

2018

Annual Report
Pakistan



unicef 
for every child

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July 2019

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Designed at Headbumped Studio



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Acronyms

ALP	Alternative learning pathways
C4D	Communication for development
CDWA	Clean Drinking Water for All
CP	Country programme
CPEC	China-Pakistan Economic Corridor
CRC	Convention on the Rights of the Child
CRVS	Civil Registration and Vital Statistics
DFID	UK Department for International Development
ECD	Early childhood development
ECE	Early childhood education
EPI	Expanded Programme for Immunization
ESP	Education Sector Plan
FATA	Federally Administered Tribal Areas
GB	Gilgit-Baltistan
GPE	Global Partnership for Education
HAC	Humanitarian Action for Children
ILO	International Labour Organization
IYCF	Infant and young child feeding
KP	Khyber Pakhtunkhwa
MHM	Menstrual hygiene management
MICS	Multiple Indicator Cluster Survey
M&E	Monitoring and evaluation
NCFA	National Complementary Feeding Assessment
NCHR	National Commission for Human Rights
NDMA	National Disaster Management Authority
NFE	Non-formal education
OOSC	Out-of-school children
ORS	Oral rehydration salts
PAK	Pakistan Administered Kashmir
PATS	Pakistan Approach to Total Sanitation
PDHS	Pakistan Demographic and Health Survey
ROSA	Regional Office for South Asia
SAARC	South Asian Association for Regional Cooperation
SIMPOC	Statistical Information and Monitoring Programme on Child Labour
T4D	Technology for development
UNDP	United Nations Development Programme
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNSDf	United Nations Sustainable Development Framework
USAID	United States Agency for International Development
WHO	World Health Organization
WinS	WASH in Schools



Foreword

More than 70 years ago, the countries of the world came together to establish what we now know as the United Nations Children's Fund or UNICEF. The aim then was to protect and nurture children devastated by World War II. UNICEF's first office in Pakistan opened in 1948 in Karachi. Today, UNICEF has as its fundamental mission to support governments and communities in ensuring that the rights of all girls and boys, no matter their race, gender, nationality, religion, geographical location, disability or socioeconomic status, are protected and realised. Our efforts are guided by the UNICEF Strategic Plan 2018–2021 which contributes to accelerating progress towards the Sustainable Development Goals.

Pakistan's wholehearted commitment to its children is demonstrated by the fact that the country was the sixth in the world to sign and ratify the Convention on the Rights of the Child. UNICEF has worked with Pakistan's governments, civil society, development partners and sister agencies, the private sector and the public to fulfil this historic commitment.

In 2018, we at UNICEF renewed our pledge to Pakistan's children, launching a new Country Programme (2018–2022) signed in partnership with the Government. This directs our efforts towards ensuring that:

- Every child survives and thrives, is in good health, immunized, protected from polio and accesses a nutritious diet;
- Every child learns;
- Every child is protected from violence and exploitation, and is registered at birth;
- Every child lives in a safe and clean environment, with access to safe drinking water and adequate sanitation.

We also work to ensure that all children, both girls and boys, have an equal chance in life, and that all children are supported through, and able to withstand, crises.

This annual report for 2018 gives an account of the progress we have made along this path. In it we celebrate our successes and acknowledge the challenges we have faced. We reflect on the lessons we have learned during 2018 and consider our priorities for the year ahead. Above all, we celebrate the partnerships strengthened or created in 2018, that are critical for sustained success.

In 2018, my first year as UNICEF Country Representative in Pakistan, I have found great inspiration in the selflessness and dedication of my colleagues and partners in our joint efforts to protect children's rights to health, education, protection and a safe environment.



The dedicated leadership of our partners in Government at every level – federal, provincial/area and local – is fundamental to the progress made this year, and to laying the foundation for strong, sustainable systems. We look forward to many more years of this shared commitment.

Our sister agencies in the United Nations, development partners and donors bring to bear dedication, expertise, effective action and vital resources. This year has also seen partnerships with the private sector come of age, developing innovative and cost-effective solutions to achieve results for children.

Our local partners bring contextual understanding and a long history in the areas in which they work. This underpins effective and equitable delivery, monitoring and research. Teams of Lady Health Workers, polio workers, teachers, religious leaders, field monitors and others deliver and support life-saving services, often at great personal risk.

Finally, and most importantly, I join my UNICEF colleagues in extending thanks to the communities where we work. The commitment of these countless mothers, fathers, girls and boys to build a better future for all Pakistanis is an inspiration to us all.

Aida Girma-Melaku
Representative
UNICEF Pakistan

Achievements

Every child survives and thrives



51,700

healthcare establishments were registered in Punjab as part of a nationwide push to develop frameworks on the quality of health care for mothers around the time of birth



In 17 UNICEF supported districts,

291,200

children [146,900 girls] were screened for acute malnutrition and 17,900 children [including 9,337 girls] were treated with a 90+ per cent cure rate



1.4mil & 5.2mil

adolescent girls & children aged 2–5

were dewormed, protecting them against ill-health, malnutrition and the risk of dropping out of school



33mil

children aged 6–59 months received Vitamin A supplementation twice a year



155,300

severely malnourished children were treated at 1,962 nutrition treatment centres established in 2018 alone by provincial government programmes, with UNICEF technical and procurement support



37mil

children aged 9–59 months were vaccinated in a national measles campaign, exceeding initial targets with 105 per cent coverage.



75% of Pakistan's cold chain equipment is now equipped with temperature monitoring devices, ensuring high-quality vaccines reach children in even the most remote areas

USD

4.8mil

procurement services were provided to Government to ensure nutrition supplies were available in a timely fashion



UNICEF supported procurement of

349mil

doses of oral and injectable polio vaccine to advance and consolidate gains in eradicating polio from Pakistan



The Prime Minister's Office notified a high-level taskforce on health and nutrition, providing leadership and momentum at the highest level for multisectoral approaches to tackling stunting

The National Complementary Feeding Assessment yielded the first-ever nationwide data on how and what children are fed across Pakistan, underpinning government communication strategies in Punjab and Sindh



Every child learns



UNICEF technical assistance supported policy achievements for out-of-school children: facilitating the Sindh NFE Education Policy to enrol 600,000 out-of-school-children in five years, finalizing the first Punjab NFE Policy, and KP government commitment to develop NFE/ALP policy



Education sector planning advanced in all provinces with UNICEF support, including a successful grant application to the GPE for education planning in Balochistan

1.2mil

children (47 per cent girls) were enrolled through UNICEF-supported government enrolment campaigns in priority districts in all provinces, with an estimated 15 per cent enrolling as an outcome of campaigns



16,997

children (44 per cent girls) benefited from 550 ALP centres receiving direct UNICEF support in four provinces, and 98.6 per cent of the first ALP students in Balochistan successfully passed the Grade 5 test



99,389

children (58 per cent girls) accessed high quality early childhood education through 2,784 UNICEF-supported centres across all provinces



4,024

adolescents (2,430 girls) participated in **life skills training** addressing child marriage and gendered social norms, and in turn acted as **peer educators** for 36,255 adolescents including 15,095 girls



Two regions of Pakistan, Gilgit-Baltistan and Balochistan, have passed **CRC-aligned legislation** to protect children with UNICEF support



Every child is protected from violence and exploitation



USD

400,000

was provided by Gilgit-Baltistan to conduct a **child labour survey**, with similar commitments planned in other provinces and areas



Births of

382,664

children aged 0–17 years were **registered** with UNICEF support



24,916

children (11,828 girls) benefited from **psycho-social support** with UNICEF support



Every child lives in a safe and clean environment



2.7mil

people in communities declared free of open sanitation were reached with **targeted communication** to prevent them from slipping back into poor hygiene habits



9.7mil

people, including 4.9 million women, gained **access to safer drinking water** with UNICEF support

2mil

more people, including 1.02 million women, now live in **open defecation-free communities**, while 514,000 people gained access to basic sanitation



75,000

adolescent girls were engaged with positive messages on **menstrual hygiene management** on their phones and 89,900 girls and women benefited from menstrual hygiene support in schools



Water quality improved for Hyderabad's 2.8 million inhabitants following UNICEF's support, including hardware procurement



Gender strategies for all UNICEF programmes developed

Every child has equal chances



Over

1mil

young people reached via **social media** for No Chutti campaign, empowering women and girls to feel powerful during their period



A team of young girls from Pakistan was awarded US\$20,000 in seed funding to develop innovation solutions to **menstrual hygiene management** for a global competition

Every child withstands crisis



840,000

children in western KP (formerly FATA) **vaccinated** against measles



400,000

children were **protected** as 500 Islamabad schools applied the School Safety Framework



Pakistan School Safety Framework approved by Prime Minister



2018 in context

In 2018, Pakistan experienced the second successful democratic transfer of power in its history, following general elections in July. The change of government signalled potential shifts in administrative structures and national priorities, which affected programme delivery in several areas.

The incoming Government commenced talks to revisit the China-Pakistan Economic Corridor (CPEC) agreement, the country's largest collection of infrastructural and economic development schemes. Its aim is to increase emphasis on social and human resource development and build indigenous economic activity. Pakistan's challenging fiscal situation caused the new Government to reduce its development budget for 2018–2019, from US\$ 7.1 billion to US\$ 5.4 billion, and to rely on heavy borrowing. Political and economic analyses indicate that the country may require its thirteenth IMF bailout since the 1980s. This will have implications for children given that the population is poorly positioned to withstand economic shocks and social sector budgets are already below recommended percentages of GDP. One in four Pakistanis lives in extreme poverty and, according to the Global Multidimensional Poverty Index 2018, Pakistan has the highest intensity of child poverty in South Asia, at 53 per cent. Girls and women are particularly at risk; Pakistan ranks 148th out of 149 countries for gender parity on the World Economic Forum's Global Gender Gap Report 2018. Gender-specific bottlenecks include limited mobility, a lack of access to resources and decision-making, and restrictions specific to adolescent girls which limit their opportunities for education and for working outside the home.

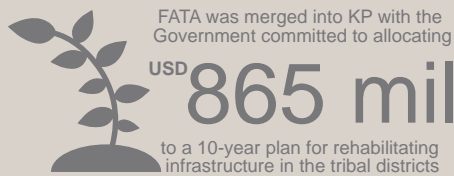
Promisingly, the incoming administration signalled political will to act on several areas of concern for children, offering opportunities for UNICEF programming. In his first speech, the newly-elected Prime Minister highlighted nutritional deficiencies as a priority area. Strong political commitment to water, sanitation and hygiene (WASH) and climate change was augmented through the launch of the Clean & Green Pakistan initiative. Decreasing the number of out-of-school children and improving the quality of education were also prioritized.

One of the most important administrative developments in 2018 was the passage of the 25th Amendment in May, which merged the Federally Administered Tribal Areas (FATA) into the province of Khyber Pakhtunkhwa (KP). Now known as the Tribal Districts of KP, the area is no longer subject to the colonial-era Frontier Crimes Regulation. Moreover, the Government committed to allocating US\$ 865 million to a 10-year plan for rehabilitating infrastructure in the tribal districts. This demonstrates government and donor commitment to improving basic services in one of the most historically marginalized parts of the country.



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The findings of the Pakistan Demographic and Health Survey (PDHS) 2017–2018 revealed improvements in indicators related to child survival since 2012–2013. Neonatal mortality fell from 54 deaths per 1,000 live births to 42. Maternal health indicators – highlighted in the Gender Action Plan (2018–2021) – also improved, with skilled antenatal care increasing from 73 to 83 per cent and skilled birth attendance from 52 to 69 per cent. However, postnatal care within two days of birth showed only slight improvement, from 60 to 62 per cent. The PDHS also demonstrates varied progress on two major contributors to child deaths: the percentage of children with acute respiratory infections who received treatment increased from 65 to 84 per cent, while the administration of oral rehydration salts to children with diarrhoea fell slightly, from 38 to 37 per cent. UNICEF advocacy strives to ensure that all health data is disaggregated by sex.



Routine immunization coverage experienced a slow but steady rise thanks to several years of consolidated action. As a result, the ratio of fully immunized children in Pakistan rose from 54 to 66 per cent between 2012 and 2018. The immense coordinated fight against polio continued to bring the country closer to completely eradicating the disease. With 12 cases reported in 2018, however, high-risk areas remained reservoirs. The porous border with neighbouring Afghanistan requires concerted action despite the challenges posed by growing regional insecurity.

An accurate picture of the nutritional situation emerged thanks to a large survey conducted in 2018. The report will be launched in 2019. The SUN secretariat strengthened its work and each province will prepare an action plan on both ECD and nutrition.

Federal and provincial governments strengthened their efforts to achieve SDG 4, including an ambitious new National Education Policy Framework by the Federal Ministry of Education on access, standards, quality, skills development and literacy. The provinces have been undertaking education sector planning exercises to set medium- and long-term goals and targets, and have made major investments in improving school facilities. Nevertheless, access to quality education was hampered by several factors including weak school infrastructure in some provinces, poor learning environments and ineffective teaching. Although gaps remain, education policy frameworks are being strengthened. While the Constitution recognised the right to free and compulsory education, the pre-primary age group of 3–4-year olds falls outside this obligation. Legislation and rules of business in Punjab, Sindh and Islamabad also now cover free pre-primary education. Provincial governments are further engaged in developing key policies with UNICEF technical support such as the Sindh Non-Formal Education Policy to enrol 600,000 out-of-school children (OOSC) in five years and the first Punjab Non-Formal Education Policy. Additionally, Sindh province finalized and approved the ECCE Curriculum and ECCE Standards.

Education budgets in Pakistan have gradually increased in recent years. Nevertheless, at 2.8 per cent of GDP in 2018, they remain short of the 4 per cent recommended by Education 2030 and lag behind the budgets of most other South Asian countries. Pakistan Education Statistics 2016–2017 shows that since 2012 the adjusted net enrolment rate has increased by 4 percentage points, from 68 per cent to 77 per cent, and the number of OOSC has fallen by 1.7 million at primary level, with improving enrolment and retention despite slow progress. While the number of OOSC has fallen by 1.7 million over the last five years, Pakistan still has the world's second-highest number of such children at the primary level. As the Pakistan Education Statistics 2016–2017 reveal, 5 million children are out



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of school, 60 per cent of whom are girls. The number of OOSC increases drastically after primary level, with 17.7 million adolescents aged 10–16 years, of whom 51 per cent are girls, outside formal education. As in all matters related to children in Pakistan, national averages continue to mask substantial variations by gender, region, socioeconomic status and other factors. In rural Sindh, for instance, 65 per cent of the poorest children have never attended school. Similarly, while 10.7 million OOSC nationwide are boys, over 12.1 million (53 per cent) are girls, according to the Pakistan Education Statistics 2016–2017.

Gendered cultural and social norms posed continuing challenges for the protection of girls and boys from violence and exploitation. Weak institutions and poor quality services exacerbated protection issues, including child marriage, corporal punishment and child labour. Policy advances in Balochistan and Gilgit-Baltistan (GB) provided a basis for developing protection systems aligned with the Convention on the Rights of the Child (CRC). While 5 million children are born in Pakistan annually, only one-third of children under the age of five are registered, according to the PDHS 2012–2013. This increases protection risks and renders children invisible to government institutions, including in humanitarian situations.

The Pakistan Approach to Total Sanitation (PATS), developed and implemented by the Government with UNICEF's support, continued to reduce the proportion of children in communities where open defecation remains prevalent and access to safe drinking water is limited. Nevertheless, millions of children continue to live in unsafe WASH environments, especially in rapidly-growing urban centres. Institutional arrangements and public spending to address WASH issues vary across Pakistan. For instance, although considerable progress has been made in Punjab, there have been virtually no advances in Balochistan. A lack of knowledge and harmful cultural norms around menstruation, combined with the lack of WASH facilities in schools, deter adolescent girls' attendance. Recent policies offer the potential for

limited access and interrupted services, while growing insecurity in Afghanistan had implications for children in border regions. This year provided an opportunity to consolidate disaster risk reduction and preparedness in planning under the leadership of the National Disaster Management Authority (NDMA). This is critically important since Pakistan is considered the seventh most vulnerable country in the world to climate change according to the Global Climate Risk Index 2018. This means that girls and boys are at risk of the effects of drought, extreme temperatures, flooding, and other climate-related hazards. In 2018, drought-like conditions persisted in parts of Sindh and Balochistan, requiring multisectoral nutrition and WASH support. Eight districts of Sindh were notified as drought-affected in September, impacting



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significant progress. These include a Drinking Water Policy that recognizes water as a human right, in keeping with SDG 6, and gender-responsive provincial WASH in Schools (WinS) strategies. There has also been a gradual increase in public spending on WASH, although this remains inadequate for ensuring that Pakistan achieves its WASH-related development goals.

The humanitarian situation in KP's Tribal Districts improved in 2018. Almost all of the temporarily displaced persons (TDPs) identified by the FATA Vulnerability Assessment 2017 returned home during the course of the year – totalling 4.4 million people, including 2.5 million children. As part of the transition to development assistance, UNICEF and its partners provided residual humanitarian support to returning families, helping them to resettle and rebuild their lives. As only 16,000 people remained displaced in 2018, support focused on returnees. However, sporadic violence led to insecurity,

about 877,000 children. A nutrition emergency was declared in Balochistan in November, affecting approximately 1.05 million children.

This was the first year of UNICEF's new Country Programme (CP) 2018–2022, as agreed with the Government of Pakistan and its provincial administrations. Synchronicity with the UNICEF Strategic Plan 2018–2021 led to the CP's alignment, from the very outset, with corporate strategic priorities and global commitments, including the SDGs. Its strong focus on equity and evidence-based support for children reflects the priorities of the No Child Left Behind agenda. Its results framework is reflected in joint One UN work plans to prevent the duplication of efforts in accordance with the United Nations Sustainable Development Framework (UNSDF) 2018–2022 for Pakistan.



The ratio of fully immunized children in Pakistan was **54%** in **2012** and rose to **66%** in **2018** *

42 children of every **1000** die in the first month of life *

Pakistan is **one of only three** countries in the world where polio remains endemic

12 cases of polio were reported in **2018**

Every child survives and thrives



7% ** of children under five years of age suffer from **wasting**, **2%** from **severe wasting**

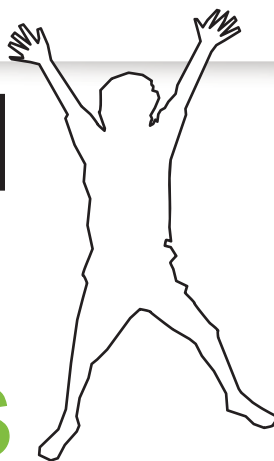
38% ** of Pakistani children under five suffer from **stunting**, **17%** from **severe stunting**

in 2012, **15%** * of children received a minimally **acceptable diet**. In 2018, this **figure fell to 13%**

* PDHS 2012–2013 and 2017–2018

** PDHS 2017–2018

Every child survives and thrives



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The global launch of the Every Child Alive campaign in February captured the attention of the media, governments, policymakers, healthcare providers and the public. This formed the backdrop to growing support for UNICEF's aim of targeting health care quality and underpinned strategic alignment between UNICEF's and the Government's health priorities. UNICEF supported the Ministry of National Health Services, Regulation and Coordination (MoNHSR&C) to develop strategic and accountability frameworks on the quality of care at birth, reflecting the issue's importance for attaining health goals and the Gender Action Plan's focus on dignified maternal care. These frameworks were disseminated for discussion among the media, universities, health facilities and health care commissions in Punjab, Sindh and KP, where provincial frameworks were drafted utilizing a gender lens. The Punjab Health Commission registered nearly 51,700 healthcare establishments and licensed 34,400 for accreditation from 2019, including 2,627 that had already met service delivery standards.

With technical support from UNICEF and the World Health Organization (WHO), the Government finalized a national Reproductive, Maternal, Newborn, Child and Adolescent Health and Nutrition Strategy and its costed plan, based on a gender-responsive national vision. Using this as a reference and incorporating new evidence, Punjab, Sindh and KP endorsed Newborn Survival Strategies and costed plans. These included a policy on home visits for newborns in Punjab based on a UNICEF-supported pilot. The initiative proved so successful that it was expanded from one to four districts. Thirty-five UNICEF-supported Sick Newborn Care Units treated 44,100 sick newborns, with a 90 per cent cure rate. Following UNICEF capacity building and advocacy, kangaroo care was provided in five hospitals in Punjab and Sindh, benefitting 727 pre-term babies. The use of chlorhexidine protected 350,000 newborns from umbilical cord infections in 21 districts of Punjab, Balochistan, KP including the KP Tribal Districts. In addition to saving lives, these interventions supported the Government-endorsed policy brief on the quality of care at the time of birth. An integrated approach to tackling gender-specific barriers will be adopted in 2019.

With UNICEF's assistance, the Governments of Sindh (all districts) and Punjab (five districts) strengthened health facilities by localizing the Global Action Plan for Pneumonia and Diarrhoea. The management of these diseases was enhanced in 2,421 facilities (exceeding the target of 2,000) by using the Integrated Management of Childhood Illness Protocols. Together, these facilities treated 1.8 million girls and boys. They were among 2.8 million children reached with supplies procured with UNICEF's support. UNICEF's advocacy with 15 local manufacturers will enhance the availability of key commodities in the future.

Biannual UNICEF-supported Mother and Child Weeks in three provinces and three administrative areas provided

Health facilities strengthened in Sindh and Punjab by localizing the

Global Action Plan for Pneumonia and Diarrhoea

which resulted in

2,421 facilities treating

1.8mil

girls and boys for these diseases



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high-impact, low-cost interventions. For instance, deworming 1.4 million adolescent girls and 5.2 million children aged 2–5 years protected them against ill-health, malnutrition and the risk of dropping out of school. The first evaluation of this programme in 10 years was conducted with UNICEF's backing, providing evidence for improved design and implementation, and informing evidence-based decision-making on future course corrections.

1.4mil adolescent girls & **5.2mil** children aged 2–5
were dewormed, protecting them against ill-health, malnutrition and the risk of dropping out of school

UNICEF's support for immunization in Pakistan addressed both supply (planning and procurement to ensure high quality vaccines reach all children, everywhere) and demand (advocacy, communication and partnerships to increase community awareness). With measles vaccine coverage estimated by WHO/UNICEF at 76 per cent in 2017, Pakistan experienced widespread outbreaks – 60,100 cases and 420 deaths were reported in 2017 and 2018. In response, a 12-day measles campaign was conducted in October 2018, reaching 37 million children aged 9–59 months, exceeding initial targets with 105 per cent coverage. Despite issues with cascade training and quality assurance, high coverage can be partly attributed to real-time micro-planning, successful social mobilization and rigorous monitoring utilizing innovative tools, such as RapidPro.

UNICEF strengthened immunization-related advocacy, communication and social mobilization structures, deploying

personnel, providing training and supplying tools. Support was also provided for World Immunization Week, introduction of the rotavirus vaccine and the measles campaign. Informative text messages and calls reached 19.5 million mobile phone users, while social media outreach received 15.6 million impressions from 13.5 million users. UNICEF also aided the Government's rollout of national and provincial immunization strategies, seven Advocacy, Communication and Social Mobilization Committees at the national and provincial levels, and 35 District Communication Committees in Balochistan.

During the **World Immunization Week**, informative text messages and calls related to rotavirus vaccine and the measles campaign reached

19.5mil
mobile phone users

UNICEF backed efforts to profile eight megacities, home to 53 per cent of Pakistan's population. The profiles – which identified 4,287 slums and 667 high-risk areas – generated evidence to inform strategies for the delivery of integrated health and immunization services, with a focus on missed and under-served children. For instance, data was incorporated into the national measles campaign micro-plans, improving targeting and enhancing coverage. Granular data collected through third-party monitoring in Karachi and other parts of Sindh was used to update micro-plans for 78 per cent of union councils in the province by September, up from 38 per cent in March.

8 megacities, home to 53% of Pakistan's population, were **profiled** - which identified

4,287 & 667
slums high-risk areas
generating evidence to inform strategies for the delivery of integrated health and immunization services

Links between routine immunization and polio eradication were strengthened through a federal taskforce. In 11 districts with the lowest immunization coverage, 18,900 UNICEF-supported polio community health workers devoted one-quarter of their time to mobilizing communities for routine immunization, identifying and referring zero-dose children, and vaccinating 36 per cent of such children. During five annual polio immunization campaigns, 260,000 volunteer social mobilizers identified zero-dose children and referred them for routine immunization. However, immense variations in vaccination were evident under this initiative, from 99 per cent in Punjab districts to as low as 4–16 per cent in Sindh, where Expanded Programme for Immunization (EPI) infrastructure is often missing and poor coordination between polio and EPI initiatives meant that lists of missed children were not consistently shared.



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Under the Polio Eradication Initiative, UNICEF procured 349 million doses of oral and injectable polio vaccine, while assisting scheduled and response activities. Each of the five national polio campaigns vaccinated 38 million children, while five sub-national campaigns vaccinated an additional 20 million children. Within the framework of the Emergency Operations Centre, UNICEF worked with the Government, WHO, the National Stop Polio Transmission Programme, Rotary International, the Centers for Disease Control and Prevention and the Bill & Melinda Gates Foundation to assist the expansion of a successful community-based vaccination approach from 490 union councils to all 594 union councils in core polio reservoirs, deploying 24,500 locally-recruited, trusted frontline workers (87 per cent

Each of the five national polio campaigns vaccinated
38mil
children, while five sub-national campaigns vaccinated an additional 20 million children

women). These workers reduced the proportion of children who had never received vaccines while contributing to reducing wild poliovirus cases in core reservoirs from four in 2017 to two in 2018.

The Government allocated much-needed cold chain equipment based on gaps identified in a UNICEF-backed System Design Study (2017). As recommendations from a temperature monitoring study were implemented in 2017–2018, UNICEF arranged the procurement of 3,200 continuous temperature monitoring devices (TMDs) for existing equipment and procured 5,832 new items fitted with TMDs. By the end of 2018, 75 per cent of Pakistan's cold chain equipment had TMDs, ensuring potent, high quality



In collaboration with sister UN agencies, UNICEF supported high-level advocacy with the MoNHSR&C and the Ministry of Planning, Development & Reform to position stunting reduction on the national agenda. In October, the Prime Minister's Office notified a high-level taskforce on health and nutrition, making line ministries accountable for tackling stunting using a multisectoral approach.

The Prime Minister's Office notified a high-level taskforce on health and nutrition, providing leadership and momentum at the highest level for multisectoral approaches to reducing stunting



© UNICEF Pakistan/2018/Waseem Niaz

vaccines at many new or previously inactive vaccination sites. About 75 per cent of all cold chain equipment for polio is monitored using the RapidPro Surveyor Mobile Application with support from UNICEF's technology and innovation for development (T4D) initiative, ensuring that high-quality vaccines reach even the most remote areas.

UNICEF procured
3,200  
continuous temperature
monitoring devices for existing
equipment and 5,832 new
items fitted with TMDs

Advocacy to end stunting was aided by results from UNICEF-backed research, including the first-ever National Complementary Feeding Assessment (NCFA) and the National Nutrition Survey, whose key findings will be published in June 2019. The NCFA studies provide gender-responsive and equity-focused evidence on IYCF, examining the roles of men and women in decision-making and identifying avenues for future support. UNICEF also developed advocacy tools for policy-makers. Building on the NCFA studies' key findings on the role of fathers in IYCF practices, UNICEF formulated communication for development (C4D) intervention frameworks in Punjab and Sindh to ensure that communications materials reach both parents.

With UNICEF's support, the Government defined a strategic and programmatic IYCF promotion framework, including national strategies, guidelines, legislation and enhanced stakeholder capacities to support breastfeeding. UNICEF engaged senior medical professionals to address

unregulated formula milk prescriptions. Provincial and federal workshops trained 636 doctors on their role in implementing the Breastmilk Substitutes Code, leading to written commitments from parastatal hospitals to curb unregulated prescriptions of formula milk. Strategic communication to promote breastfeeding reached millions of people through theatre, seminars, social media and corporate social responsibility television spots. UNICEF also reached out to government health care providers and enhanced health system capacity to deliver lifesaving maternal and IYCF messages to 297,400 women. These enhanced women's knowledge to improve child feeding practices. Support for the participation of government representatives at a 2018 South Asian Association for Regional Cooperation (SAARC) conference on stunting

used as guiding documents for nutrition-specific and nutrition-sensitive interventions. Efforts to strengthen technical capacity at the federal level, in the KP Tribal

20 officials trained on sector-specific tracking of public finance, fostering the capacity of

Scaling Up Nutrition Units

in KP, PAK and GB




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and maternal nutrition in Nepal provided a strategic opportunity to identify actions and renew commitment to addressing maternal malnutrition.

UNICEF assisted the development of multisectoral nutrition strategies at the federal level, in all provinces and in GB and Pakistan Administered Kashmir (PAK). These were

UNICEF enhanced health system capacity to deliver lifesaving maternal and IYCF messages to

297,400
women



Districts, PAK and GB accelerated multisectoral coordination and advocacy for nutrition investment. Training 20 officials on sector-specific tracking of public finance fostered the capacity of Scaling Up Nutrition Units in KP, PAK and GB, laying the groundwork for advocacy on increased domestic resources for nutrition.

In Sindh, UNICEF strengthened government capacity to oversee multisectoral stunting reduction interventions through capacity building on developing a monitoring and evaluation (M&E) framework for the Accelerated Action Plan for Nutrition. Training 30 government officials enabled them to use this Action Plan to track progress. A budgetary analysis of the Public Sector Development Programme 2016/2017 reviewed nutrition-related interventions in Balochistan, pointing to bottlenecks in local financing. Building on this, the provincial government began reviewing increased resource allocations for nutrition. To ensure timely availability of nutrition supplies, UNICEF provided

procurement services worth US\$ 4.8 million to the Government. This contributed to improving access to treatment for severe acute malnutrition in all four provinces. The 1,962 nutrition sites established through provincial government programmes in 2018 alone treated 155,300 severely malnourished children with UNICEF technical and procurement support.

30 officials trained to use Action Plan to track progress of Accelerated Action Plan for Nutrition in Sindh



4,735

Health and nutrition workers in Health Departments were equipped to deliver IYCF counselling nationwide



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USD 4.8mil UNICEF procurement services were provided to Government to ensure nutrition supplies were available in a timely fashion

was embedded in C4D action plans and strengthened by engaging a gender specialist for C4D capacity building. Messages were incorporated into all 36 district malnutrition reduction interventions in Punjab. Honing the capacities of 4,735 health and nutrition workers in Health Departments equipped them to deliver IYCF counselling nationwide.

In keeping with the CP's focus on capacity building, UNICEF strengthened C4D capacities in Punjab's and Sindh's Planning Departments. Technical support for multisectoral gender-responsive communication strategies and action plans enhanced government capacity to design and implement gender-sensitive, nutrition-focused C4D initiatives, including a campaign to involve fathers in children's nutrition. The role of fathers in IYCF practices




Key results

The Prime Minister's Office notified a **high-level taskforce** on health and nutrition, providing leadership and momentum at the highest level for multisectoral approaches to **reducing stunting**

1.4mil adolescent girls & **5.2mil** children aged 2–5 were **dewormed**, protecting them against ill-health, malnutrition and the risk of dropping out of school




The **National Complementary Feeding Assessment** yielded the first-ever nationwide data on how and what children are fed across Pakistan, underpinning government communication strategies in Punjab and Sindh



37mil children aged 9–59 months were **vaccinated** in a **national measles campaign**, exceeding initial targets with 105 per cent coverage.



In 17 UNICEF supported districts, **291,200** children [146,900 girls] were **screened for acute malnutrition** and 17,900 children [including 9,337 girls] were treated with a **90+ per cent cure rate**




UNICEF supported procurement of **349mil** doses of oral and injectable **polio vaccine** to advance and consolidate gains in eradicating polio from Pakistan



USD **4.8mil** **procurement services** were provided to Government to ensure nutrition supplies were available in a timely fashion



51,700 **healthcare establishments** were registered in punjab as part of a nationwide push to develop frameworks on the quality of health care **for mothers around the time of birth**



33mil children aged 6–59 months received **Vitamin A supplementation** twice a year



75% of Pakistan's **cold chain equipment** is now equipped with **temperature monitoring devices**, ensuring high-quality vaccines reach children in even the most remote areas.



155,300 severely malnourished children were treated at **1,962 nutrition treatment centres** established in 2018 alone by provincial government programmes, with UNICEF technical and procurement support



Medical supplies save lives

<https://www.unicef.org/pakistan/stories/new-commodities-management-pneumonia-and-diarrhoea-make-difference>

"Nabeel has been suffering from diarrhoea for the last three days," says Kausar, a resident of Kot Hamraj, Bahawalnagar district, Punjab.

Sitting in her modest courtyard, Kausar pours a mixture of zinc and low osmolarity Oral Rehydration Salts (ORS) into a pot of water. One-year-old Nabeel sits close by, looking frail and unwell.

"The frequency of motions had made him very weak. I got worried and rushed him to Irum Naz. She gave me this new medicine that I fed him in the morning. She also gave me an ORS pack, which I dissolve in water and feed to him all day long. The motions have stopped and he seems to be recovering. My heart is now at peace."

Irum Naz is a Lady Health Worker, a certified government frontline health worker who provides basic health care and counselling services to the people of Kot Hamraj. She has established a Health House in her home where village women and children visit her for medical advice and receive medicines. For acute or complicated cases, she provides referrals to higher-level government health facilities.

"In the past, every time the season changed or there was a disease outbreak, cases of pneumonia and diarrhoea would increase rapidly. It was very difficult to manage so many cases at a time," says Irum.

Diarrhoea and pneumonia are the leading causes of child mortality in Pakistan. Amoxicillin is prescribed for the treatment of pneumonia. The prescribed treatment for diarrhoea is ORS and zinc syrup, but ORS requires accuracy in preparation, while zinc syrup is not easily available at pharmacies. Administration and storage of medicines is also a challenge in rural areas where electricity supply is unreliable and expensive.

"It was very difficult to ensure that mothers were mixing ORS correctly. In some cases, to prevent wastage, mothers would just prepare it in a glass, adding approximate amounts of water and ORS. The size of spoon used for measuring the dosage also varied. This negatively impacted treatment and recovery," says Irum.

To address these issues, UNICEF, with funding support from the Bill & Melinda Gates Foundation, procured new commodities for management of pneumonia and diarrhoea, including dispersible amoxicillin tablets and co-packages of zinc dispersible tablets with smaller sachets of low osmolarity ORS, as well as diagnostic devices for pneumonia.

UNICEF Chief of Health, Dr Kennedy Ongwae, says, "Amoxicillin dispersible tablets, zinc dispersible tablets, low osmolarity ORS, RI timers and oxygen oximeters are evidence-based, high-impact, low-cost and lifesaving commodities and devices that, if used at scale, will significantly reduce under-five mortality in Pakistan."

"Since we were provided with and trained on the use of the new packings, the dosage has been standardized and cases have reduced three-fold."

- Irum



© UNICEF Pakistan/2018/Sami Malik

Building trust to end polio

<http://www.endpolio.com.pk/media-room/media-releases/555-reaching-zero-a-union-council-support-officers-efforts-for-a-polio-free-pakistan>

UC4 Gadap is located in the outskirts of Karachi, just off Super Highway linking the city to Balochistan in one direction and Punjab and KP on the other. The area is inhabited by some 600,000 people, 77 per cent of whom are Pashtuns and Afghans, also mostly Pashtuns. This vast urban area is distinguished by its lack of basic services such as solid waste management, sewage and health facilities.

Twenty-three year old Husna is a social mobilizer in UC4 Gadap. Her job is to enlighten parents and convince them to protect their children against polio through vaccination. "I started working in 2014 as a social mobilizer in UC12 Gulshan, the neighbourhood where I grew up. It had a posh population bordering slums. At that point the demand for polio vaccination from the community was extremely low. But our diligent efforts paid off and the community there became receptive to vaccination."

Husna's good performance led to her promotion to the position of Union Council Support Officer for the challenging area of UC4 Gadap. "It is an extremely rough neighbourhood," she says. "Initially, I was excited about the promotion, but when I came to this union council I was taken back and felt worried. It was very difficult as the community was resistant to vaccination."



© UNICEF Pakistan/2018/Waseem Niaz

They would not let us into their houses and even misbehave with us, but this did not break our resolve."

Husna didn't give up her deep belief that resistant communities could eventually be convinced. She visited households that refused the vaccine repeatedly and used her training in behaviour change communication to not only be accepted in the community but to help convert half of the 8,000 or so refusals in the area.

Husna's work is not yet finished. She says:

"People in this community say that there is no water, no garbage collection, no sewage system so why should they accept polio drops? It is a constant battle convincing them. However, now they know me and the communication lines are open. More often than not, I succeed in convincing them."

Husna is one of a large team of women who go door-to-door to vaccinate children and to educate parents. "We care for our children. That is why we go to explain people the efficacy of anti-polio drops," she says.

"It is horrible for a child to have to live with polio only because his parents failed to get him vaccinated. My dream is that parents understand this and save their children from lifelong disability."

- Husna

Generating evidence on maternal nutrition

<https://www.unicef.org/pakistan/reports/formative-qualitative-research-complementary-feeding-practices-pakistan>

“I have been working in the field of research for more than 14 years now,” says Anjum Seemab, the lead data collector for UNICEF-supported research on knowledge, attitude and practices around maternal and child nutrition in Pakistan. “This is the first time that we are collecting countrywide data exclusively on knowledge and practices related to mother and child’s nutrition.”

Despite the impacts of poor maternal nutrition on the lives and wellbeing of mothers and children throughout their lives, there has been a consistent lack of evidence on the knowledge, practices and attitudes of families and communities towards maternal nutrition.

To address this, and to improve the state of maternal and child health and nutrition, UNICEF, with funding support from Department for International Development, Government of the United Kingdom, conducted a series of studies on how and what mothers and young children consume across the country. The research was led by the Ministry of National Health Service, Regulation and Coordination, Government of Pakistan.

“We get a lot of information about health from television, doctors and elders in our family. We follow our elders’ instructions and sometimes the local lady health worker guides us too,” says Rizwana, a first-time mother living in Gujjar Khan, Punjab. “However, the questions that Anjum baji asked made me think about so many things that we hardly ever pay attention to. I had never thought about balanced diets. I don’t recall planning everyday meals as per the food groups. I think that we manage our nutritional intake based on hearsay, and not according to our body’s requirements.”

The surveys that form part of the NCFA were conducted in all provinces and regions of the country using a mixture of focus group discussions, interviews and field observations, while respondents include mothers, fathers, caregivers and lady health workers.

Sara Javeed, the lead researcher from Oxford Policy Management, which conducted the Formative Qualitative Assessment component of the NCFA, says, “It is evident from the data collected from all seven regions and 36 administrative divisions of the country, that poor economic conditions are the biggest barrier in accessing balanced food. We noticed that while children are mostly fed on demand and given whatever is available in the house, pregnant women and mothers, regardless of rural and urban status, paid no attention to their own nutrition. They could be breastfeeding, preparing meals for the family or children, but their own nutrition would be of the least priority for them.”

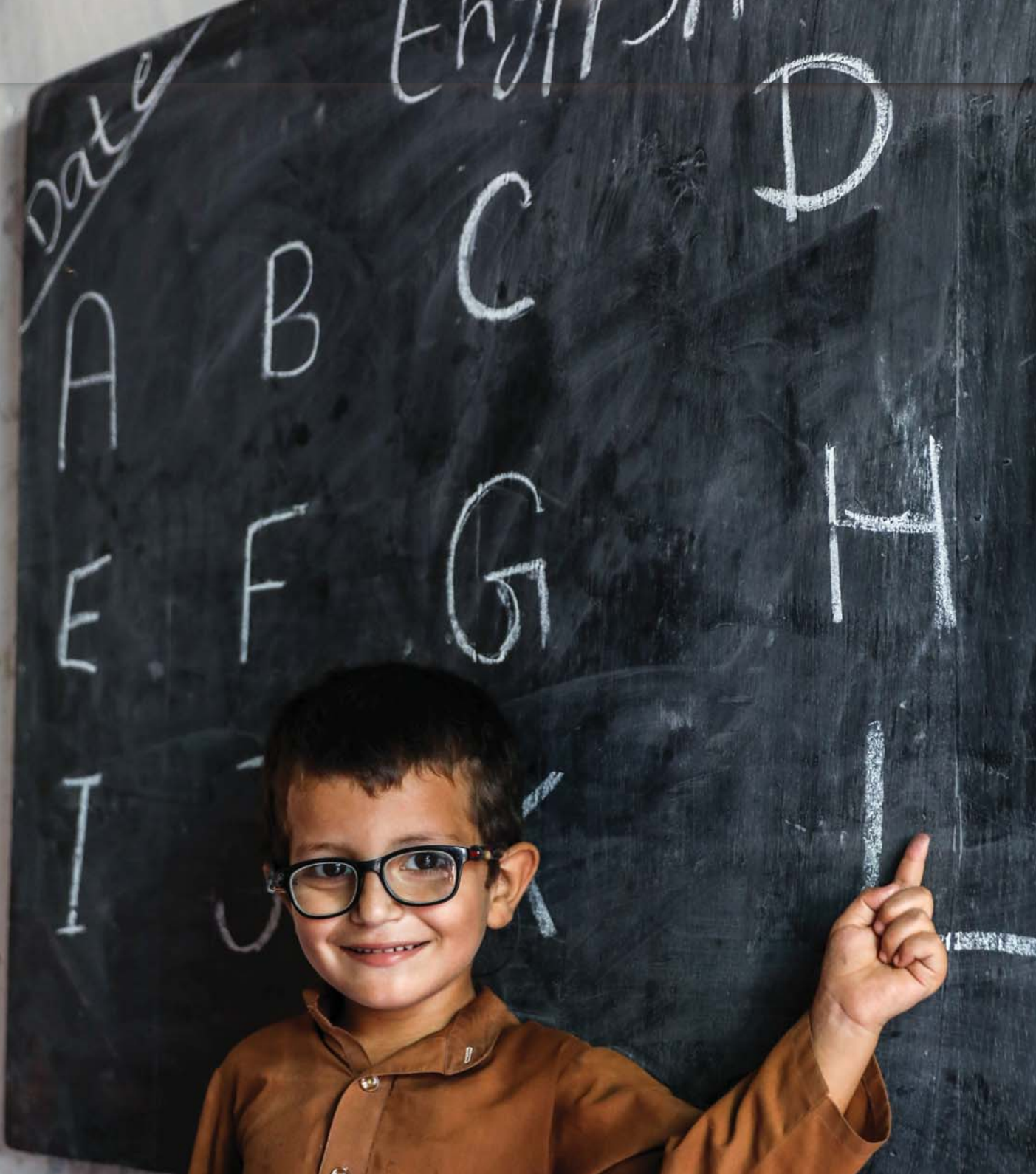
UNICEF also supported the National Nutrition Survey, which will provide quantitative data on nutrition across Pakistan, in 2019. Together, the NCFA and the National Nutrition Survey will inform national strategies on ensuring that mothers and children get the nutrition they need for a life of health and wellbeing.

“Maternal nutrition is the cornerstone for maternal and child health.”

- Baseer Achakzai
National Manager for Nutrition
MoNHSR&C



© UNICEF Pakistan/2018/Sami Malik



The **adjusted net enrolment rate** rose from **68%** to **77%** in the past six years, and the **number of out-of-school children** at primary level fell by **1.7 mil** *

Severe disparities exist in access to education. In **Islamabad**, **96%** of girls of primary school age are enrolled in primary compared to **35%** in **Balochistan** *

Every child learns



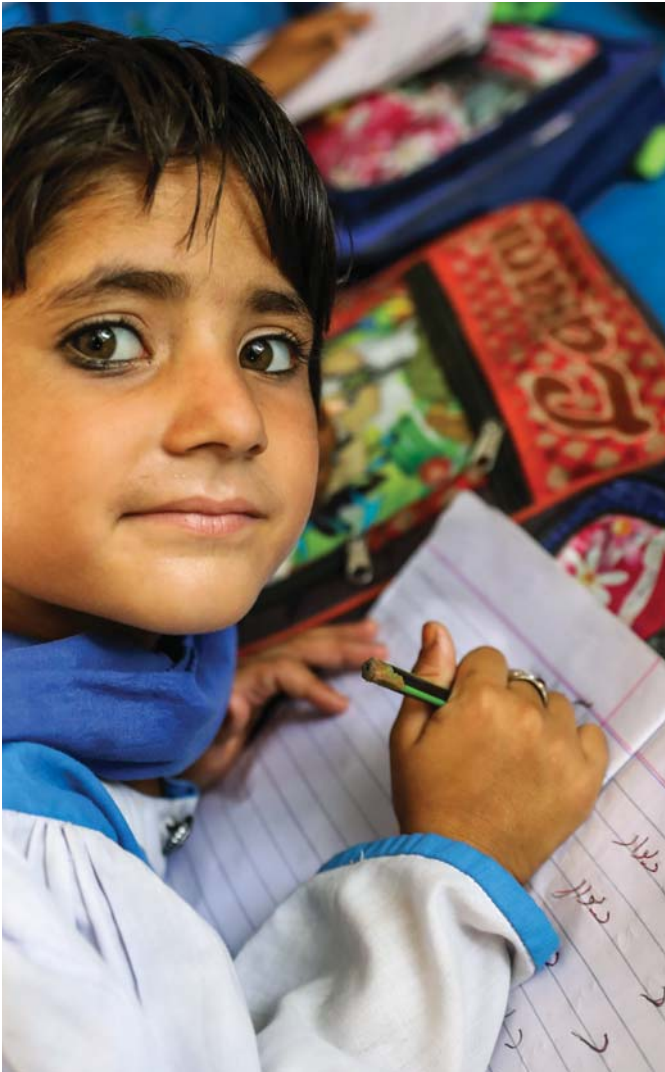
Education budgets have increased though at, **2.8% of GDP** remain short of the **4%** target *

By Grade 6, **22%** of rural children and **14.8%** of urban children who have ever attended primary school have **dropped out** **

* Pakistan Education Statistics 2016–2017

** PSLM 2013–2014

Every child learns




© UNICEF Pakistan/2018/Asad Zaidi

In 2018, UNICEF expanded its role in education sector planning to facilitate systemic change and sustainable service delivery in the face of entrenched challenges. As co-chair of the National Education Development Partner Group, alongside the United Kingdom's Department for International Development (DFID), UNICEF began supporting the new Government in allocating the next US\$ 100 million Global Partnership for Education (GPE) funding allocation for Pakistan.

Education Sector Plan (ESP) processes advanced significantly following UNICEF contributions through coordination, capacity development and technical support. As Coordinating Agency in Punjab and Sindh, UNICEF provided on-going support for ESP development, working closely with the Government, grant agents (DFID and the World Bank, respectively), local education groups and UNESCO's International Institute for Educational Planning (IIEP-UNESCO) as the lead technical partner. In Punjab and Sindh, education sector analyses and prioritizations were finalized as the basis for costed ESPs in 2019. As the Coordinating and Grant Agent in Balochistan, UNICEF supported the Government to submit an ESP Development Grant proposal, resulting in US\$ 0.5 million allocated. In KP, UNICEF and DFID, as Coordinating and Grant Agencies respectively, assisted the Government's submission of an ESP Development Grant application that included the newly-incorporated KP Tribal Districts. These were significant milestones towards developing credible ESPs, which will translate government commitments into action, contextualize the SDG 4 agenda in keeping with UNSDF Outcome 7, help development partners to coordinate, and aid in resource mobilization.

Technical and financial support for governance reforms included improved data systems for evidence-based decision-making. In Balochistan UNICEF contributed to an expanded Performance Management System with a new Complaint Management System. Real-time school monitoring coverage of 88 per cent of 14,000 schools improved transparency and accountability in the province. Absent teachers received 3,120 warnings, while 5,933 chronically absent teachers saw their salaries reduced or withheld. These measures contributed to reopening 381 closed schools as teachers returned to duty. UNICEF also

supported capacity development for the Balochistan Assessment and Examinations Commission through the Aga Khan University Examination Commission, with ROSA's support.

Real-time school monitoring
coverage of 88% of
14,000 
schools improved transparency
and accountability in Balochistan

approved its NFE policy in 2016 and allocated US\$ 4.3 million to ALP expansion in 2017/2018. This year, the first batch of ALP students completed a three-year UNICEF-backed programme, with a 98.6 per cent pass rate on the Government's Grade Five test, demonstrating the success of this approach.

UNICEF assisted government enrolment campaigns in all provinces, which successfully enrolled 1.2 million children (47 per cent girls), in target districts. Between 10–15 per cent of these children might otherwise have had no access to education; gender-responsive social mobilization encouraged them to enrol. In Sindh, UNICEF catalysed enrolment and retention drives by assisting campaign planning, roll-out, communication and monitoring.

EVERY CHILD LEARNS




© UNICEF Pakistan/2018/Asad Zaidi

In collaboration with the United States Agency for International Development (USAID), which led the development of an implementation framework for Sindh's Non-Formal Education (NFE) Policy, UNICEF's technical assistance helped produce a comprehensive costing model. This aims to bring 600,000 out-of-school children and adolescents into schools over the next five years. Punjab's first-ever gender-responsive NFE policy was finalized, as was a corresponding communication strategy. KP's first NFE policy will be endorsed in 2019. These policies contribute to ensuring that children excluded from education have opportunities to learn and develop skills through alternative learning pathways (ALP). This is especially important for adolescent girls and boys who are over-age for formal education.

In 2018, 550 ALP centres in all four provinces received direct UNICEF support, reaching 17,500 children (44 per cent girls), against a target of 13,142 children. Balochistan

550 ALP centres in all four
provinces received direct
UNICEF support, reaching

17,500 
children (44% girls)

With leaders, education officials and school-community platforms in 36 target districts across all provinces actively participated in enrolment drives, facilitating shared community responsibility to enrol and retain students.

UNICEF positioned early learning as a key component of its CP, closely aligned with the Government's increased

UNICEF supported, 2,784 early childhood education (ECE) centres enabling 99,400 children (58 per cent girls) to access high quality ECE. Enrolment campaigns in Punjab included a focus on early learning. To change perceptions of the importance of early learning, orientation sessions were arranged for 1,990 community and School Council members (including 725 women), conducted by the Quaid-e-Azam Academy for Educational Development which coordinates teacher development in Punjab.



In KP, UNICEF formed part of a new Technical Working Group for ECE coordination. Its situation analysis was endorsed by the provincial government and will be used to guide the formulation of an ECE policy in 2019. UNICEF also assisted the development of age-appropriate supplementary reading materials for ECE in English and Urdu, which will enrich the quality of pre-primary learning across Pakistan.



Key results

UNICEF technical assistance supported policy achievements for out-of-school children: facilitating the **Sindh NFE Education Policy to enrol 600,000 out-of-school-children in five years**, finalizing the first Punjab NFE Policy, and KP government commitment to develop NFE/ALP policy



Education sector planning advanced in all provinces with UNICEF support, including a **successful grant application to the GPE for education planning in Balochistan**

16,997

children (44 per cent girls) benefited from 550 ALP centres receiving direct UNICEF support in four provinces, and **98.6 per cent of the first ALP students in Balochistan successfully passed the Grade 5 test**



© UNICEF Pakistan/2018/Asad Zaidi

A chance to learn

<https://www.unicef.org/pakistan/stories/cherished-chance-going-school>

In Balochistan's harsh, sparsely populated rural landscape, schools are a rarity. Even where one exists, parents are often reluctant to let their daughters leave duties at home to attend school.

One such girl was luckier than others. Samira became a teacher after a long, difficult journey. Though her elder sisters were denied the opportunity to study, they struggled so their younger sister, Samira could complete her education. Today, Samira honours their self-sacrifice by becoming a teacher at the Haji Azeem Kalmati Alternate Learning Programme (ALP) centre in Lasbela district, established with support from the Norwegian National Committee for UNICEF.

Using the child-friendly teaching techniques learned in her training, Samira helps young girls and boys learn English, Urdu language, mathematics and science. She also teaches extra-curricular subjects such as how to maintain good hygiene and adequate sanitation. ALP centres are located in the heart of villages and offer more flexible hours than a formal school. Students study an accelerated curriculum and still have time to help their families at home or in the fields, or care for younger siblings. This is a decisive factor when it comes to convincing parents to sending their children to school.

Thirteen-year-old Shehnaz Aziz is writing English sentences on the blackboard under Samira's watchful eye. She writes clearly and accurately, and the young teacher is delighted. "With her beautiful handwriting, Shehnaz has turned my dream of becoming a well-known teacher into a reality," Samira says.

Aziz, her father, says: "I am not educated but I am glad to know the importance of education. I cannot think of a reason not to send my children to school." To support this, he is the first in the village to have installed an electric water pump at home so that his children no longer have to walk to the village pump three or four times a day to fetch water. A single trip is now enough.

Among the first three children to enrol, Shehnaz has been studying here for more than two years. She is now preparing for the primary school certificate examination. She is currently amongst the top three students in her class of 14.

"I keep asking myself questions about what I have learnt at school during the day, so I can memorize my lessons better. I do this all the time, even when fetching water," Shehnaz says. "My friends and my brother get annoyed because I spend so much time studying, but I want to keep learning more and more."

"I had never seen a school before I came here. Now, I am the one teaching my father how to write his name."

- Shehnaz

1.2mil 

children (47 per cent girls) were enrolled through UNICEF-supported government enrolment campaigns in priority districts in all provinces, with an estimated 15 per cent enrolling as an outcome of campaigns

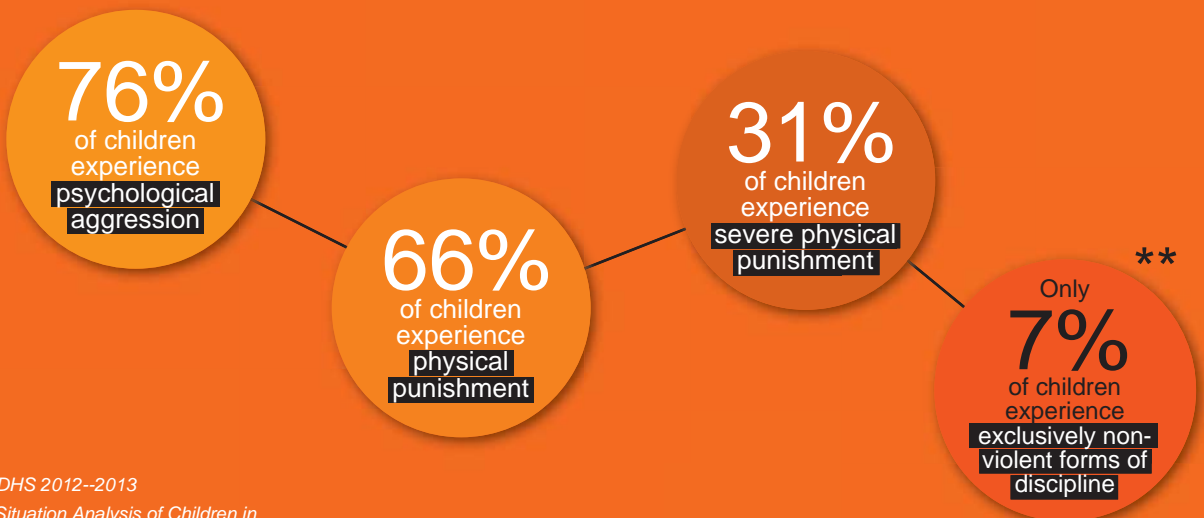
99,389 

children (58 per cent girls) accessed high quality early childhood education through 2,784 UNICEF-supported centres across all provinces





Every child is protected from violence and exploitation



* PDHS 2012--2013

** Situation Analysis of Children in Pakistan, 2016

Every child is protected from violence and exploitation




© UNICEF Pakistan/2018/Asad Zaidi

In 2018, UNICEF achieved significant progress in generating evidence, strengthening systems and promoting positive behaviours to overcome the challenges of weak governance structures and limited community awareness of child protection issues, particularly for girls.

UNICEF facilitated progress on scaling-up birth registration systems using an innovative digital/paper model through a public-private partnership with the Government and the telecommunications company, Telenor. This contributed to the Government's commitment to achieving universal birth registration by 2024, the UNSDF's governance pillar (Outcome 9), and is a prerequisite for addressing other child protection issues. Originally piloted in 2015, the model was scaled up in 2018 to five additional districts and two cities in Punjab and Sindh. A similar model will be replicated in GB and PAK in 2019. Responding to the need for context-based solutions, paper-based versions were used in one district of KP, two KP Tribal Districts and four districts of Balochistan. Scale up of these initiatives is planned.

With UNICEF technology support, the births of 382,664 children aged 0–17 years were registered. Of this number, information for 237,961 children was entered into the National Database and Registration Authority System, providing the unique identification necessary for issuing birth certificates. To deliver these results, UNICEF trained local government staff in Punjab, Sindh, Balochistan and KP on effective registration. UNICEF also aided Social Welfare Departments to undertake social mobilization drives with a view to increasing demand. In response to the gender gaps which emerged in birth registration processes during 2018, solutions will be prioritized in 2019.

Information for
237,961 
children was entered into the
National Database and Registration
Authority System

UNICEF's advocacy and efforts to strengthen national and sub-national technical capacities on civil registration led to

increased resources from the Governments of Punjab and KP. Sindh and Balochistan are also developing contextualized CRVS strategies, led by their Planning Departments. The first International CRVS Summit of South Asian countries enhanced South-South cooperation. Convened in Islamabad with Government's and UNICEF's support, the event secured commitments from development partners to support civil registration, including the World Bank and DFID. A South Asia civil registrars' meeting – attended by international delegations from Maldives, Afghanistan, Nepal, Sri Lanka and Bangladesh – yielded a proposed action plan to enhance regional knowledge-sharing on civil registration.

Support for the first countrywide child labour survey since 1996 was a major feature of UNICEF's cooperation in 2018.

on developing tool to support subnational gender-responsive policymaking on child labour.

UNICEF and ILO partnered together and garnered support for the first countrywide child labour survey since 1996



With UNICEF's assistance, Balochistan (2016) and GB (2018) passed CRC-aligned legislation to protect girls and boys from violence, exploitation and abuse. To translate



© UNICEF Pakistan/2018/Sami Malik

The survey, which will provide disaggregated data on the gendered aspects of child labour, will be undertaken in partnership with the Bureaus of Statistics, University of Mannheim and International Labour Organization (ILO), using methodology developed by the Statistical Information and Monitoring Programme on Child Labour (SIMPOC). Household listing began in Sindh and GB, while pilots were completed in Punjab, Sindh, KP and GB, and inception workshops covered the rest of the country. GB approved US\$ 400,000 for its child labour survey, while other funding and roll-out approvals were delayed by elections and staff turnover. To ensure that survey data is effectively used, UNICEF and the ILO's International Training Centre (ITC-ILO) collaborated to build the capacity of 40 provincial counterparts. These stakeholders were trained in data analysis through a customized course at the ITC-ILO's headquarters in Turin, Italy. In addition to laying the groundwork for evidence-based policies, this strengthened collaboration between the ILO and UNICEF

legislation into effective systems, UNICEF provided technical support for the establishment of a model Child Protection Case Management and Referral System in Balochistan, including stakeholder mapping and assistance for the Balochistan Child Protection Commission Working Group. In collaboration with UNICEF, Balochistan hosted a national workshop on countering child abuse in 2018. The event recommended a systems approach, offering a clear roadmap for responsive and coordinated protection systems.

A partnership with the National Commission for Human Rights (NCHR) was instrumental in galvanizing policy-maker commitment to aligning child protection laws in Sindh and KP with the CRC. UNICEF is providing technical assistance to strengthen protection laws, alongside limited support for existing services, such as Child Protection Units in KP and the Sindh Child Helpline. UNICEF also signed a

letter of intent to provide technical support to the Government, through the NCHR and the Ministry of Human Rights, to conduct a gender-responsive survey on violence against children and assessments of juvenile detention. In Punjab, UNICEF aided the establishment of a cell within the Social Welfare Department to map organizations that provide alternative/institutional care for girls and boys and review licensing processes. These efforts will inform policymaking in 2019.

UNICEF supported the KP Department of Health to draft an integrated Mental Health and Psychosocial Support Strategy, encompassing a framework developed through a two-year pilot in Peshawar following WHO's Stepped Care approach. By the end of 2018, Family Counselling Centres were active in 10 secondary health care facilities, providing mental health services to 1,881 people (699 women, 583 men, 336 girls and 263 boys) and delivering 62 outreach sessions. Training materials were prepared to engage teachers and Lady Health Workers in the programme from 2019 onward. A total of 24,916 children (11,828 girls) benefited from psychosocial support.

Life skills training in Sindh and Punjab helped adolescents, particularly girls, to learn about their rights and build their confidence. Training sessions directly reached 4,024 adolescents, including 2,430 girls, who participated in life skills training addressing child marriage and gendered social norms. These adolescents, in turn, acted as peer educators to reach a further 36,255 adolescents, including 15,095 girls. Training equipped them to articulate new visions of the future and reduce the risk of child marriage. Engaging with community influencers on improving life skills and protection of adolescents reached 46,700 people and prompted 1,959 out-of-school adolescents to enrol in ALPs.



© UNICEF Pakistan/2018/Sami Malik



Two regions of Pakistan, Gilgit-Baltistan and Balochistan, have passed **CRC-aligned legislation** to protect children with UNICEF support

4,024

adolescents (2,430 girls) participated in **life skills training** addressing child marriage and gendered social norms, and in turn acted as **peer educators** for **36,255 adolescents** including **15,095 girls**



USD

400,000



was provided by Gilgit-Baltistan to conduct a **child labour survey**, with similar commitments planned in other provinces and areas



© UNICEF Pakistan/2018/Fatima Shahryar

Births of

382,664 

children aged 0–17 years were registered with UNICEF support

24,916

children (11,828 girls) benefited from psycho-social support with UNICEF support



Adolescents speak up

<https://www.unicef.org/pakistan/stories/empowering-adolescents-through-freedom-expression-and-participation>

“We had never imagined our lives could change so much – allowing us to play, enjoy and learn about our rights as adolescents,” says 17-year-old Memoona Naz who lives in the tiny village of Arab Machi, Khairpur district, Sindh. “For us, life has always been about what we can and cannot do, as decided by our elders – even if it meant marrying at an early age and to someone we don’t even know.”

A UNICEF survey in 2016 found that in Khairpur district only 14.5 per cent of adolescents discuss issues with friends and family, and participation in activities such as sports or youth groups stands at 17 per cent.

UNICEF, with funding from the IKEA Foundation, initiated a project on improving adolescents’ lives in Pakistan through its implementing partners, the Rural Support Programme Network and Sindh Rural Support Organization, to train selected adolescents to deliver peer-to-peer life-skills training over a course of four days. Memoona was one of these peer educators.

“I was a different person before getting involved in this project. I lacked confidence and was very shy. However, the four days of training changed me completely,” says Memoona. “Now, every time my grandmother tells me that I am a grown-up and should include household chores, I tell her, I am still a child and I also have the right to school and play.”

Memoona and her peers are now training other adolescents in their respective communities. She has so far conducted eight training sessions for girls in Arab Machi. She is also continuing her studies, and has resolved to seek higher education. She is now attending Grade 12 at a school in a neighbouring village.

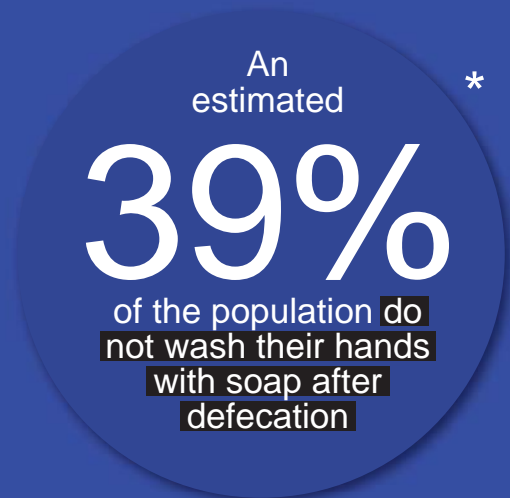
Recently, Memoona established a girls’ cricket team that often plays friendly matches in a nearby field, and represented Pakistan at an event in Colombo, Sri Lanka, where UNICEF launched the “Power of Sports to Shape the Future of Adolescents” campaign in collaboration with the International Cricket Council. Memoona signed a cricket bat at the event alongside the guest of honour, Indian cricketer Yuvraj Singh.

“Initially, we faced a lot of criticism and resentment from our family for letting Memoona attend the training and then the trip to Sri Lanka,” Memoona’s father, Abdul Haleem, admits. “It was hard, but we stood our ground. My daughter is very special to me and, seeing her flourish, our friends and family have started supporting their daughters too.”

“We are united to provide a better future for our children.”

- Abdul Haleem





Every child lives in a safe and clean environment



* JMP 2017

Every child lives in a safe and clean environment



© UNICEF Pakistan/2018/Asad Zaidi

The Pakistan Approach to Total Sanitation (PATS) continued to be a successful, large scale approach to enhance demand for sanitation and achieve an open defecation-free environment. Developed and implemented with UNICEF's support, PATS reached nearly 10 million people in 2018 through civil society organizations and provincial departments' WASH interventions. As a result of improvements in water quality and monitoring systems, 9.7 million people, including 4.9 million women, gained access to safer drinking water. Two million more people, including 1.02 million women, now live in open defecation-free communities, while 514,000 people gained access to basic sanitation.

As PATS is now a mature approach, UNICEF's CP added a focus on preventing habit slippage in communities declared free of open defecation. Targeted communication reached 2.7 million women, men, girls and boys to ensure that children remain protected from poor sanitation in all four provinces. South-South dialogue at the UNICEF-supported seventh South Asian Conference on Sanitation (SACOSAN-VII) in Islamabad maintained policy momentum and yielded renewed commitments to SDG 6 targets.

Recognizing that an increasing proportion of Pakistani children live in cities, particularly in slums, UNICEF's CP added a strong focus on urban WASH programming. In Sindh, 200,000 underserved people gained access to safe drinking water following collaboration with the Karachi Water Sewerage Board on water treatment in targeted localities and small-scale water safety planning. Water quality improved for Hyderabad's 2.8 million inhabitants in the wake of UNICEF's support, including the procurement of hardware. These gains will be consolidated in 2019 through water safety planning and improved capacity for sustainability.

As part of urban WASH support in KP, UNICEF engaged Peshawar's Water and Sanitation Services and the University of Engineering and Technology to improve water quality surveillance. This will involve routine water testing and the publication of water quality data for the provincial capital's 2 million residents. A mobile-based urban survey will be piloted in 2019, with a focus on union councils at high risk of polio outbreaks. UNICEF also supported the pre-positioning of household water treatment options with

three water providers able to quickly respond to rapid-onset quality concerns. By the end of 2018, 9,500 households benefited from treatment options in Abbottabad, KP, which addressed short-term lapses in water quality. Remaining stocks are being maintained by the provider for use, as and when required.

In Sindh,
200,000
 undeserved people gained access
 to safe drinking water following
 collaboration with the Karachi Water
 Sewerage Board

support proved timely and useful. UNICEF also assisted the NDMA in formulating the National Drought Mitigation Strategy, with integrated short-, medium- and long-term mitigation measures, categorized by sector.

At the national level, UNICEF continued to support the Pakistan Water Operators Network, helping the network to draft a five-year strategy and action plan. Collaboration was strengthened with urban WASH partners including the Asian Development Bank, the World Bank and Agence Française de Développement. This promoted the alignment and complementarity of sectoral investments to ensure that large-scale WASH investments consider the needs of the country's poorest urban populations, and particularly of children in these communities.



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In Punjab, UNICEF assisted a landscape study for restructuring the province's water and sanitation agencies. The study spanned a gap analysis, a review of legislation and a roadmap for reform. Its findings were approved by the Government at the end of 2018. In Balochistan, the first-ever country-led evaluation of the provincial Clean Drinking Water for All (CDWA) programme was completed. CDWA is a key programme for Balochistan as the drought-like situation in the province causes water levels to drastically decline. As the programme's budget and scope are being increased by the Government, UNICEF's evaluation

In Abbottabad, KP,
9,500
 households benefitted from
 treatment options, which
 addressed short-term
 lapses in water quality

UNICEF, in coordination with the Ministry of Finance, undertook a major child-sensitive social sector budget analysis, using a gender lens. This analysed trends, proposed allocations and assessed whether current allocations meet legal, regulatory and policy requirements. A budgetary analysis and mapping of sub-district and district-level WASH inequities revealed correlations between limited resource allocations and poor services on the one hand, and high rates of diarrhoea and stunting, on the other. The analysis supported advocacy for increased allocations and the integration of WASH in other initiatives. UNICEF used evidence from these studies to organize consultations with the SDG Parliamentary Secretariat, while drawing on an expenditure management review to mobilize support for increased allocations. At the provincial level, UNICEF aided the development of manuals to improve planning and budgeting, and lobbied for increased allocations to districts with poor WASH indicators.

The availability of clean water and sanitation increased as UNICEF supported the implementation of WinS strategies in Pakistan's provinces. These integrated, inclusive and gender-responsive approaches delivered WASH facilities in primary schools, benefiting 9,192 children, including 4,688 girls. The Three-Star Approach promoted the integration of good hygiene habits into school routines. This approach will be scaled up in all four provinces and Islamabad Capital Territory through the Government's Clean & Green Campaign. In 2018, WASH-related indicators were incorporated into provincial education management information systems, in keeping with SDG indicators. This will facilitate efforts to monitor and improve WASH facilities and hygiene practices, including menstrual hygiene management (MHM).

Sanitation and safe water for all remained a major component of WASH support, with UNICEF-backed social and behaviour change initiatives reaching 1.6 million people. In Sindh, an integrated WASH and nutrition campaign at the end of 2018 reinforced early initiation and exclusive breastfeeding, complementary feeding and handwashing with soap, reaching 11,450 pregnant and lactating women through participatory, gender-responsive approaches. Approaches blended empowerment through knowledge on positive hygiene behaviours, catalysing change through community dialogue, working with influencers, such as religious leaders and community champions. MHM became a growing component of WASH initiatives, especially in schools – a major step towards overcoming challenges to adolescent girls in education, health and participation.



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Key results



Water quality improved for Hyderabad's 2.8 million inhabitants following UNICEF's support, including hardware procurement



9.7mil

people, including 4.9 million women, gained access to safer drinking water with UNICEF support

75,000

adolescent girls were engaged with positive messages on menstrual hygiene management on their phones and 89,900 girls and women benefited from menstrual hygiene support in schools





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2mil

more people, including 1.02 million women, now live in **open defecation-free communities**, while 514,000 people gained access to basic sanitation



2.7mil

people in communities declared free of open sanitation were reached with **targeted communication** to prevent them from slipping back into poor hygiene habits



Ending menstruation taboos

<https://www.unicef.org/pakistan/stories/empowering-women-practice-safe-menstruation-0>

"We were living a good life, until one day, my husband had an accident and was paralysed. Our lives turned upside down," says Hajra Bibi. "My husband was the sole breadwinner for the family but after his accident, I had to take over. I started selling hand-embroidered clothes, but that was not enough. Every day was a challenge, as I had to meet all household expenses and also pay my six-year-old daughter's school fees."

A year ago, Hajra was selected for a Menstrual Hygiene Management (MHM) training course where she learned how to sew washable sanitary pads. "I started making pads and selling them to girls and women in my community. With time, the demand increased and so did my income. Most of the girls and women in the community buy sanitary pads from me. Good times seem to have come back," says Hajra, smiling.

Hajra lives in a small cottage in the village of Kuri Junali at the foot of the Hindu Kush mountains, more than 100 kilometres uphill from the nearest city, Chitral, Khyber Pakhtunkhwa. It can take days for supplies to reach the local market.

In Kuri Junali, a pack of eight sanitary pads costs around 250 rupees (over US\$2) which is unaffordable for most women. "We would use old pieces of cloth during menstruation days as purchasing sanitary pads from the market was not only expensive but also embarrassing as most shopkeepers are men," says 17-year-old Mahrosh Alam. This risked infections which, due to the taboos around talking about menstruation, put girls' and women's health at risk.

In 2016, UNICEF initiated a project under the Pakistan Approach to Total Sanitation in Chitral, implemented by the Aga Khan Rural Support Programme with funding from the United Kingdom's Department for International Development. A key objective was to educate communities on the importance of MHM and to promote local, hygienic, affordable and environmentally sustainable solutions. Hajra is one of the women trained to manufacture sanitary pads and educate other women on MHM.

"Hajra not only sells sanitary pads but also shares useful information on menstrual hygiene which is not available to us from anywhere else," says Mahrosh.

UNICEF Chief of Water Sanitation and Hygiene, Kitka Goyol, says, "The silence around menstruation has led to a lack of knowledge and choice about safe and reusable options for menstrual products for many women, especially in rural areas. Hajra, and many other women like her around the country, are showing us that little resources can go a long way in enabling girls and women manage their menstruation with dignity."

**"What's the shame in it?
It is a natural process
and hygiene is more
important than shame."**

- Hajra



Every child
has equal
chances



Every child has equal chances



60%*

of children of primary school age who remain out of school are girls

Key facts

A quarter of women aged 20 to 49* were married before 15 years of age

In line with the Gender Action Plan 2018–2022, UNICEF developed gender strategies for all of its programmes in Pakistan. Gender results will be included in rolling work plans from 2019 onward. A focus on promoting girls' education and empowerment, especially for adolescents, is now mainstreamed in upstream policy and advocacy work, in addition to programme implementation.



* Pakistan Education Statistics 2016–2017

In 2018, UNICEF advocated for a focus on quality education and skills for out-of-school adolescents. Government buy-in was achieved in KP, Sindh and Balochistan to introduce a middle-school ALP programme in 2019, with a focus on girls. UNICEF also provided direct and indirect life skills training to 36,000 adolescents (60 per cent girls), encouraging them to confidently express their life goals. This reduced the risk of early marriage via a cross-sectoral collaboration in Sindh and Punjab, with discussions underway to expand the initiative.

While UNICEF health and nutrition programmes continued to target pregnant and lactating women, C4D initiatives paid increasing attention to fathers, such as the creation of

Nutrition research maintained a strong focus on understanding the norms that underpin differences in outcomes for girls and boys. UNICEF's NCFA studies, for instance, included specific questions on gender-differentiated nutritional approaches. Gender and age were also considered to understand the different needs and roles of family members. These will inform targeted communication supporting mothers and fathers to make the best decisions about family nutrition. The NCFA findings will be triangulated with the National Nutrition Survey, informing evidence-based policy and programming.

Strengthening access to drinking water has particular benefits for girls and women, who are mostly responsible




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Father-to-Father Support Groups for nutrition. UNICEF's efforts helped to enhance health care for women, including support for a national framework on the quality of care around the time of birth and training for 33,000 health care providers, 98 per cent women. An in-depth evaluation of the Lady Health Worker Programme will enable outreach to more women at their doorsteps, while promoting the visibility of professional, mobile women as community role models.

33,000 
health care providers (98% women) trained in quality of care around the time of birth

UNICEF provided direct and indirect life skills training to **36,000** adolescents out of which 60% were girls



for household water collection. By expanding access to clean water, UNICEF's initiatives supported the reduction of time spent on this arduous task. Similarly, improved sanitation reduces gender-related health and protection risks. Efforts to enhance girls' agency through improved MHM anecdotally improved school attendance and retention. In 2018, UNICEF also supported MHM in 2,314 schools, reaching over 89,900 adolescent girls, teachers and mothers. Targeted schools reported improved attendance.

Achievements were spearheaded by the WinS framework, developed with government counterparts, creating a model that the Government of Punjab committed to scaling up across its 54,000 schools.

UNICEF's new No Chutti ('No Break') campaign inspired young Pakistani women to feel strong during their periods and refuted myths around physical and dietary restrictions. A two-month social media campaign reached over 1 million young people. Through the Women Empowerment Group, UNICEF held a consultation with 45 prayer leaders on religious attitudes towards menstruation. As a result, the Council of Islamic Ideology, a constitutional advisory body, published a positive religious stance on MHM.



Through the Women Empowerment Group, UNICEF held a consultation with

45

prayer leaders on religious attitudes towards menstruation

UNICEF's innovations in Pakistan on participatory MHM platforms informed global initiatives. For example, a helpline was contextualized for a global audience and



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© UNICEF Pakistan/2018/Sami Malik

launched on UNICEF's RapidPro platform through its T4D initiative, engaging 75,000 adolescent girls with positive MHM messages. Pakistan was selected as one of 16 countries to participate in the Generation Unlimited Youth Challenge. Through its partner, the School of Leadership, UNICEF invited girls and boys to design innovative ideas on managing menstruation with dignity. Five young Pakistani teams were each awarded US\$ 1,000 in seed funding and one team won US\$ 20,000 in a global competition in March 2019.

75,000

adolescent girls were engaged with positive MHM messages, through UNICEF's T4D initiative





Key results

Over **1mil** young people reached via **social media** for **No Chutti** campaign, empowering women and girls to feel powerful during their period



Gender strategies for all UNICEF programmes developed



A team of young girls from Pakistan was awarded **US\$20,000** in seed funding to develop innovation solutions to **menstrual hygiene management** for a global competition



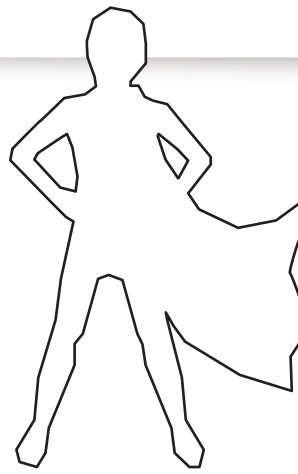
EVERY CHILD HAS EQUAL CHANCES



Every child
withstands
crisis



Every child withstands crisis



4.4mil^{*}
including
2.5mil
children have returned
to the formerly insecure
KP Tribal Districts

In Sindh and Balochistan a drought emergency developed in 2018. Recovery in KP and its Tribal Districts continued as displaced families returned home. Humanitarian assistance began transitioning to development support for formerly displaced households. A three-year inter-agency Transition Framework was developed to address socioeconomic challenges and vulnerabilities, including the need for girls'

Pakistan is the
world's

7th

most vulnerable
country to
climate change

**

Key facts

7,489

schools were
destroyed in 2005
earthquake

10,000

schools were
destroyed in 2010
flooding



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* FATA Vulnerability Assessment 2017

** Global Climate Risk Index 2018

and women's voices to be heard. UNICEF supported its implementation as lead of the WASH and nutrition clusters, the sub-cluster lead for child protection, and co-lead of the education cluster in KP and worked with sister agencies to support resilience and recovery.

UNICEF received no funding under its Humanitarian Action for Children (HAC) appeal for health, WASH and child protection. This reflects continuing humanitarian needs for residual response in the KP Tribal Districts, as support transitions to early recovery. Instead, UNICEF leveraged regular resources, residual funds and resources from partners. Although less than two per cent of the measles immunization target was achieved through humanitarian

to be accessible for children with disabilities, coupled with teacher training, education supplies, social mobilization and support for school committees. With the integration of the Tribal Districts into KP, such assistance became part of development support for the province as a whole.

80,000 
mothers (63% of the target),
were provided multi-micronutrient
supplements



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funding, by including the region in the national measles campaign, over 840,000 children were vaccinated.

Nonetheless, in most other programme areas, the achievement of results against targets was limited. With only half of the requested funding received in 2018, UNICEF supported the provision of multi-micronutrient supplements to 80,000 mothers, 63 per cent of the target. Similarly, 55,000 people received access to safe water and 76,000 were sensitized on safe hygiene practices. The education response, which was only half-funded, nevertheless contributed to the enrolment of 68,000 children under the EU-funded FATA Transition and Recovery Programme, 85 per cent of the target. Approximately 40 per cent of children enrolled were girls. UNICEF also cooperated with the United Nations Development Programme (UNDP), the Government and non-governmental organizations (NGOs), to facilitate education recovery for over 80,000 children (39 per cent girls) through provision of pre-fabricated schools, designed

UNICEF leveraged its regular resources to enhance awareness of child protection issues among 25,000 children and caregivers, reaching 87 per cent of its target. However, protective services could only be provided to 7,028 children, about 45 per cent of the target. To provide mobile protection services to returning families in remote areas, UNICEF piloted a child protection van in two Tribal Districts, in partnership with the Government of KP. This reached 41,000 children (12,800 girls) and 7,877 caregivers (2,957 women) via structured recreational, social and behavioural change interventions. Such initiatives enhanced personal

Mobile teams in two
Tribal Districts reached
41,000 
children and 7,877 caregivers
with protective services



© UNICEF Pakistan/2018/Saiyna Bashir

safety by protecting girls, boys, women and men from abuse and physical harm, including risks from mines and unexploded ordnances.

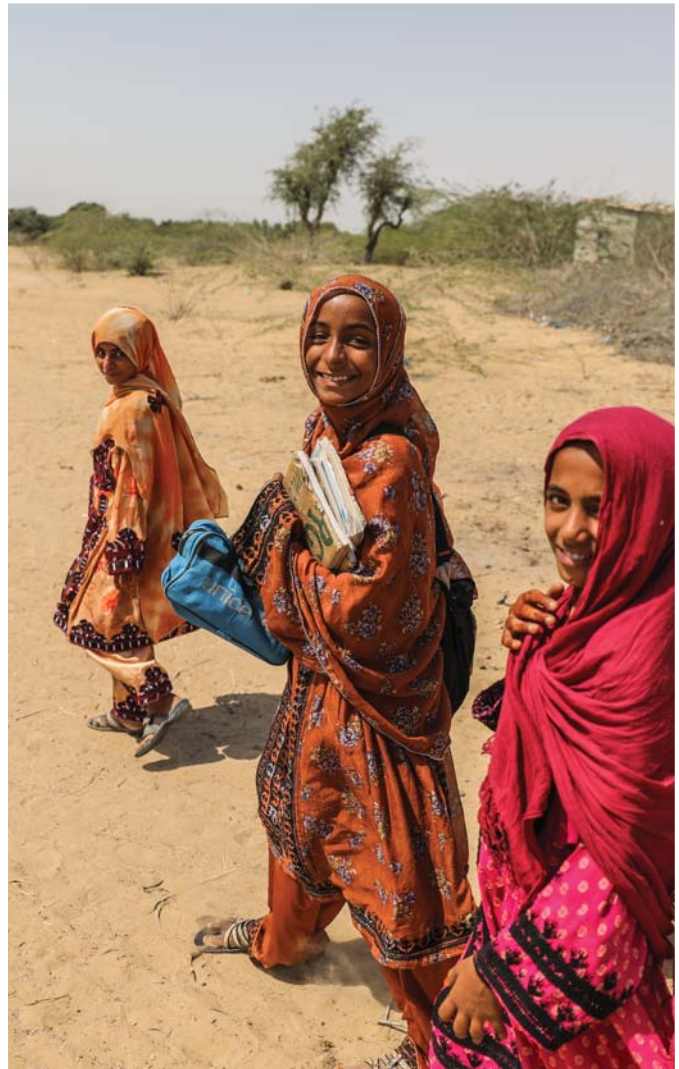
25,000 
children and
caregivers were enabled
to identify **child protection issues**

Following the notification of drought in eight districts of Sindh, UNICEF formed part of an inter-agency consortium that conducted a multisectoral assessment in October. A similar assessment was undertaken in Balochistan in December. These assessments will form the basis of gender-responsive interagency response planning to address identified gaps in government response, including directed interventions for food, livelihoods, WASH and nutrition.

The Pakistan School Safety Framework, developed by the NDMA with UNICEF's support, was finalized and approved by the Prime Minister in March, with instructions to incorporate it into the National Education Policy. This framework is

already ensuring that 400,000 children, including 150,000 girls, in 500 Islamabad public schools benefit from gender-responsive safety measures and risk education. In KP, Balochistan, PAK and GB, the approach was adopted in 30 schools per region. In Sindh and Punjab, the framework was integrated into ESPs as a prerequisite for roll-out, making it integral to school management.

UNICEF supported NDMA to develop a C4D strategy for its School Safety Programme, empowering schools and communities with preventive education on major risks. In KP, Sindh and Balochistan, 55,797 children (half of them girls), received instruction on preparedness and response. Despite work to improve preparedness and response capacities, further efforts are required to streamline strategic work on disaster risk reduction and climate change adaptation into provincial and district-level WASH budgets. UNICEF initiated a partnership with the University of Engineering and Technology in Peshawar, KP, and developed a WASH in Emergencies master's-level course, the first of its kind in Pakistan. This will contribute to strengthening systems for WASH interventions during emergencies and will be offered from 2019. Another growing focus area was water use efficiency and increased engagement with regulatory frameworks to alleviate stress caused by climate change and water scarcity.



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Key
results



400,000

children were **protected**
as 500 Islamabad schools
applied the School Safety Framework



**Pakistan School
Safety Framework**
approved by
Prime Minister

840,000

children in western KP (formerly
FATA) **vaccinated against measles**



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EVERY CHILD
WITHSTANDS CRISIS



Lessons learned

At the end of the first year of the new CP, UNICEF had the opportunity to reflect on early evidence of how its theories of change have helped to achieve concrete results for children. Across all programmes, the theories of change articulated in the Strategy Notes remained credible and valid. Strengthening institutional structures at the national and subnational levels is a major aspect of UNICEF's theories of change, given its particular relevance in the context of the fairly slow development of subnational structures to support children following devolution in 2010. Against this backdrop, UNICEF contributed to creating a conducive environment for achieving results for children through vertical coordination (between the centre and the provinces/districts) and horizontal coordination (among ministries).

UNICEF supported the translation of key federal policies and strategies on health and nutrition to the provincial levels. It also facilitated Balochistan in sharing lessons learned from its experience of developing Pakistan's first CRC-aligned child protection legislation. In tandem, UNICEF supported useful research on the links between WASH, poverty alleviation and other development indicators. Such efforts were consistently and successfully accompanied by capacity building interventions for government counterparts. These focused on, for example, enhancing capacities for budgetary analysis correlated with localized deprivations. Risk-informed programming workshops mainstreamed risk reduction strategies into sectoral work plans, engaging both line ministries and provincial authorities.

In 2018, Pakistan's first-ever parliamentary resolution on child rights was passed unanimously – a major achievement brought in no small part through UNICEF's work with parliamentarians during celebrations for World Children's Day and Human Rights Day. This promises to break new ground for the child rights agenda in the country. However, such progress will require sustained, serious engagement with parliamentarians. Strengthening the Government's appetite for evidence-based decision-making for children also reaped rewards, as the Governments of Balochistan and Punjab drafted M&E policies following rigorous, wide-ranging debates on implementation, regulatory measures and institutional frameworks. This represents a historic transformation in public sector learning and accountability processes. Long-running support and capacity development contributed to a nationally-coordinated MICS, comprised of provincial surveys completed or underway as of the end of 2018. Full provincial ownership was reflected in the fact that over 80 per cent of MICS funding was provided by provincial governments.

However, complicated vertical structures continue to pose challenges for planning and implementing comprehensive and sustainable approaches. This was exacerbated in 2018

by the change of government, with delays in approvals – for example, for the child labour survey – alongside high staff turnover and changes in programme/department leadership. This also created opportunities; for instance, in the form of strengthened federal support for nutrition and WASH. In 2019, UNICEF will strive to support such opportunities through provincial action to meet sectoral goals and expand the focus on urban children.

Multisectoral nutrition and WASH initiatives through the Stunting Reduction Programme in Sindh showed that working between UNICEF's goal areas can deliver high impact results. Using a lifecycle approach, this initiative utilized the service delivery platforms of both sectors to deliver at-scale results. A multisectoral M&E framework for the Accelerated Action Plan to reduce stunting in Sindh, jointly led by UNICEF's Programmes for Nutrition and for Monitoring, Evaluation and Research, proved instrumental in building understanding, capacities and appetite for robust mechanisms to track and evaluate progress. Similar benefits came about through collaborations between UNICEF's programmes for Education and WASH to reduce dropout rates and support the health and hygiene needs of adolescent girls through MHM in schools. Recognizing that cross-sectoral partnerships underpin efficient social service provision, UNICEF is working with a range of government departments to develop effective child protective case management and referral processes.

By working across sectors, UNICEF leveraged existing platforms to reach previously unreached children. This is exemplified by the synergies between efforts to eradicate polio and strengthen routine immunization. The Polio Eradication Initiative's large team of social mobilizers reached children at their doorsteps within high-risk communities, often in insecure areas or regions characterized by low levels of trust in immunization services. UNICEF leveraged its access capacities to identify and target zero-dose children. In areas where coordination was successful, previously unreached groups of children received routine immunization. The Polio Programme's trust by communities was simultaneously enhanced, reducing the impact of vaccination fatigue. Nonetheless, sustaining gains – such as maintaining vitamin A coverage after polio is eradicated – will require careful planning. It will also require efforts to ensure that routine immunisation coverage, including polio, continues to increase.

Following the development of gender strategies in 2018, the next year will witness a stronger focus on achieving specific gender results across all UNICEF programming areas. A focus will be placed on gender-responsive evaluation and moves to strengthen the gender component of UNICEF's Advocacy and Communications Strategy.

While UNICEF's theories of change related to education remain valid overall, the skills development component of the Strategic Plan was not adequately reflected in the Strategy Note. There is a growing emphasis on the second decade of life, especially for girls. Drawing on the global Generation Unlimited initiative, in 2019 UNICEF will partner with government departments, civil society groups, social enterprises and UN agencies to ensure that adolescents have adequate opportunities to access education, training and employment. In 2018, initial efforts were undertaken to gauge entry points, engage with stakeholders and youth-led institutions, and look at existing models, including Edtech. Support for an enabling policy environment in education, through coordinated ESPs, was validated through UNICEF's role as the GPE coordinating agency in all four provinces. UNICEF will continue to facilitate connections between the new Government's education agenda and provincial ESPs, using the shared development vision for Pakistan and its commitment to the SDGs. To this end, UNICEF will advocate for efforts to address disconnects between plans and budgets

UNICEF's WASH programme leveraged South-South partnerships to elicit renewed commitments, strengthen national and provincial mechanisms, build capacity in schools and at local level for service delivery, and simultaneously promoting changes in social norms. These approaches contributed to reducing open defecation and improving water provision, both issues which disproportionately impact women. Such approaches also enhanced community understandings of hygiene practices, including among adolescent girls. Social and behavioural change initiatives grounded in C4D approaches increased knowledge of, and demand for, services among girls and boys. These proved critical to achieving sustainable results. UNICEF's investment in a multichannel approach to C4D, which reached out to entire communities, combined outreach through innovation, social media and interpersonal communication. This was exemplified in social mobilization campaigns to promote open defecation-free communities and the high coverage of the measles campaign. Such an approach amplified families' and communities' voices for change, while expanding the reach of the approach itself. Innovations such as the Generation Unlimited platform will offer new opportunities to reach adolescent girls, co-create solutions and amplify their voices.

UNICEF's collaboration with Telenor and the Government illustrates the value of public-private partnerships that leverage innovations within the private sector to effectively and sustainably deliver results. Following the success of a 2015 birth registration pilot, UNICEF's technical expertise and advocacy contributed to adapting the digital registration system into a hybrid system, which utilizes both mobile phone-based methods and conventional paper registration to register children's births. While governments' limited technical capacity and coordination challenges caused delays, this was addressed through capacity building, particularly on the use of technology. As analysis revealed significant disparities in registration – since more boys and older children were registered than girls or younger children – communication strategies are being applied to address this gender gap.

UNICEF's major crosscutting focus on evidence-based advocacy for legislation and policy experienced gains in 2018, achieved by strengthening systems, better planning and fluid communication. Key gains included, for instance, the NCFA studies, whose findings are already influencing nutrition planning and C4D efforts in Punjab and Sindh. Gains also include data dashboards to improve education planning in Balochistan, alongside campaign planning for polio and other health interventions nationwide.

As funding streams diminish and a fiscal crisis cuts into government budgets, public-private partnerships and other fundraising modalities – including domestic funding and South-South cooperation in overseas assistance – are essential to ensure that services are maintained and children's rights are protected. In 2018, for instance, UNICEF worked with private sector partners to develop in-country sources of key supplies to address diarrhoea and pneumonia. With the baby food industry now leveraging the 1,000 days approach for marketing, it is essential for UNICEF to work with the industry to ensure that they use this approach in a way that delivers positive results for children.

Based on lessons learned in 2018, UNICEF will continue to follow the change pathways outlined in its CP and Strategy Notes, while sharpening its focus on key areas such as early childhood development, gender equality, adolescents, resilience and social policy. It will maintain a focus on C4D, on developing partnerships (particularly with the private sector) and evidence-based advocacy and innovation. T4D initiatives are planned to support vaccine logistics management, migrant population mapping and upgraded health information systems; out-of-school children and employability; and scaling up digital birth registration. At the same time, UNICEF will continue to support the development of strong, effective institutions that respond to the demands of informed and empowered communities to realize the rights of all children in Pakistan.

Looking ahead

Health and polio

Support government in increasing immunization coverage through vaccination of missed children in urban poor, hard-to-reach and security-compromised populations

Support country assessment of stillbirths, newborn deaths and the care of sick and small newborns, and an evaluation of the Lady Health Worker programme

Support core strategies to eradicate polio: comprehensive vaccination, sensitive poliovirus surveillance and decision-making, and greater focus on high-risk populations settled in core reservoirs and mobile populations

Nutrition

Support the development of strategies for adolescent and maternal nutrition, national dietary guidelines and the finalization of legislation of breastmilk substitute legislation aligned with WHA 2016 recommendations

Education

Support alternative/accelerated primary and middle school education with equivalent certification for out-of-school children and adolescents based on approved policies and curriculum

Complete and launch the National Nutrition Survey Report

Support the health system to deliver at-scale nutrition-specific interventions for stunting reduction

Enhance awareness on breastfeeding and initiate awareness campaigns on dietary diversity in complementary feeding

Provide continued technical and coordination support for the development of policy and frameworks, including Education Sector Plans, NFE, ECE

Help improve girls' transition from primary to middle school, and access and learning for girls at secondary level

Support Federal Ministry of Education and the Special Adviser on Youth Affairs on education, skills training, and employability for adolescents and youth - launch Generation Unlimited in Pakistan

Child protection

Support initiation of a case management and referral system in Balochistan for victims of child abuse, and begin work on a child protection information management system and capacity building

Support draft child protection legislation in Sindh and KP aligned with CRC

Support birth registration of 1 million children in Balochistan, KP, PAK, Punjab and Sindh

Continue data collection for child labour surveys

Conduct assessments of CRVS systems in Balochistan, Punjab, KP and Sindh to support provincial governments in strengthening their systems and to feed into the development of a national CRVS framework

WASH

Launch and roll out support for clean and green schools and health care facilities, complementing the Clean & Green Pakistan movement

Launch and roll out support for clean and green schools and health care facilities, complementing the Clean & Green Pakistan movement

Further reduce open defecation through plan linked to polio and stunting initiatives

Support development of regulatory frameworks for drinking water and water safety plans

Continue advocate for enhanced public investment in WASH and partnerships with the private sector

Strengthen a federal WASH unit to coordinate work in the country's provinces and areas



Financial resources

In 2018, UNICEF's Pakistan Country Office mobilized US\$ 241.44 million in the first year of its new Country Programme (2018–2022). This includes funding for later years of the Country Programme. Of the funds allocated, programmes expended US\$ 166.42 million in 2018, whereby US\$ 32.50 million of Regular Resources and approximately US\$ 134 million from Other Resources contributed to achieving results for Pakistan's children. The nutrition programme remained significantly underfunded, with a 47 per cent funding gap. Humanitarian expenditures also showed a downward trend compared to the previous year.

With a strong focus on enhancing the efficiency and effectiveness of its programming, UNICEF Pakistan expended 25 per cent more additional resources in 2018 compared to 2017. The polio eradication programme remained the priority during the year and mobilized over US\$ 90 million (funds received in country), or 54 per cent of total expenses. The health, nutrition and education programmes followed, with nearly US\$ 25 million, US\$ 12.7 million and US\$ 10.16 million respectively.

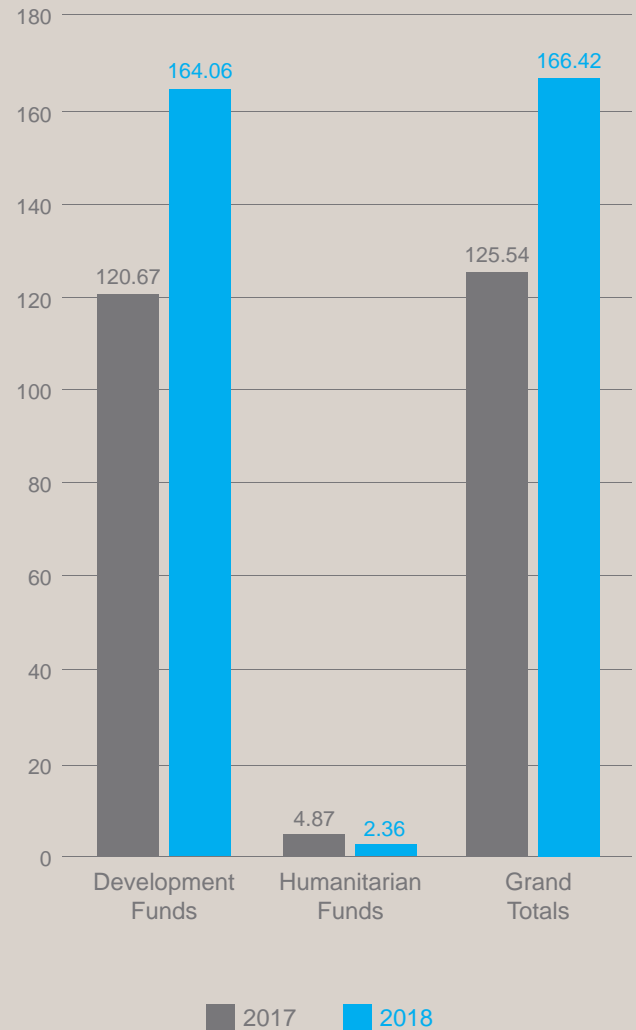
The United States Fund for UNICEF remained the top donor with funds mainly contributed by Rotary, Bill and Melinda Gates Foundation, UN Foundation and Walt Disney. GAVI, United Kingdom's development fund, Japan and the United Arab Emirates Crown Prince Court were among the top five donors during the year. National Committees continued to be key partners in channelling significant resources from private partners.

UNICEF Pakistan did not receive substantial contributions for humanitarian action, with 75 per cent funding gap at the end of the year. A total of US\$ 4.46 million were received from USAID Food for Peace and Central Emergency Response Fund through Office for the Coordination and Humanitarian Affairs and Canada for Pakistan's Humanitarian Action for Children appeal in 2018. These resources provided essential equitable access to lifesaving nutrition services and educational facilities to maintain enrolment and prevent dropout in the emergency affected areas.

During the year, there was an increased focus of Pakistan office and the donors to achieve results for children work under Delivering as One programme. The Joint programmes including multi-sectoral interventions implemented in collaboration with its development partner, donors and its sister agencies in the United Nations provided the opportunity to build sustainable programmes, increase synergy, build innovative solutions and enhance value for money of the programmes.

In 2018, there was enhanced focus of partnerships with the private sector, striving for innovative and cost-effective solutions to achieve results for children. In the coming years the office will seek to expand both its public and private

Expenditures, 2017 and 2018

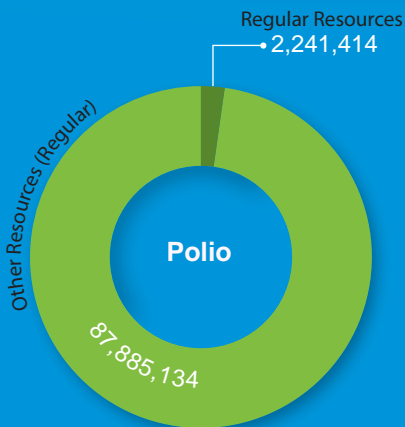


sector partners and pursue new opportunities to raise the financial resources required to achieve the results laid out in its five-year Country Programme. Current collaborations, including joint programming with United Nations partner agencies, will also be strengthened under One Programme III, through which members of the United Nations system work together for the achievement of the SDGs in Pakistan.

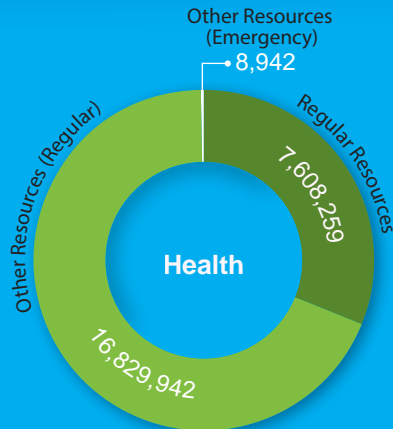
UNICEF Pakistan extends its deepest gratitude to all partners that provided regular, other and humanitarian funds and other support in 2018. Their commitments play an indispensable part in reaching Pakistan's most vulnerable and disadvantaged children.

Financial highlights

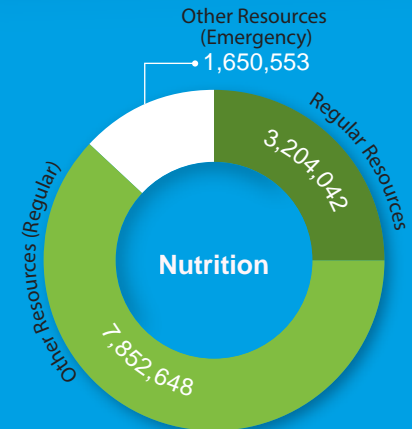
[All figures in USD]



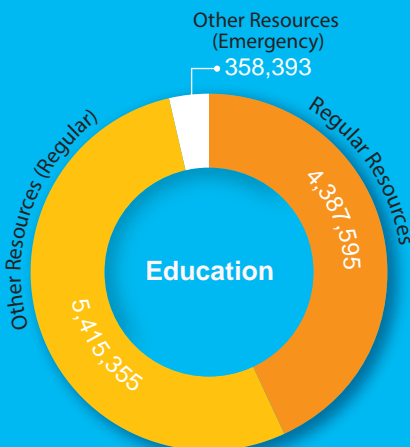
Total = 90,126,548*



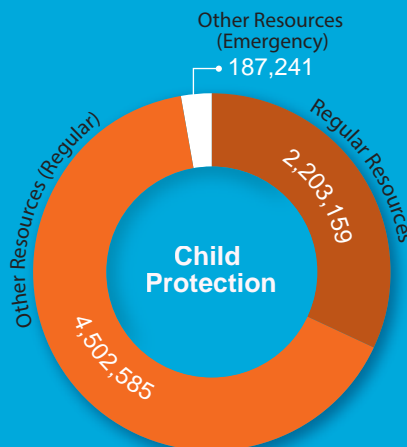
Total = 24,447,143*



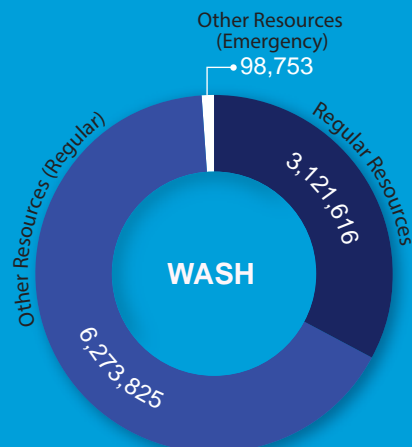
Total = 12,707,242*



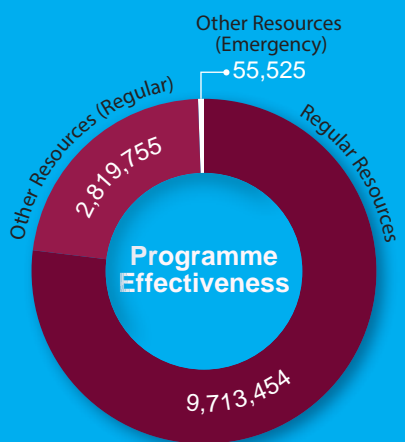
Total = 10,161,343*



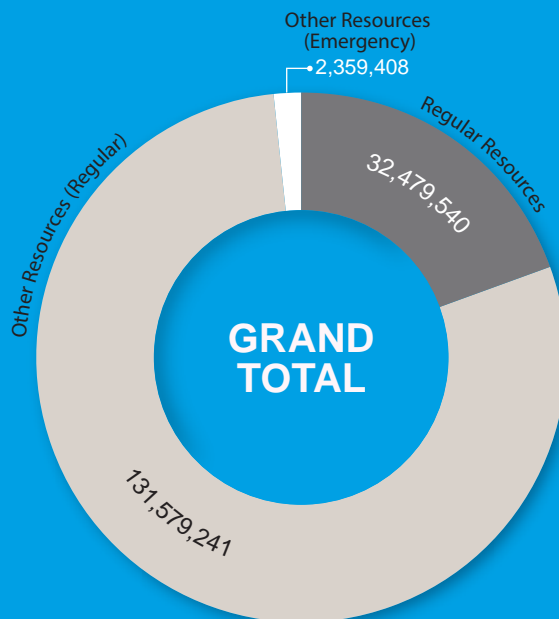
Total = 6,892,985*



Total = 9,494,194*



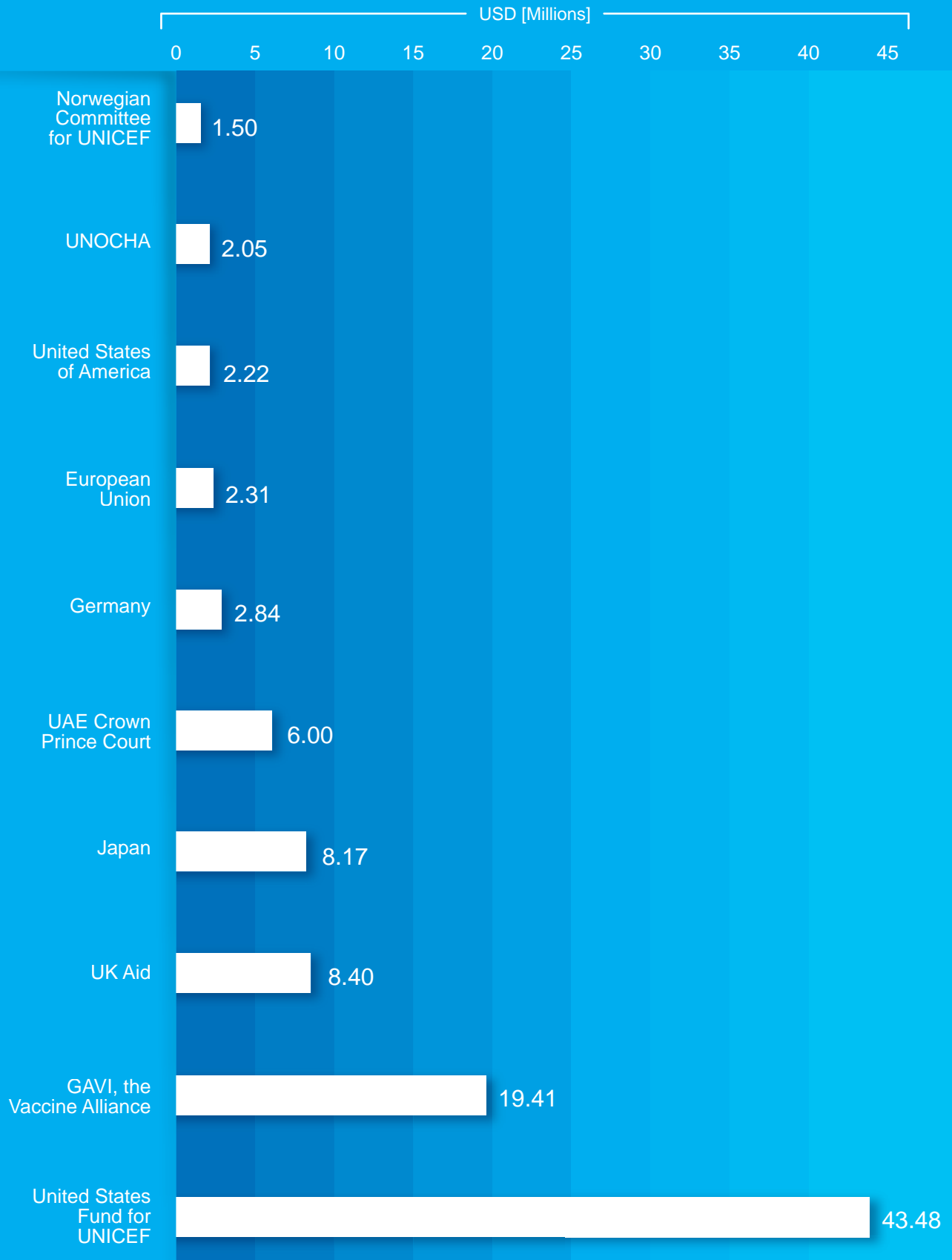
Total = 9,494,194*



Total = 166,418,189*

* Expenditure reflected does not include UNICEF's Integrated Budget (internal resources) of US\$2,360,817, which includes costs of human resources (including senior management), corporate communication, information technology, administration, security, equipment and other services.

Largest contributors to Other Resources*



* UNICEF is grateful to donors who contribute to Regular Resources as well



Our partners

Partners in government

- Ministry of Climate Change
- Ministry of Education
- Ministry of Elementary and Professional Development
- Ministry of Human Rights
- Ministry of National Health Services, Regulation and Coordination
- Ministry of Planning, Development and Reforms
- Academy of Education Planning and Management
- Expanded Programme for Immunization
- Federal Ombudsman's Office/Office of the National Commissioner for Children
- National and Provincial/area Disaster Management Authorities
- National and Provincial Emergency Operations Centres
- National Commission for Human Rights
- National Education Assessment System
- Pakistan Bait-ul-Maal
- Pakistan Bureau of Statistics
- Pakistan Council of Research in Water Resources
- Prime Minister's Task Force and Focus Group; Provincial and Divisional Task Forces for Polio Eradication
- Provincial/area Bureaus of Statistics
- Provincial/area Departments of Education
- Provincial/area Departments of Health
- Provincial/area Departments of Labour and Human Resources
- Provincial/area Local Government and Rural Development Departments
- Provincial/area Non-Formal Education Departments/ Directorates
- Provincial/area Planning and Development Departments
- Provincial/area Public Health Engineering Departments
- Provincial/area Social Welfare Departments

Partners in development

- United States Fund for UNICEF
- GAVI, the Vaccine Alliance
- UK Aid
- Japan
- UAE Crown Prince Court
- Germany
- European Union
- USAID
- UNOCHA
- Norwegian Committee for UNICEF
- Italy
- Global Partnership for Education
- Canada
- Canadian Committee for UNICEF
- Australian Committee for UNICEF
- French Committee for UNICEF
- Japan Committee for UNICEF

Secondary donors

- Rotary International Polio Plus
- Gates Foundation
- Norwegian telethon
- UN Foundation
- Walt Disney
- New Venture Fund
- Individual donors

Sister agencies

- Food and Agriculture Organization
- International Labour Organization
- UN Women
- Office of Coordination Humanitarian Affairs
- Joint United Nations Programme on HIV and AIDS
- United Nations Human Settlements Programme
- United Nations Development Programme
- United Nations Educational, Scientific and Cultural Organization
- United Nations Office on Drugs and Crime
- United Nations Population Fund
- United Nations Refugee Agency
- World Food Programme
- World Health Organization

International finance institutions

- Islamic Development Bank
- World Bank
- Asian Development Bank

Partners in the field

- Action Against Hunger
- Aga Khan Rural Support Programme
- Balochistan Boys Scouts Association
- Balochistan Rural Support Programme
- Bunyad Literacy Community Council
- Civil Society Human and Institution Development Programme
- College of Youth Activism and Development
- Drug and Narcotics Educational Services for Humanity Balochistan
- Health Education and Literacy Programme
- Health Nutrition Development Society Karachi
- Help in Need
- Human Development Organization Doaba
- Indus Resource Centre
- Islamic Relief
- Lodhran Pilot Project
- Muslim Aid
- National Institute of Urban Infrastructure Planning, University of Engineering and Technology
- National Rural Support Programme
- Oxford Poverty and Human Development
- Peace Education And Development Foundation
- Plan International
- Punjab Rural Support Programme
- Qatar Charity
- Rural Support Programmes Network
- Sarhad Rural Support Programme
- Sindh Agricultural Forestry Workers Coordinating Organization
- Social Action Bureau for Assistance in Welfare and Organizational Networking
- Society for Empowering Human Resource
- Strengthening Participatory Organization







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