissemination of a one-minute video message recorded by a female parliamentarian with the courtesy of Public Health Association, KP. Video messages by health care professionals in Newly Merged Districts (NMD) were also shared and viewed by 50,000 people. The IYCF messages in the context of COVID-19 were printed and distributed to 5,596 households during the reporting period.

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Country-wide 2,633 UNICEF supported health sites provided nutrition services, an increase of 17 sites compared to previous report. A total of 67,710 SAM children have been admitted for treatment with 8,937 children (4,811 girls and 4,126 boys) admitted for treatment during the reporting period (Balochistan 2,935; Sindh 2,914; KP 1,390 and Punjab 1,698). The quality of treatment of severe wasting is in line with international (SPHERE\(^7\)) standards with the cure rate estimated at 90 per cent, defaulter rate 7.8 per cent against a maximum acceptable level of 15 per cent and death rate as low as 0.3 per cent when compared to the maximum acceptable of 5 per cent.

With UNICEF support, inter-personal communication on IYCF practices in the COVID-19 context reached 87,543 mothers/caregivers (Balochistan 5,536; Sindh 29,529; KP 8,495 and Punjab 43,983) during the reporting period, reaching 615,080 in total. During the reporting period, about 293,656 (KP 200,000; Federal 86,326; Punjab 7,330) individuals were reached through social media (Facebook, Twitter and Instagram) with messages on adequate and safe IYCF practices in the COVID-19 context.

During the reporting period, Vitamin A supplementation associated with the Sub-National Immunization Days (SNID) targeting 30.9 million children aged 6 to 59 months in 130 districts was successfully completed and reached 26.8 million children (87 per cent coverage).

**Partnerships:** MoNHSR&C, Provincial Health Departments, Ministry of Planning Development and Reform, NDMA, PDMA, Nutrition Development Partners, CSOs and UN SUN networks, Association for Gender Awareness and Human Empowerment (AGAHE), Rural Community Development Society (RCDS), Rural Education and Economic Development Society (REEDS), Health and Nutrition Development Society (HANDS), SHIFA Foundation and Nutrition International (NI).

### 6. Education

**Coordination:** Sectoral coordination meetings were held in all the provinces and focused on key steps needed to expedite the planning for safe school re-opening by the 15th September with all Provinces agreeing to use a phased approach modality for reopening: from the 15th September - Grade 9 to Universities; from the 22nd September – Grade 6-8 and from the 30th September – pre-primary and primary.

**UNICEF response:** The total number of children directly benefiting from UNICEF supported alternate learning opportunities has reached 86,883 children. In Balochistan, 366 content-based videos on Mathematics, Science and English subjects have been shared with Parent Teacher School Management Committees (PTSMC) and teachers for primary level classes (KG-5th) through WhatsApp to support the continuity of learning. The “My Home My School” campaign has established 18,605 home centres which are providing continuity of learning to 56,253 children (33,346 boys, 22,907 girls). In total, 277,964 parents have been reached with messages encouraging learning activities. In addition to this, 64 School Management Committee (SMC) members, teachers were reached with COVID-19 prevention information via SMS and other social media platforms during the reporting period, taking the total to 1.56 million people.

In Punjab School Education Department conducted second phase of training of 3,300 Area Education Officers (AEOs) on Mental Health and Psychosocial Support (MH&PSS) across 36 districts from 17th Aug and it will continue through 10th September 2020. UNICEF Information Technology section also trained 36 master trainers from Punjab on setting up of zoom meeting to support district teams in conducting online meetings and trainings. Two radio programs on public awareness on re-opening of schools were aired on radio Pakistan on 22nd and 24th August respectively.

In KP, six batches of master trainers (84 in total including 41 females) were trained on guidance and SoPs for safe school re-opening. These master trainers will cascade training to 500 teachers/head teachers in high risk districts to ensure strict compliance to SoPs once schools are reopened. To date, 835 teachers have been trained on psychosocial support and safe reopening of schools.

**Partnerships:** Ministry of Federal Education, Provincial Education Departments, Indus Resource Center, ILM Association, Microsoft, Viamo and SABAQ Foundation.

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\(^7\) Humanitarian Charter and Minimum Standards in Humanitarian Response
Adolescent and Youth Development and Participation

**Coordination:** The five UN agencies (UNDP, UNESCO, UNFPA, UNHCR and UNICEF) involved in the joint program to engage Adolescents and Youth in COVID-19 response met on 25th August to review the status of implementation of interventions and while good progress has been achieved it was agreed to extend the deadline of the program from October 2020 to December 2020.

**Response:** The 209 trained adolescents and youth ambassadors equipped with simple basic kits are cascading the training on COVID 19 SOPs to at least four other peers, family members or key community influencers including religious leaders. Since cascaded training started, 725 other persons in addition to the 209 ambassadors have been trained in their communities. Also, 9 selected adolescents have participated in a training on Appreciative Enquiry (AE). The approach (AE) introduced by the ROSA office is aimed at equipping young people with skills that helps them to become active citizens in their communities. The 9 adolescents trained will test the approach in their communities with their peers and share their experiences to help review and document the learnings. A draft Toolkit for engaging adolescents will be reviewed to incorporate the AE approach.

For the International Youth Day on 12th August and Pakistan’s Independence celebrations on the 14th August, the campaign with young people reinforced the messages on COVID 19. More than 95k people (Adolescent: 26%, youth: 64% & Adults: 10%) were reached and 12K were engaged through social media platforms.

Meanwhile, as part of the Innovative adolescent and youth challenge which is part of the Call to Action interventions under the UN joint program, 28 adolescents and young people have successfully completed three days of mentorship training facilitated by the School of Leadership Foundation (SoLF). All 28 participants are expected to share their final project plan and budget sheets in next 10 days. Simultaneously UNDP will release the first tranche of seed funding to the participants to advance their innovations.

**Supply and Procurement Services**

UNICEF facilitated the delivery of 71 metric tons of PPEs procured on behalf of MoNHSR&C, with funding support from World Bank (US$ 8.5 million) and Gavi HSS (US$ 3.7 million. The huge consignment which arrived on 19 August, includes face masks (7.5 million each); coveralls (31,230 each), gloves (50,000 boxes); goggles (30,000 each); gowns (30,000 each); Thermometer (714 each) and body bags (1,000).

A total of US$ 7.5 million worth of supplies and services have been committed from UNICEF’s own resources in response to COVID-19 outbreak including PPEs (gloves, surgical caps, boot covers), sanitizers, IEC and RCCE materials, media engagement related services, WASH sanitation products, rehabilitation of Health Facilities, COVID-19 call centre and consultancy services. A total of 60,000 boxes of surgical masks, were delivered and distribution is ongoing to all provinces, in support of UNICEF Programmes frontline workers.

Following table gives us the distribution of surgical masks completed by UNICEF Pakistan
UNICEF technical assistance to the MNHSR&C will provide the most needed PPEs to the frontline health workers responding to the COVID-19 response.

**Human Interest Stories and External Media**

In the run-up to Independence Day, UNICEF kept up efforts to promote the adoption of COVID-19 preventive behaviours by the general public. A short-animated video promoting these behaviours with visuals linked to the Holiday was released together with MoNHSR&C. UNICEF changed the colour of its logo to green on its official social media platforms for the day and released several infographics, as well as video messages from children and adolescents encouraging their peers to stay safe.

As part of the global UNICEF-WHO initiative ‘World Mask Week, UNICEF published a series of photos featuring adolescents and young people from across Pakistan wearing a face mask and sharing tips on how to protect oneself from COVID-19. The photos were also linked to UNICEF Pakistan’s ‘Pak Youth Diaries’ initiative. UNICEF also posted content related to two Online Events celebrating International Youth Day and marking the launch of the Multidimensional Poverty Index Report 2020, both in partnership with UNDP.

UNICEF Pakistan participated in the publication and dissemination of a ROSA press release on the resumption of Polio immunization campaigns in both Pakistan and Afghanistan (‘Polio vaccination campaigns resume in Pakistan and Afghanistan after COVID-19 disruptions leave 50 million children unimmunized’), resulting in coverage in at least seven major Pakistani media. Additional content related to Polio immunization was shared on social media platforms.

A series of mini videos and infographics were released on social media to promote adequate nutrition of newborns and infants in the time of COVID-19.

**LINKS**

**Independence Day**
Coping with Corona: [www.facebook.com/unicefpakistan/photos/a.191248050895440/3359369817416565/](http://www.facebook.com/unicefpakistan/photos/a.191248050895440/3359369817416565/)
Children, adolescents wearing the mask for the day:
Press Statement
World Mask Week
Hani: https://www.facebook.com/unicefpakistan/photos/a.837480312938874/3391120360908177/
Behrahwer & brother Jibran: www.facebook.com/unicefpakistan/photos/a.837480312938874/3376899112330302/
Razia: www.facebook.com/unicefpakistan/photos/a.191248050895440/3353669771319903/
Yashar: www.facebook.com/unicefpakistan/photos/a.191248050895440/3350617014958512/
Muhammad Huzair: www.facebook.com/unicefpakistan/photos/a.191248050895440/3348084865211727/
Saad: www.facebook.com/unicefpakistan/photos/a.191248050895440/335636251053255/
Abdullah: www.facebook.com/unicefpakistan/photos/a.191248050895440/3354063104613903/
Aaiza: www.instagram.com/p/CD01X2JjvPd/
Noor: www.instagram.com/p/CDylam7Jq6y/

Video by six-year-old Hareem Nouman on the need to abide by preventive behaviours:
https://www.facebook.com/unicefpakistan/videos/649866222548631

Funding
UNICEF Pakistan needs US$ 50.2 million to support the COVID-19 humanitarian action in the country. Additional funds have been received from ECHO to support maternal, newborn and child health, nutrition and immunization services along with strengthening of COVID-19 response in three districts of Sindh and Balochistan. The office was able to mobilise US$ 17.53 million (35 per cent) for the humanitarian response. A critical funding gap of US$ 32.67 million (65 per cent) persists to provide required essential services nationwide.

Funds received include US$ 4.77 million existing resources/programmes re-programmed for COVID-19 from the European Union, DFID funded CLECSAP, ASWA II, Aawaz II, and Khyber Pakhtunkhwa Merged Districts (KPMD) Support Programme, UNICEF’s Global Thematic Humanitarian Funds and Regular Resources.

In-kind contribution received from Unilever and Procter and Gamble (includes sanitation, hygiene and disinfection material) along with airtime to reach people through mass media. Partnership with Zong 4G, on communicating preventive behaviour messages on their social media pages have contributed and helped achieve positive results for behavioural change.

UNICEF expresses its sincere gratitude to the Government of Japan and United Kingdom, CERF Secretariat, Asian Development Bank, World Bank, European Union, Global Partnership for Education, Solidarity Fund, Standard Chartered, Unilever, 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>0</td>
</tr>
<tr>
<td>Infection Prevention and Control (WASH)</td>
<td>17 100 000</td>
<td>3 277 619</td>
<td>1 517 564</td>
</tr>
<tr>
<td>Psychosocial Support and Child Protection</td>
<td>4 825 000</td>
<td>1 728 562</td>
<td>757 502</td>
</tr>
<tr>
<td>Building Resilient Health System</td>
<td>7 790 000</td>
<td>3 532 278</td>
<td>1 826 101</td>
</tr>
<tr>
<td>Continuity of Education and Learning</td>
<td>3 350 000</td>
<td>471 000</td>
<td>615 000</td>
</tr>
</tbody>
</table>
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>650,000</td>
<td>633,263</td>
</tr>
<tr>
<td>Number of people engaged through social media***</td>
<td>15,000</td>
<td>17,375</td>
</tr>
<tr>
<td>Number of at-risk populations reached through community engagement</td>
<td>201,066,962</td>
<td>19,391,465</td>
</tr>
<tr>
<td>Number of members of religious leaders engaged in promoting key messages</td>
<td>345,000</td>
<td>286,522</td>
</tr>
<tr>
<td>Number of media practitioners oriented on reporting on COVID-19</td>
<td>40,000</td>
<td>22,673</td>
</tr>
<tr>
<td>Number of calls received from helpline</td>
<td>16,000,000</td>
<td>7,012,522</td>
</tr>
<tr>
<td>Number of calls from helpline responded to</td>
<td>11,000,000</td>
<td>3,893,094</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>567</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>7,600,000</td>
</tr>
<tr>
<td>Number of community sites with handwashing facilities in the affected areas</td>
<td>1,800</td>
<td>1,320</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>2</td>
</tr>
<tr>
<td>Psychosocial Support and Child Protection</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Category</td>
<td>Subcategory</td>
<td>UNICEF (Goal)</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>------------------------------------------------------------------------------</td>
<td>---------------</td>
</tr>
<tr>
<td>**Number of affected people, including</td>
<td>children, who received psycho-social support ***</td>
<td>50,000</td>
</tr>
<tr>
<td>**Number of social and care workers trained</td>
<td>on psychosocial support and stigma reduction</td>
<td>3,500</td>
</tr>
<tr>
<td>**Number of people reached with stigma</td>
<td>prevention messages</td>
<td>50,000,000</td>
</tr>
<tr>
<td>**Continuity of Education and Learning</td>
<td>**Number of SMCs/PTMCs members, teachers and other education personnel</td>
<td>3,000,000</td>
</tr>
<tr>
<td></td>
<td>reached with prevention information via SMS, robocall and social media</td>
<td></td>
</tr>
<tr>
<td></td>
<td>**Number of parents reached with messages encouraging learning activities through</td>
<td>5,000,000</td>
</tr>
<tr>
<td></td>
<td>SMS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>**Number of children benefiting from alternate learning opportunities</td>
<td>7,500,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>**Number of SMCs trained on safe reopening of schools</td>
<td>8,500</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>**Number of teachers trained on psychosocial support and safe reopening of schools</td>
<td>100,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Building Resilient Health Systems</strong></td>
<td>**Number of people benefitting from continuity of primary health care services at UNICEF supported health facilities</td>
<td>3,200,000</td>
</tr>
<tr>
<td></td>
<td>**Number of children &lt; 1 vaccinated against Measles</td>
<td>170,000</td>
</tr>
<tr>
<td></td>
<td>**Number of frontline health workers reached with basic PPEs (masks, gloves and hand sanitizers)</td>
<td>100,000</td>
</tr>
<tr>
<td></td>
<td>**Number of frontline workers trained on infection prevention and control</td>
<td>100,000</td>
</tr>
<tr>
<td></td>
<td>**Number of frontline health workers and community volunteers oriented on COVID-19 and referral of suspected cases</td>
<td>100,000</td>
</tr>
<tr>
<td><strong>Nutrition</strong></td>
<td>**Number of sites which are safe for service providers and patients.</td>
<td>3,000</td>
</tr>
<tr>
<td></td>
<td>**Number of mothers and care givers at high risk of infection supported by IYCF and hygiene promotion.</td>
<td>1,110,747</td>
</tr>
<tr>
<td></td>
<td>**Number of children treated for SAM without complication in a safe environment at health facility</td>
<td>277,630</td>
</tr>
</tbody>
</table>

* To minimize double counting UNICEF HQ RCCE Guidelines define the result as the number of impressions per post from the highest performing platform for last two weeks.
** For the Social media engagement (likes, shares and retweet) results the UNICEF HQ RCCE Guidelines define the result as the number of impressions per post from the highest performing platform for last two weeks.
*** UNICEF team is in the process of revising the targets till December, this time around the progress is overshooting the targets which will be revised in the next sitrep.