

Pakistan COVID-19 Situation Report No. 15

unicef 
for every child



Drum beating awareness raising activity in cattle markets during Eid-ul-Adha in Punjab

Reporting Period: 1–15 August 2020 (fortnightly)

Key Highlights

- A total 476 million viewers/listeners and social media contacts reached through TV, radio, WhatsApp and social media through Government and UNICEF support.
- Over 260,045 (19,698 new) religious leaders engaged and mobilized to emphasize the importance of physical distancing and promoting key preventive messages building risk perception.
- Using WASH sector communication networks, over 14.2 million (700,000 new) people reached with COVID-19 hygiene promotion messages with UNICEF reached 7.3 million (637,937 new).
- Over 1.7 million people (124,072 new) benefitting from continuity of primary health care services at UNICEF supported health facilities.
- UNICEF supported 58,773 SAM children admissions for treatment (9,822 new) and the sector has supported 87,569 (12,271 new) children.
- Through UNICEF support 49,036 parents, caregivers, children and individuals reached with PSS through trained social workforce professionals (1,893 new).
- Through UNICEF support 86,883 children (383 new) reached with alternate learning opportunities.

Situation in Numbers

288,047 Confirmed cases

265,624 Recovered cases

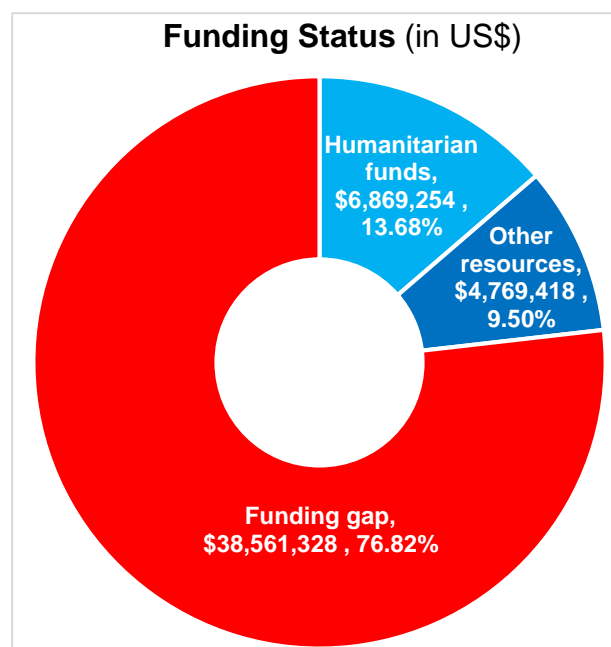
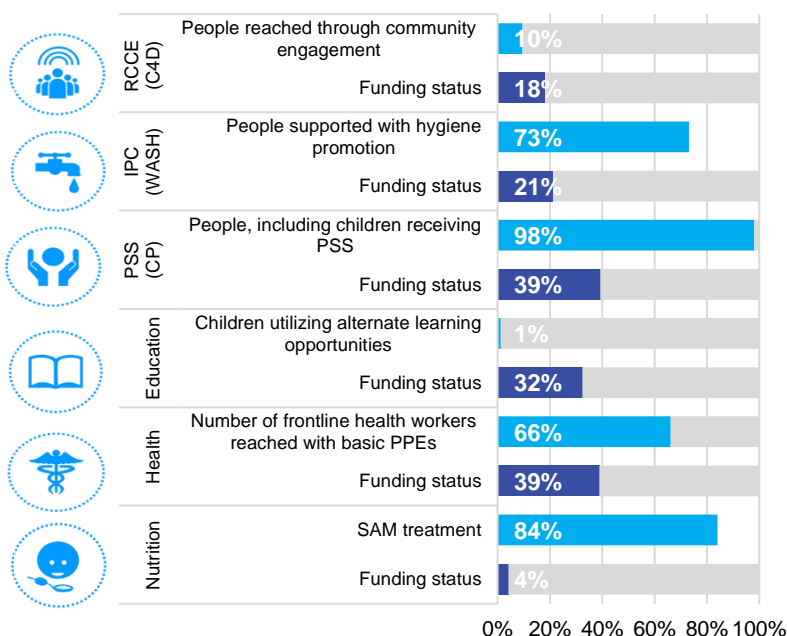
6,162 Deaths

Source: <http://COVID.gov.pk/>

Date of report: 15 Aug 2020

**UNICEF Appeal for
COVID-19 Preparedness
and Response
US\$ 50.2 million**

UNICEF's Response and Funding Status

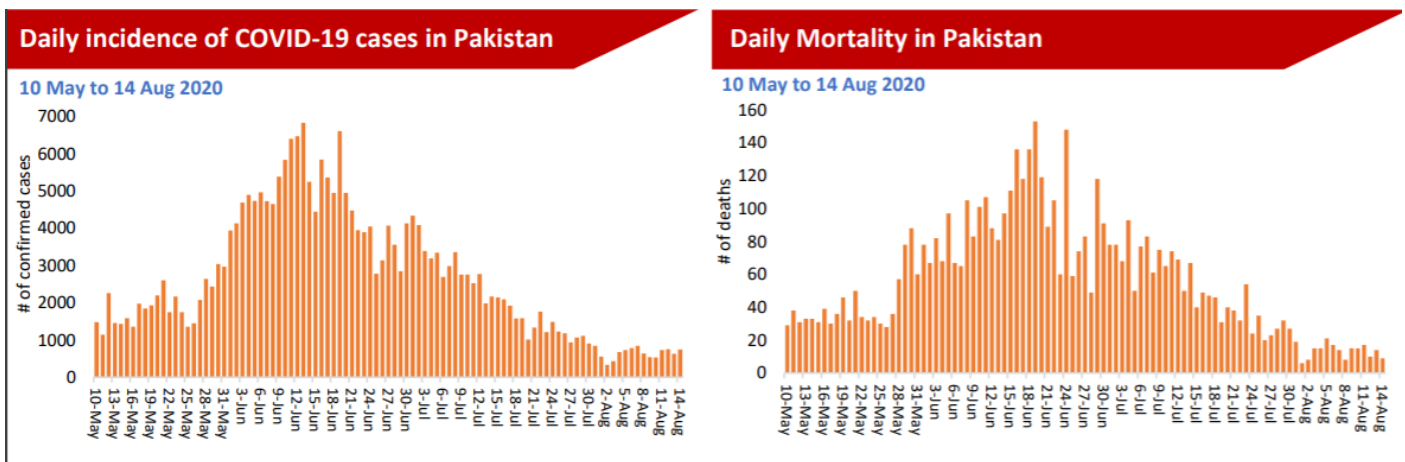


EPIDEMIOLOGICAL OVERVIEW

As of 15 August, 2020, there are 288,047 confirmed coronavirus cases, with Sindh being the most affected province with 125,632 cases, followed by Punjab with 95,203 cases and Khyber Pakhtunkhwa (KP) with 35,091 cases. Of the total number of confirmed cases, 6,162 patients have died and 265,624 have fully recovered from the disease and have been discharged from the hospital.

Provinces				Administrative Areas			Total
Balochistan	Khyber Pakhtunkhwa (KP)	Punjab	Sindh	Azad Jammu and Kashmir (AJK)	Gilgit-Baltistan (GB)	Islamabad Capital Territory (ICT)	
12,144	35,091	95,203	125,632	2,179	2,452	15,346	288,047

The table below shows the daily COVID-19 incidence and daily mortality in Pakistan as of 15th August, 2020¹:



NATIONAL COORDINATION

The Government of Pakistan decided to move to reopen the country following a meeting of the National Coordination Committee (NCC)², during the reporting period, with the reopening of restaurants and beauty salons across Pakistan on August 10 and businesses returning to their normal pre-coronavirus working hours. Sports and games will be allowed to resume but without spectators and pillion riding will be permitted as well. However, restrictions on passengers in train and airplanes will remain until September and from 1 October passengers will be able to travel normally on the airplanes. The NCC has decided that all the educational institutions will be opened on 15 September after a final review by the Ministry of Education on 7 September. Beauty parlors, exhibition centres, and shrines are being allowed to reopen, but people will be required to follow the SOPs in large gatherings at the shrines and seek permission from the administration before events that may attract crowds.

The PKR 144 billion (US\$ 861 million) Government of Pakistan's Ehsaas Emergency Cash (social protection) initiative started on the 9 April and, as of 15 August 2020, PKR 173 billion (US\$ 1,034 million) has been distributed reaching more than 14.37 million people³.

Based on the WHO situation report, as of 15 August, Pakistan has conducted 2,253,131 laboratory tests, of which 288,047 were positive. A total of 1,313 cases have been admitted in hospitals; 265,624 (92.21 per cent) have recovered and discharged, 768 are in critical condition and there were 6,162 deaths with the Case Fatality Rate (CFR) of 2.13 per cent. The average number of daily tests conducted during the reporting period is 18,727.7 tests done per day.

The Polio Programme is providing support for the COVID-19 response, especially in the areas of surveillance, data management, communication and logistics management. The polio August Campaign is taking place from the 15th to the 21st in 130 districts in Pakistan, targeting 43,699,104 under five children.

¹ WHO Sitrep as of 15 August 2020

² <https://www.thenews.com.pk/print/696942-covid-lockdown-over-pakistan-to-open-from-monday>

³ https://www.pass.gov.pk/ecs/uct_all.html

UN COORDINATION

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

UNICEF's Response Strategy

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

Public health response to COVID-19

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

Continuity of essential services

- **Continuity of education and learning** to ensure teachers, parents and students are informed about COVID-19, continuity of learning and facilitate safe reopening of schools and learning education institutions.
- **Building resilient primary healthcare system** for managing mild cases and referral of severe cases with the aim to strengthen primary health care (PHC) system and ensure continuity of life saving basic health services like MNCH and immunization.
- **Essential nutrition support for vulnerable children and families** with the aim to ensure access to promotional, preventive and curative nutrition services to people affected by, and people at risk of Coronavirus infection, with a focus on nutrition vulnerable groups.

Mitigation of the impact of COVID-19

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

Summary Analysis of Programme Response

1. Risk Communication and Community

Coordination: UNICEF supports the Ministry of Health Services Regulation and Coordination (MoHSRC) to convene the RCCE task force meetings and leads the UN communication group on RCCE. So far, 24 RCCE task force meetings,

14 UN RCCE group meetings and 5 federal and provincial coordination meetings have taken place. At the provincial level, weekly RCCE taskforce meetings take place. The surveillance data is incorporated in RCCE briefs and data driven RCCE interventions planned.

National Response: A total 476 million viewers/listeners and social media contacts have been reached through TV, radio, whatsapp and social media (Facebook, Twitter, Instagram) through Government and UNICEF efforts.

A total of 13.99 million people, of which 15 per cent were women and 85 per cent were men, have been reached between 30 July and 5 August with information on COVID-19 through the Facebook pages of Digital Pakistan which is supporting the MoHSRC's social media.

UNICEF Response:

Data analytics: The 15th and 16th RCCE briefs, informed by combined analysis of the social and behavioural data, weekly social media sentiment data, records from the polio helpline (1166) and other surveys available. The key findings include: (1) Since 25 June 2020, Pakistan has seen a steady decline in the daily number of recorded cases as well as deaths and (2) In terms of public sentiment, more Pakistanis (40 per cent) on social media are feeling positive about COVID-19 during the week than those feeling negative (17 per cent) with the majority, at 43%, remaining neutral. The key driver of this positive sentiment is the global media's positive reporting about Pakistan's significant reduction in COVID-19 cases whilst the key drivers of the negative sentiment are: the impact of restrictions during Eid-ul-Adha and the inability to perform Haj as well as Pakistan's low testing rates which may be giving a false impression of declining cases; (3) With the death of a pioneering Franciscan nun from COVID-19, media highlighted public concerns about persons with disabilities in Pakistan and support to persons with disabilities "in jobs, transport and housing as well as at public places". This growing concern to support persons with disabilities comes in the context of the smart lockdowns and the significant need to mainstream persons with disabilities into the COVID-19 response; (4) Pakistan is at risk of a second wave of COVID-19 infections due to mass gatherings during the three successive national and religious celebrations in August 2020 (Eid-ul-Adha celebrations, Muharram processions and the 14 August Independence Day celebrations); (5) high youth mobility and complacency, particularly within multigenerational contexts, is a leading risk for the acquisition and transmission of COVID-19 in Pakistan; (6) there is an increased community resistance to polio vaccination during the COVID-19 epidemic in high-income urban settings, due to safety concerns; (7) Global insight from the University of Oxford's Government Response Stringency Index shows that second COVID-19 peaks have occurred approximately two months after governments significantly eased lockdown restrictions and as of 3 August 2020, Pakistan's Government Response Stringency Index⁴ stood at one of its all-time lowest levels at 66.7, falling from 96.30 on 14 April 2020; (8) there is low-levels of public knowledge and high-levels of complacency about COVID-19 prevention and treatment in rural communities driven by community and religious leaders rejecting public health guidance, community members prioritising social protection demands over infection prevention and control, the deep-rooted practice of social norms such as handshaking and hugging and the lack of access to two-way communication, particularly for women and (9) Doctors are concerned that the Government's decision to reopen all educational institutions from 15 September 2020 could lead to increased transmission of COVID-19 in and from schools if the public health guidelines are not followed adequately. The RCCE strategy for safe reopening of school is targeting students, school teachers/staff and administration, and parents and community and will be implemented in two phases i.e. before reopening of schools and while schools are opened. The strategy is designed based on the principles of trust, participation and community engagement.

The government has issued SOPs for Independence Day Celebrations and Muharram addressing the key target areas. Based on the SOPs, and to support the government, UNICEF has initiated a hashtag campaign focusing on key preventive messages reinforced through social media. Other partners reached out to their respective audiences and coverage areas to disseminate messages on social distancing, face mask use and handwashing with soap.

To assist with better trend analysis, the tool for conducting the longitudinal behavioural survey on RCCE (to provide insights on the obstacles and support needed for recommended behaviours) has been launched in partnership with

⁴ The government response stringency index is a composite measure based on nine response indicators including school closures, workplace closures, and travel bans, rescaled to a value from 0 to 100 (100 = strictest). If policies vary at the subnational level, the index is shown as the response level of the strictest country. The link is <https://ourworldindata.org/grapher/covid-stringency-index?year=2020-08-03®ion=Asia>

VIAMO. The survey is reaching urban populations through SMS and rural populations through robocalls. The robocalls are translated into four local languages (Urdu, Sindhi, Pashto, Baluchi).

Dedicated live Radio show on COVID-19: On 16 July, UNICEF launched a series of 25 live radio programmes, in partnership with the Pakistan Broadcasting Corporation (PBC) which are being aired on 41 radio channels (17 FM and 24 MW⁵) for a duration of six months (July – December 2020). These COVID-19 dedicated radio programmes entitled '*Kadam Kadam Sehat* meaning "Health at every Step" airs every Thursday, reaching 83 million people across Pakistan. The program aired on 6 August was focused on breastfeeding in the context of COVID-19 and aligned with the Global breastfeeding week. The program which aired on 13 August was focused on the celebration of Pakistan's Independence day and the Government's decision to open up markets and businesses emphasising key behaviours – the use of face masks, social distancing and hand hygiene as well as information on world face mask week. The following radio channels are also airing the programs thereby increasing the potential coverage:

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

Overall sectoral data shows that these programmes reached over 10.4 million people were reached through TV and radio.

Religious leaders' engagement: Through existing polio alliances and health programme, 260,045 (19,698 new) religious leaders have been engaged and mobilized to promote the risk perception of the Corona virus, emphasize the importance of handwashing, use of masks and physical distancing as well as convincing other religious leaders on increasing risk perception. The religious leaders use the information provided to talk to their followers during the Friday sermons and to make announcements in mosques with key preventive messages on COVID-19. During this period a total of 161,564 mosque announcements were made. The religious leaders have been engaged in increasing risk perception related to COVID-19 for the recent Eid Ul Adha as well as being engaged to promote both the upcoming polio campaigns and Essential Immunization (EI).

Social Media: Over the period 27 July to 9 August, UNICEF's Advocacy and Communication and Polio social media platforms have reached over 639,840 people per facebook post with the number of total impressions reaching over 41 million (Facebook: 40 million, Twitter: 482,187 and Instagram: 545,410). The overall number of impressions increased due to the focused social media campaign which included an online event in collaboration with Ministry of Health and numerous video messages during the Eid Ul Adha. Additionally, 3.6 million people were reached through WhatsApp. The number of people engaged through social media⁶ is 9,340 per facebook post and the total number of engagements reached, is over 624,045 (Facebook: 610,762, Twitter: 3,614 and Instagram: 9,669).

Social media sentiment analysis: Over the period 25 July to 7 August 2020, the reach of conversation in Pakistan around the topic "Coronavirus" with geo-location set to Pakistan increased from 93 million to 148 million. There was a peak in conversation on 31 July around Prayers for forgiveness during Hajj 2020 and the unusual Eid al Adha 2020 celebrations. The conversation spiked again on the 2 August due to an article in the Wall Street Journal praising Prime Minister Imran Khan's smart lock down strategy which reduced the spread of coronavirus in Pakistan and around the decision to open major sectors with SOPs in place from 10 August except for schools and marriage halls, which will open from 15 September. The conversation spiked again on 6 August due to the return of US\$1 billion loan to Saudi Arabia, the rebound in the stock exchange reflecting the Government's efforts to restore Pakistan's economy.

Reaching at risk populations through community engagement: With specific locations in Pakistan registering a high number of confirmed cases, the RCCE team has designed a differentiated approach to ensure optimum use of available resources, which is informed by the surveillance and social data, focusing on 27 high burden districts which account for 65 per cent of the confirmed cases and 61 per cent of the deaths. An orientation of more than 54 UNICEF and implementing partners was conducted to prioritize implementation according to the strategy.

⁵ Frequency Modulation and Medium Wave

⁶ Definition of social media engagement includes likes, shares and retweets

Mobile vans, rickshaws and mobile floats were used in all provinces, including through polio and health structures, to disseminate messages. During the reporting period, over 1.8 million loudspeaker announcements were made to reach communities in high risk areas with messages on the importance of physical distancing, preventive behaviours, handwashing and hygiene. Cumulatively 19.1 million at risk people were reached with preventive messages on COVID-19 with 278,000 reached during the reporting period. Through CSOs, frontline workers and social mobilisers, community engagement (in small groups of 5 to 6 people) trained/orientated 10,688 people on social distancing and government SOPs.

WhatsApp continues to be used as an important communication channel and has been used 232,648 times to date to reach people with information on behaviour change communication related to COVID-19. The content of specific messages designed for various levels of health workers and health facilities as part of the infection prevention strategy will also form part of the “We Care” campaign and communication material is being produced for each level of health facility.

Helpline: The Polio helpline (1166) which is being used for COVID-19 has received over 6.8 million calls and over 3.7 million calls have been responded to. Of the calls received: 23 per cent were related to medical conditions; 22 per cent to basic information and preventive measures (a decrease from 80 per cent last time), 36 per cent suspected cases (increase of 26 per cent from last time); 10 per cent others, 7 per cent Hospitals/tests, 5 per cent Symptoms, There is a total of 250 helpline agents, of which UNICEF supports 85 agents and the rest are supported by Digital Pakistan.

Media orientation and mobilization: A total of 21,346 (1,442 new) journalists, reporters and bloggers have been engaged at both federal and provincial level for promoting key messages on COVID-19 and to counter negative media and COVID-19 related myths. To counter the belief that corona virus is fake, journalists and reporters continued writing about the severity of the disease, importance of testing, early professional health seeking behaviours and the importance of physical distancing as well as key behaviours to follow, such as handwashing and general hygiene.

Partnerships: UNICEF is working with the federal and provincial governments as well as implementing partners which includes: WHO, UNHCR, UNDP, FAO, UNAIDS, UNESCO, UNODC, UNWOMEN, UNFPA, UN HABITAT, UNRC, WFP, ICRC, PRCS, GRASP/ITC, Digital Pakistan, UNILEVER, Daraz.pk, Zong4G, AKF, HANDS, Pakistan Medical Association.

2. Infection Prevention and Control

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

Second meeting of key stakeholders for National Hand Hygiene campaign roadmap convened on 7 August by MOCC, draft roadmap reviewed. The Draft Road Map has been shared with a small technical group for received feedback and the revised road map will be shared with sector group in next sector coordination group meeting planned on 27 August.

The IPC-WASH sector, with support from UNICEF and the Global WASH Cluster (GWC), has developed an online dashboard which gives a visual view of the 4Ws matrix analysis, showing progress by each partner in each location.

UNICEF Response: To date, UNICEF has rehabilitated and installed WASH facilities which include Ultraviolet (UV) water filters, toilets and handwashing stations in 526 (39 new) Health Care Facilities (HCFs, Sindh: 38, KP: 49, Punjab: 369 and Balochistan:70). Over 1.19 people (155,022 new) have gained access to safe drinking water and sanitation facilities in these HCFs contributing towards reducing the risk of COVID-19 infection among healthcare workers. Over 7.3 million people (637,937 new) have been supported with hygiene promotion services including COVID-19 prevention and control information. Over 3.5 million (421,947 new) people have used the 1,253 (111 new) handwashing stations at communal points in affected areas. To date, UNICEF supported the training of 5,377 frontline sanitary workers to enhance the capacity of sanitary and frontline health workers on WASH/IPC in HCFs and high-risk communities.

UNICEF distributed detergents and disinfectants to HCF to ensure effective cleaning and disinfection of surfaces thereby reducing the risk of infection among healthcare workers, patients and caregivers. With support from UNILEVER, UNICEF distributed 8,000 bottles of bleach and 140,000 bars of soap to 38 HCF (Sindh: 20; Punjab: 18). An additional 60,000 bars of soap were distributed to at risk communities in Punjab. No new soap distribution was done during the reporting period.

Under the coordination of MOCC, sector partners, including UNICEF have provided WASH services to 851 HCFs (39 new) reaching more than 2.7 million people with WASH services and 1,658 handwashing stations (111 new) have been installed. Over 14.2 million people (700,000 new) have been supported with hygiene promotion services including COVID-19 prevention and control information. The mobile application allowing for two-way communication with the Clean and Green Pakistan champions has been approved and the platform is used to engage with the youth (18 years and above) with 119,000 youth registering and 50,000 acknowledging the messages on COVID-19 related social and behaviour change communication around hand hygiene. A total of 50 schools have been so far provided with IPC-WASH facilities in preparation for safe schools opening.

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

3. Psychosocial Support and Child Protection

Coordination: In Sindh the first child protection sub-working group meeting took place within the reporting period and was chaired by the Director General of Social Welfare Department. The forum decided that considering the increasing numbers of child protection cases the frequency of the meeting will be on weekly basis. TORs were shared and will be finalised at the next meeting.

UNICEF Response: A total of 3,179 social workforce professionals (1,666 women and 1,513 men) have been trained in psychosocial support and stigma prevention in all provinces through package developed by UNICEF, including 212 trained within the reporting period (125 females and 87 males in Sindh and KP provinces).

A total of 49,036 parents, caregivers, children and individuals (2,726 girls, 2,983 boys, 22,335 women, 20,992 men) received Psychosocial Support and Services (PSS) by trained social workforce professionals in Punjab, KP, Sindh, Balochistan and GB with 1,893 reached within the reporting period (Punjab: 1,021, KP: 293, Sindh: 516 and GB: 63). This includes 294 Individuals (19 Girls, 11 Boys, 173 women and 91 men) who received specialized counselling sessions in KP and Punjab.

As part of efforts to address the issue of Mental Health of adolescents and youth, UNICEF together with the School of Leadership Foundation (SoLF) launched a campaign on 6 August to promote peer to peer support as part of psychosocial firstaid and announce the availability of professional mental health services specifically for young people who may require to speak with a professional. So far 15 young people have accessed individual counselling sessions.

Key messages on the prevention of Violence against Children and online safety have been translated into Urdu and submitted the Ministry of Human Rights for approval. Meanwhile, the messages have been adapted and shared with the provincial UNICEF offices. These will be presented to the respective authorities in the Provinces for endorsement and dissemination. In Balochistan, 5 cases of Violence against Children have been reported to the District Child Protection Unit of the Social Welfare Department and through the case management and referral system were referred to appropriate protective services.

In the reporting period, stigma messages reached to 126,136 more people and engaged 1,280 more people on various platforms. This increased the overall reach to over 35.5 million people and overall engagement to 308,850 people.

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

4. Health

Coordination: UNICEF Health is working in close coordination with MNHSR&C, Provincial Health Departments, UN and Development partners. UNICEF organized a meeting with the World Bank on Telemedicine/Telehealth to discuss ways to support the government in a more coordinated manner. UNICEF participated in the H5 Partners Meeting which

reviewed the framework for essential health services in the context of COVID-19 and, during the meeting, UNAIDS shared their findings of a study on continuity of HIV services in COVID-19 which will be integrated into the framework. Major findings of the survey included: 73 per cent of the respondents were employed before COVID-19; 83 per cent of the respondents who were employed before COVID-19 lost their job; 89 per cent of the respondents claimed that PPEs were not sufficient; significant number of respondents had difficulty accessing treatment and prevention services; only 21 per cent of respondents had 3 months supply of ARVs (Antiretroviral, HIV drug) and there was varying experience in reaching medical services during COVID-19 outbreak. UNICEF participated in coordination meeting with GAVI to discuss immunization catchup plans, development of provincial immunization strategies and the Health Systems Strengthening-3 (HSS-3) application. It was agreed that some additional funding for 2021 is available which will be used to fill the gaps. The work on this has just begun and the plan is still under discussion. Once developed the plan will be costed and gaps will be identified.

UNICEF Response: UNICEF is supporting the Provincial and Regional health departments to ensure continuation of essential primary health care services including immunization, Ante-Natal Care (ANC), Post-Natal Care (PNC), delivery services, childcare and curative care for adults in 136 targeted health facilities reaching 124,072 people in the reporting period (Balochistan: 2,688; Sindh: 61,858; KP: 2,451; Punjab: 57,075) with a total reach of over 1.4 million people since the onset of COVID-19. Measles immunization reached a total of 7,047 children (under 1 year) (Balochistan: 114; Punjab: 4,807; KP: 352; Sindh: 1,774) during the reporting period with a total of 40,029 children vaccinated against measles in the 136 UNICEF supported health facilities. UNICEF has provided basic PPEs (gloves, sanitisers and masks) to 7,834 frontline health workers during the reporting period (Balochistan: 7,334; Punjab: 500) and reached a total of 66,183 frontline workers.

UNICEF supported IPC training reached 71,659 frontline health workers in total (8,650 trained in the reporting period) and supported the training of 71,823 frontline health workers and community volunteers on COVID-19 and case identification and referral of suspected cases (with 2,437 trained during reporting period).

To ensure continuity of paediatric HIV services in Larkana in the context of COVID-19, UNICEF restarted the program to support community-based intervention and Anti-Retroviral Therapy (ART) services from 24 July 2020. During the reporting period, HIV was found positive in 96 cases in Taluka Garhi Khairo (District Jacobabad), District Sujawal and Taluka Ratodero (District Larkana) in Sindh. 196 family-members of HIV affected cases were reached for awareness on HIV key messages and on prevention of COVID-19.

Partnerships:

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

5. Nutrition

Coordination: The Nutrition sector coordination led by government and co-chaired by UNICEF continued to coordinate the nutrition response to COVID-19 pandemic at federal and provincial levels. During the reporting period 11 coordination meetings took place: 2 at Federal level, 2 meetings in each of the following three provinces (Punjab, Sindh and KP) and 3 meetings in Balochistan.

The nutrition sector's contribution to mitigate the impact of the COVID-19 pandemic by supporting the continuity of essential nutrition services to reduce excess morbidity and mortality and the National Nutrition Working Group (NNWG) revised the initial targets related to number of children enrolled and treated for Severe Acute Malnutrition (SAM) from 70,000 to 277,630 and number of mothers / caregivers counselled for adequate and safe Infant and Young Child Feeding (IYCF) Practices from 380,800 to 1,110,747.

In Sindh, the Sector Coordination was further extended to the district level starting from in Tharparkar and Umarkot where District Nutrition Coordination Cells chaired by the Deputy Commissioner have been established. In Punjab, the online training on simplified guidelines for safe delivery of nutrition services has been reviewed by the NWG to adjust the content to the Punjab specific context and the draft has been submitted to the Secretary of Health for approval.

UNICEF Response: World Breastfeeding Week (WBW) is celebrated globally during the first week of August, however, in Pakistan, for greater impact, the WBW is being celebrated during the whole month of August and the global theme was modified to focus on Breastfeeding in the context of COVID-19. UNICEF in collaboration with the MoHSR&C has initiated celebrations for WBW at federal and provincial levels with nutrition messages on social media, broadcasting of radio and TV spots and an Op-Ed by the UNICEF Representative in a leading newspaper (Daily Dawn) on 7 August 2020. Public awareness activities including banners, streamer and billboards were placed at strategic places in all provincial capitals.

Country-wide 2,616 UNICEF supported health sites provided nutrition services, an increase of 33 sites compared to previous report. A total of 58,773 SAM children have been admitted for treatment with 9,822 children (5,368 girls and 4,454 boys) admitted for treatment during the reporting period (Balochistan 2,626; Sindh 4,317; KP 805 and Punjab 2,074).

With UNICEF support, inter-personal communication on IYCF practices in the COVID-19 context reached 108,871 mothers/caregivers (Balochistan 17,944; Sindh 28,364; KP 7,345 and Punjab 55,218) through counselling during the reporting period, reaching 527,533 in total. During the reporting period, about 0.9 million individuals were reached through social media (Facebook, Twitter and Instagram) with messages on adequate and safe IYCF practices in the COVID-19 context.

Vitamin A supplementation targeting children aged 6 to 59 months will be carried out along with the Polio Sub National Immunization Days (SNID) scheduled for August. To ensure the safe distribution of vitamin A in the context of COVID-19, UNICEF worked with the NEOC and Federal EPI to develop a flyer to guide the actions of frontline workers. In addition, vitamin A capsules and scissors were already made available by UNICEF to EPI team for distribution in 130 administrative units, targeting 31.2 million children 6 to 59 months.

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

6. Education

Coordination: The focus of all the coordination meetings have been on safe school reopening and the finalization of key documents, standard operating procedures (SoPs) and guidance notes in light of potential schools reopening on 15 September. In Sindh, the safe school re-opening package has now been finalized by Sindh Education and Literacy Department (SELD) and includes: guidelines and training for education officials, a guide⁷ drafted with support from the children for the children and the back to school initiative including Information Communication and Entertainment (ICE) materials and radio campaigns. Posters have been developed for schools on handwashing and maintaining of safe physical distances in schools. In KP, the Education department is in the process of developing remedial guides for teachers to ensure children can catch up on the lost teaching time and are able to complete their courses. The department will be putting all these resources online for wider use and benefit. UNICEF has supported the School Safety cell in developing training manual on guidance and SOPs for safe school reopening which has been approved by the KP Directorate of Curriculum and Teachers Education. A core team of 39 Master Trainers (21 males, 18 females) have been trained on the guidance and SoP manual. In Punjab, the School Education Department is also preparing instructions for safe reopening of school and preparing a plan for training of teachers on the condensed syllabus. In Balochistan, the Education department has prepared safe school reopening SOPs with the technical support of UNICEF for staff, teachers and students and has also launched the sensitization and training program for around 60,000 teaching and non-teaching staff.

UNICEF response: The total number of children directly benefiting from UNICEF supported alternate learning opportunities is 86,883 children with 383 additional children reached in the reporting period. In Balochistan, 366 content-based videos of Mathematics, Science and English subjects have been shared with Parent Teacher School

⁷ Guide on safe reopening of schools for children (in simple language and with illustrations) that was reviewed and proof read by children before dissemination to wider audience.

Management Committees (PTSMC) and teachers for primary level classes (KG-5th) through WhatsApp to support the continuity of learning. The “My Home My School” campaign has expanded to 18,605 home centres established and providing continuity of learning to 56,253 children (33,346 boys, 22,907 girls). In total, 277,964 parents have been reached with messages encouraging learning activities including an additional 118,292 reached during the reporting period. In addition to this, 5,187 School Management Committees (SMCs) members, teachers were reached with COVID-19 prevention information via SMS and other social media platforms during the reporting period, taking the total to 1.56 million people. In Punjab, 111,999 (50,951 females) teachers and education staff have been reached with health and hygiene and prevention messages. Public Service Messages on Education and learning, health and prevention are being aired through Radio Pakistan with support of School Education Department. To date, 835 teachers have been trained on psychosocial support and safe reopening of schools.

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

Adolescent and Youth Development and Participation

Coordination: During the week of the Eid celebrations, the five UN agencies; UNDP, UNESCO, UNFPA, UNHCR and UNICEF continued to coordinate together to implement the joint program to engage Adolescents and Youth in COVID-19 response.

Response: A total of 209 young ambassadors (males: 119, females: 89, transgender: 1, adolescents: 66 and youth: 143) have successfully completed the training on the standard operating procedures of COVID-19, Mental Health and Nutrition of adolescents and young people, Reproductive Health Rights and Gender Based Violence and online safety among others as part of COVID-19 response and have been equipped with simple basic kits that will enable them to cascade the training to at least four other peers in their communities. Find the training manual [Here](#).

An estimated 1,000 adolescents and youth are expected to be trained by end of August. UNICEF and other UN agencies expect to build on this initiative to reach young people across the country with other program interventions as well.

The #EidAlAdha2020 campaign ran for eight days and included more than fifteen approved content pieces that were widely disseminated through digital media; mostly social media handles including Facebook, Twitter and Instagram. And to ensure young people in hard to reach areas with limited social media access were also reached with messages on behaviours to prevent COVID-19, the messages were recorded and disseminated through local radio networks. Total reach through social media handles beside UNICEF was 200,000 people (male: 58 per cent, female: 42 per cent, adolescents: 31 per cent, youth: 60 per cent and adults: 9 per cent) with about 45,000 engagements. The campaign on UNICEF facebook reached 3.8 million and had 56,000 engagements.

In addition, the #MASKEDEIDSELFIE challenge to encourage young people wear masks during the Eid festivities as a measure to spread the Corona virus received an impressive response with more than 860 submissions. Young people shared their selfie pictures wearing the mask the correct way and shared these on their social media pages with others, encouraging them to do same.



A flyer to promote the #MaskedEidSelfie

Supply and Procurement Services

A total of US\$ 6.5 million worth of supplies and services have been committed from UNICEF’s own resources in response to COVID-19 outbreak including PPEs (gloves, surgical caps, boot covers), sanitizers, IEC and RCCE materials, media engagement related services, WASH sanitation products, rehabilitation of Health Facilities, COVID-19 call centre and consultancy services. A total of 43,025 boxes of surgical masks were distributed to all provinces, and distribution planning is ongoing for the expected 16,975 boxes of masks arriving on 15 August 2020.

UNICEF is scheduling a shipment of large quantities of PPEs, procured on behalf of MNHSR&C, with funding support from WB (US\$ 8.5 million) and Gavi (US\$ 3.7 million) to arrive in August. Goods being prepared for shipment includes:

face masks (7.5 million each); coveralls (31,230 each), gloves (50,000 boxes); goggles (30,000 each); gowns (30,000 each); Thermometer (714 each) and body bags (1,000).

UNICEF technical assistance to the MNHSR&C will provide the most needed PPEs to the frontline health workers responding to the COVID-19 response.

Human Interest Stories and External Media

In the run-up to Eid ul Adha, UNICEF boosted efforts to promote the adoption of lifesaving behaviours by the general public, including a focus on young people. A series of GIFs⁸ were produced to demonstrate and encourage adherence to preventive behaviours against COVID-19. A series of video messages of religious leaders, celebrities and adolescents (Pak Youth Diaries) were produced to promote adherence to the behaviours. A series of social media posts and online challenges were posted as part of the UN interagency 'Coping with Corona' initiative led by Child Protection to engage youth, who were identified as a segment of the population which has a low risk perception.

A press release issued following an Online Event chaired by the Special Advisor to the Prime Minister on Health resulted in coverage on at least 9 TV channels and 11 newspapers. Another press release was issued, along with a short video and social media content, to acknowledge the importation and distribution by MNHSR&C and UNICEF of 8 tons of PPEs, thanks to support from the Asian Development Bank (ADB). The video post reached nearly 3.7 million people and its video was watched by nearly 800,000 people. There were another 19 mentions of UNICEF in the print media during the reporting period.

UNICEF Representative in Pakistan published an OpEd on the need to ensure the continuity of nutrition services amid COVID-19 in The Express Tribune. Its publication followed the dissemination of mini-videos and GIFs on ECD and Nutrition which were posted on social media platforms to encourage mothers to breastfeed and provide their infants with adequate nutrition and early stimulation despite COVID-19.

LINKS

Delivery of PPE with support from ADB:

Video:

Urdu: www.facebook.com/unicefpakistan/videos/241640156824379

English: www.facebook.com/unicefpakistan/videos/299040284509636

Press statement: <https://uni.cf/2XAqIti>

Photos & text: www.facebook.com/169948489692063/posts/3317376514949229/?d=n

Op-Ed on Nutrition:

<https://tribune.com.pk/story/2258472/continuation-of-nutrition-services-amid-covid-19>

Video message from the Chairman of the Islamic Council:

www.facebook.com/169948489692063/videos/314979693027574

Video messages from celebrities:

International cricketer Muhammad Rizwan: <https://www.facebook.com/unicefpakistan/videos/773619266717668>

Actress Hira Mani: <https://www.facebook.com/unicefpakistan/videos/730563067756556>

Actor Araz Ahmed: <https://www.facebook.com/unicefpakistan/videos/903899420093497>

Actress Nazish Jahangir Khan: <https://www.facebook.com/unicefpakistan/videos/363267187996392>

Actress Urooza Siddiqui: <https://www.facebook.com/unicefpakistan/videos/1194854127541172>

Actor Shirza Uppal: <https://www.facebook.com/unicefpakistan/videos/323767315663806>

Actress Sirwat Gilani: <https://www.facebook.com/unicefpakistan/videos/644049086465949>

PakYouthDiaries:

Razia Hussain: www.facebook.com/unicefpakistan/videos/601470493900563

Huzair Azan: <https://www.facebook.com/unicefpakistan/videos/316002416109938>

⁸ GIF stands for Graphics Interchange Format – in social media, GIFs are small animations and video footage

Funding

UNICEF Pakistan requires US\$ 50.2 million to support the COVID-19 humanitarian response and to date, contributions of US\$ 11.64 million (23 per cent) have been received. A significant funding gap of US\$ 38.56 million (77 per cent) for the response remains to continue to provide essential services nationwide.

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

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

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

Sector	Requirements	Funds available		Funding gap	
		Humanitarian resources received	*Existing resources reprogrammed for response	\$	%
Risk Communication and Community Engagement (C4D)	9 500 000	1,733,414	0	7 766 586	82%
Infection Prevention and Control (WASH)	17 100 000	2,090,841	1 517 564	13 491 595	79%
Psychosocial Support and Child Protection	4 825 000	1,138,000	757 502	2 929 498	61%
Building Resilient Health System	7 790 000	1,205,000	1 826 101	4 758 899	61%
Continuity of Education and Learning	3 350 000	471,000	615 000	2 264 000	68%
Nutrition	5 625 000	181,000	53 251	5 390 749	96%
Coordination, technical support and operational costs	2 010 000	50,000	0	1 960 000	98%
Total	\$50 200 000	\$6,869,254	\$4 769 418	\$38 561 328	77%

**Internal resources utilized for the response reduced due to revised unit costs for COVID-19 supplies*

Next SitRep: 31 August 2020

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Summary of Results

Sector	UNICEF and Operational partners			Task Force /Sector		
	Target	Results	Change since last report ▲▼	Target	Results	Change since last report ▲▼
Risk Communication and Community Engagement (C4D)						
Number of people reached through social media*	650,000	639,840	14,517▲	3,500,000	2,646,794	2,646,794▲**
Number of people engaged through social media***	15,000	9,340	2,040▼	650,000	201,582	201,582▲****
Number of at-risk populations reached through community engagement	201,066,962	19,178,568	263,947▲	201,066,962	35,029,030	263,947▲
Number of members of religious leaders engaged in promoting key messages	230,000	260,045	19,698▲	300,000	302,581	19,698▲
Number of media practitioners oriented on reporting on COVID-19	20,000	21,348	1,442▲	30,000	21,874	1,442▲
Number of calls received from helpline	16,000,000	6,802,622	375,508▲	16,000,000	6,806,139	375,508▲
Number of calls from helpline responded to	11,000,000	3,745,258	335,819▲	11,000,000	3,748,081	335,819▲
Infection Prevention and Control (WASH)						
Number of health facilities provided with essential WASH services.	900	526	39▲	1,500	851	39▲
Number of people at high risk of COVID-19 supported with hygiene promotion activities and facilities	10,000,000	7,312,749	637,937▲	25,000,000	14,207,937	637,937▲
Number of community sites with handwashing facilities in the affected areas	1,800	1,253	111▲	3,000	1,658	111▲
# of schools in targeted high-risk areas supported with IPC measures and improved water and sanitation	700	0	0	2,500	50	0
Psychosocial Support and Child Protection						
Number of affected people, including children, who received psycho-social support	50,000	49,036	1,893▲	70,000	51,747	1,959▲
Number of social and care workers trained on psychosocial support and stigma reduction	3,500	3,179	212▲	5,000	3,277	212▲
Number of people reached with stigma prevention messages	50,000,000	35,598,294	126,136▲	60,000,000	35,598,294	126,136▲
Continuity of Education and Learning						
Number of SMCs/PTMCs members, teachers and other education personnel reached with prevention information via SMS, robocall and social media	3,000,000	1,564,342	5,187▲	5,000,000	1,676,127	5,187▲
Number of parents reached with messages encouraging learning activities through SMS	5,000,000	277,964	118,292▲	8,000,000	354,851	118,292▲
Number of children benefiting from alternate learning opportunities	7,500,000	86,883	383▲	10,000,000	8,814,507	586▲

Number of SMCs trained on safe reopening of schools	8,500	0	0	12,000	-	-
Number of teachers trained on psychosocial support and safe reopening of schools	100,000	835	0	130,000	1,148	313▲
Building Resilient Health Systems						
Number of people benefitting from continuity of primary health care services at UNICEF supported health facilities	3,200,000	1,417,902	124,072▲			
Number of children < 1 vaccinated against Measles	170,000	40,029	7,047▲			
Number of frontline health workers reached with basic PPEs (masks, gloves and hand sanitizers)	100,000	66,183	7,834▲			
Number of frontline workers trained on infection prevention and control	100,000	71,659	8,650▲			
Number of frontline health workers and community volunteers oriented on COVID-19 and referral of suspected cases	100,000	71,823	2,437▲			
Nutrition						
Number of sites which are safe for service providers and patients.	3,000	2,616	33▲	3,500	3,225	33▲
Number of mothers and care givers at high risk of infection supported with IYCF and hygiene promotion.	1,110,747	527,533	108,871▲	4,369,244	717,677	117,185▲
Number of children treated for SAM without complication in a safe environment at health facility	277,630	58,773	9,822▲	584,098	87,569	12,271▲

* To minimize double counting UNICEF HQ RCCE Guidelines define the result as the number of impressions per post from the highest performing platform for last two weeks.

** The sector was in the process of finalizing targets and understanding the new way of reporting for every two weeks therefore data didn't come in for the past few sitreps. Now it has resumed again and the change from last results is the actual result.

*** For the Social media engagement (likes, shares and retweet) results the UNICEF HQ RCCE Guidelines define the result as the number of impressions per post from the highest performing platform for last two weeks.

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