





PROGRAMME FOR IMPROVED NUTRITION IN SINDH (PINS)

In support of the Accelerated Action Plan, Government of Sindh



District wise Print Media Orientation

14th-15th September 2018, NRSP-Hyderabad & SRSO-Sukkur 29th -30th September 2018, Makli Gymkhana-Thatta & TRDP-Dadu



Technical Assistance Partner

Implementing Partners for the PINS ER-3 Component











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Acronyms

AAP Accelerated Action Plan for Reduction of Stunting and Malnutrition

ACF Action against Hunger

AFS Agriculture and Food Security
CDD Community Driven Development
CLTS Community Led Total Sanitation

CEO Chief Executive Officer

CIF Community Investment Fund

CLEW Community Livestock Extension Workers

CM Chief Minister

CO Community Organization
COO Chief Operating Officer

CRP Community Resource Person

DPO District Project Officer
DRR Disaster Risk Reduction

ER Expected Results
EU European Union
FFS Farmer Field School
GoS Government of Sindh
HR Human Resources

LSO Local Support Organization

M&E Monitoring and Evaluation

NGO Non-Government Organization

NRSP National Rural Support Programme

PINS Programme for Improved Nutrition in Sindh

SUCCESS Sindh Union Council and Community Economic Strengthening Support

RSPN Rural Support Programmes Network

RSPs Rural Support Programmes

SRSO Sindh Rural Support Organization

TRDP Thardeep Rural Development Programme

UC Union Council

UNICEF United Nations International Child's Emergency Fund

VO Village Organization

WASH Water Sanitation and Hygiene

Overview

Government of Sindh (GoS) through the Planning and Development Department is implementing a six-year multi-sectoral Sindh Accelerated Action Plan for Reduction of Stunting and Malnutrition (AAP), with the objective of reducing stunting rate from the existing 48 percent to 40 percent by 2021. The European Union (EU), under the EU Commission Action Plan on Nutrition 2014, is supporting GoS in addressing the issue of malnutrition. Therefore, EU Brussels Office has approved the four-year Programme for Improved Nutrition in Sindh (PINS) to be implemented in ten districts of Sindh starting from February 15, 2018.

RSPN is leading the PINS Expected Results (ER) 3 component with four partners: Action against Hunger, National Rural Support Programme (NRSP), Sindh Rural Support Organisation (SRSO) and Thardeep Rural Development Programme (TRDP). This component includes nutrition sensitive interventions i.e. Water Sanitation and Hygiene (WASH) and Agriculture & Food Security (AFS).

RSPN organized a district-wise Print Media orientation workshop for selected journalists and key staff of the three implementing RSPs of the nutrition sensitive component. This orientation was held on 14-15 September, 2018 at NRSP Office Hyderabad and SRSO Complex Sukkur and on 29-30 September, 2018 at Makli Gymkhana, Thatta and TRDP Office, Dadu. This document outlines the proceedings of the orientation workshop.

| Date | Districts Attending | Venue |
|----------------|---------------------------------------|------------------------|
| 14th September | Tando Allahyar, Matiari, Jamshoro | NRSP Hyderabad Office |
| 15th September | Qambar Shahdadkot, Larkana, Shikarpur | SRSO Complex, Sukkur |
| 29th September | Tando Muhammed Khan, Sujawal, Thatta | Makli Gymkhana, Thatta |
| 30th September | Dadu, Jamshoro | TRDP Dadu Office |

Proceedings of the Workshop

Welcome & Introduction

The District-wise Print Media orientation Workshop began with the recitation of verses from the Holy Quran by a participant. After the recitation Ms. Rabab Jafar, Communications Officer PINS ER-3 welcomed the participating journalists to the orientation workshop. She then initiated and facilitated the round of introduction. The participants including staff from RSPN, key members of RSPs, DPOs and participating journalists all introduced themselves.

Objectives of the Media Orientation Workshop

Afterwards Ms. Rabab Jafar presented the following objectives of the orientation workshop to the participants:

- To Understand Nutrition and Malnutrition
- To Understand the Impact of Investing in Nutrition
- Develop an Understanding of the Nutritional Landscape of Pakistan and Sindh and the Interventions within the Province
- Get to know Programme for Improved Nutrition in Sindh and pivotal stakeholders
- Learn about PINS ER-3 and Nutritional Profiles of Districts
- The Role of Media and the PINS Print Media Campaign



Orientation workshop in progress at NRSP office, Hyderabad

Nutrition & Malnutrition

Ms. Safina Abbas, Knowledge Management and Reporting Officer PINS ER-3 gave a brief overview of what nutrition entails and discussed the essential nutrients necessary for a balanced diet. Participants were encouraged to share their views on good nutrition and the effects of lack of key nutrients. She explained that the two broad categories of malnutrition include undernutrition and obesity. Both these groups have a direct negative consequence in terms of disease, disability, brain development, educational attainment and income potential for individuals as well as communities. She mentioned

the indicators of malnutrition such as stunting, wasting and underweight and also discussed the factors of malnutrition.



Media Orientation at TRDP office, Dadu

Conceptual Framework

After a brief discussion on nutrition and malnutrition, Ms. Safina Abbas discussed the conceptual framework designed by UNICEF highlighting the social determinants of undernutrition. She explained that there are basic, underlying and immediate causes of maternal and infant undernutrition. The basic causes include sociocultural, economic and political context, inadequate financial, human, physical and social capital, household access to adequate quantity and quality of resources such as land education, employment, income, technology. The underlying causes include household food insecurity and inadequate care and feeding practices, unhealthy household environment and inadequate health services. The immediate causes include inadequate dietary intake and disease. These causes may lead to short-term consequences such as mortality, morbidity and disability or long term consequences on adult height, cognitive ability, economic productivity, reproductive performance, metabolic and cardiovascular disease. Furthermore Ms. Safina Abbas said that according to the conceptual framework there can also be intergenerational consequences of undernutrition.

1000 day window of opportunity

Afterwards Ms. Safina Abbas presented the concept of 1000 day window of opportunity. According to this idea the first 1000 days between pregnancy and a child's second birthday sets the life-long foundation for human capital and good health. She added that it is a crucial time period in which taking adequate nutrition is imperative. If not, the effects of undernutrition often become irreversible.

Why invest in Nutrition?

Afterwards, the question of why it is important to invest in nutrition was discussed. Ms. Safina Abbas said that Investment in preventing undernutrition helps build human capital and boost shared prosperity. She informed the participants that there are direct consequences of early nutrition programme on schooling, income, poverty and economy. She explained that some of the large scale actions that can have direct impact on nutrition include hygiene promotion, improved food production systems, access to safe drinking water, access to improved sanitation facilities, open defecation free environments, targeted behavior change, family planning, deworming, taking vitamin/mineral supplements, oral rehydration with zinc etc.

Nutritional landscape of Pakistan & Sindh

Afterwards Ms. Rabab Jafar presented statistics taken from National Nutrition Survey 2011 to give an overview of the nutritional situation in Pakistan and Sindh. She said that the numbers reflecting the prevalence of stunting, wasting and underweight are alarming. She then shared the details of maternal micronutrient deficiencies in pregnant and non-pregnant women across Pakistan and Sindh particularly with regards to Vitamin A and D deficiency, anemia and iron deficiency. Ms. Rabab Jafar said that these figures show that malnutrition is a big issue that people in Pakistan in general and Sindh in particular are currently facing. She informed the participants about interventions in Sindh for malnutrition. She mentioned that one of the interventions is GoS' Accelerated Action Plan for reduction of stunting and malnutrition. The goal of this intervention is to reduce stunting from 48% to 30% in first five years (by 2021) and 15% by 2026 in Sindh by increasing and expanding coverage of multi-sectoral interventions, that are known to reduce stunting in first five years of children's lives.

Overview of PINS & PINS ER-3

Followed by a discussion on nutritional landscape of Pakistan and Sindh, Ms. Rabab Jafar gave an overview of PINS and presented the following highlights:

- The Programme for Improved Nutrition in Sindh (PINS) aims to sustainably improve the nutritional status of children under five and of pregnant and lactating women in Sindh corresponding to the second target indicator of the Sustainable Development Goal (SDG) No
- It is funded by the European Union and is spread over four years, starting in 2018 and ending in 2022.
- The Programme is being implemented in close collaboration with Government of Sindh's multi-sectoral Accelerated Action Plan for Reduction of Stunting and Malnutrition (AAP)
- PINS will build upon the social mobilisation approach to community driven development (CDD)
- PINS will focus specifically on capacitating the Government of Sindh so that it may efficiently implement its multi-sectoral nutrition policy while providing direct assistance to significantly and rapidly reduce malnutrition in rural Sindh.
- PINS is made of 3 components. ER-1, ER-2 and ER-3. Counseil Sante is responsible for ER-1 which is the technical assistance component that is concentrating on capacity building of the GoS and other stakeholders regarding nutrition-related policy/strategy development, coordination, implementation, adaptive research, data collection/analysis and communication. Action against Hunger is responsible for ER-2 with focus on nutrition-specific interventions addressing treatment of malnutrition from identification, outpatient

therapeutic programme care to nutrition stabilisation centres according to protocols – in health facilities supported by an outreach programme to screen children and women. RSPN is responsible for ER-3 i.e. nutrition sensitive component. This component focuses on interventions that will help create improved WASH infrastructures, implement climate-smart agriculture and strengthen food security in rural Sindh with active participation of native communities in a sustainable manner.

Building on the information shared about PINS, Ms. Rabab Jafar presented an overview of PINS ER-3 and discussed activities under the two components within PINS ER-3, WASH and Agriculture and Food Security. She also discussed the expected impacts and outcomes of PINS ER-3. She informed the participants that all activities under PINS ER-3 have been developed keeping in view the cross-cutting themes of gender integration, a rights-based approach and climate change, environment and disaster risk reduction.

She introduced the four implementing partners of PINS ER-3 and added that the following RSPs are responsible for implementation in the given districts under PINS ER-3:

- NRSP: Matiari, Thatta, Sujawal, Tando Allahyaar, Tando Muhammed Khan
- TRDP: Dadu and Jamshoro
- SRSO: Qambar ShahdadKot, Larkanan, Shikarpur

District Profiles

Afterwards, Ms. Safina Abbas discussed the nutritional profile of each district which included data on geographical coverage of PINS, population, poverty rate, WASH indicators such as access to drinking water and open defecation, improved sanitation facility and Nutrition indicators such as prevalence of stunting, wasting and underweight. She encouraged the participants to refer to information packs for information regarding PINS to avoid errors and redactions. A number of the participants questioned the accuracy of data presented and said that the numbers shown in the presentation do not reflect the ground realities.

The Role of Media in Nutrition Interventions

Afterwards, Mr. Allah Bux Arisar, the master trainer presented the role of media in nutrition interventions. He discussed the various ways in which media can contribute in highlighting nutrition interventions, such as raising public awareness, highlighting activities under interventions, encourage positive behaviors, developing special reports/features focusing on nutrition of women and children and working as an advocacy tool when engaging with local government.

PINS Print Media Campaign

Mr. Allah Bux Arisar, the master trainer emphasized that the participating journalists will write about nutrition related issues and generate debate to address them. He said that the participants will be encouraged to cover activities and will be facilitated by DPOs to go to the field at least twice a year. He mentioned that the DPOs will also follow up with the selected journalists every quarter and provide support as needed. Further the master trainer said that the features written by journalists will be used to target parliamentarians and other concerned departments.

Campaign Guidelines

Mr. Allah Bux Arisar, the master trainer presented the following key guidelines to the participants:

- Please ensure that necessary credit is given to the donor (European Union) and implementing partners. Include the statement:
- Funded by the European Union
- PINS is funded by the European Union
- Features published should also mention important details to make it more comprehensive
- Accompanying photographs/videos are encouraged but should be composed in a manner that adds value to the article.
- Taking consent from people who are being interviewed or photographed
- While sharing across social media following hashtags should be used.

| #PINS | #EUinPakistan | #SDG2 | #AAP |
|-------------|----------------------|-----------------------------|---|
| #ZeroHunger | #Social Mobilisation | #CommunityDrivenDevelopment | #WASH (when talking about WASH) |
| #CDD | #InvestinNutrition | #nutrition4growth | #foodsecurity (when covering agriculture) |
| #RSPN | #(RSP abbreviation) | #nutritionreport | #malnutrition |

Closing Remarks, Feedback from Participants & Certificate Distribution

In her closing remarks Ms Rabab Jafar thanked journalists for attending the orientation workshop and said that if there are any clarifications to be made, journalists can contact the DPO or reach out to the communications officer and knowledge management and reporting officer via email. She asked the participating journalists to fill the feedback forms and hand it to administrator from RSPN. At the end of the orientation a certificate distribution ceremony was held in which the master trainer and RSPN staff distributed certificates to the participating journalists.

Feedback Results

A total of 115 participants including RSPs staff such as M&E officers, DPOs and journalists from various media groups attended 4 sessions and provided feedback on the workshop by filling the Participant's Feedback Form. The summary of feedback provided against each set criteria statements is depicted in the below given table.

| Scaling on different sections of feedback form | The Objectives along with Purpose of the training were | Training workshop was participatory and interactive | Topics were covered (course content) was relevant and appropriate with practical | Content was organized and easy to understand / follow | Material distributed were sufficient and useful for | The facilitator(s) were knowledgeable about the | The participants were well prepared | The training objectives were met in connection with | Time allotted for session was sufficient | Physically facilities were adequate and comfortable / | Do you think you can effectively use the skills/information from | Do you think that your personal learning objectives have been | facilitator(s) address your queries relevant to technical |
|--|--|---|--|--|---|---|-------------------------------------|---|--|---|--|--|--|
| #Strongly Agree | 47% | 52% | 43% | 48% | 43% | 49% | 39% | 49% | 49% | 50% | 51% | 46% | 49% |
| #Agree | 50% | 40% | 47% | 49% | 50% | 48% | 56% | 50% | 44% | 46% | 45% | 50% | 48% |
| #Neutral | 2% | 8% | 3% | 2% | 6% | 3% | 3% | 1% | 4% | 3% | 2% | 3% | 3% |
| #Disagree | 2% | 0% | 5% | 1% | 2% | 1% | 2% | 0% | 3% | 1% | 2% | 1% | 1% |
| #Strongly Disagree | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 52% | 100% |

Key Findings

The key findings from the analysis of the participants presented in above give table are as following:

- 47% strongly agreed whereas 50% just agreed that the objectives of the orientation workshop were met.
- 52% strongly agreed, 40% percentage just agreed whereas 8% remained neutral while rating that participation of and interaction were encouraged in the workshop.
- 43% strongly agreed, 47% just agreed whereas 3% remained neutral, 5% disagree and 1% strongly disagree while rating that the topics covered in the workshop were relevant and appropriate.
- 48% strongly agree, 49% just agreed whereas 2% remained neutral, 1% disagree and 1% strongly disagree while rating that content was organized and easy to follow.
- 43% strongly agreed, 50% just agreed, 6% remained neutral whereas 2% disagreed that the material distributed were useful.
- 49% strongly agreed whereas 48% just agreed whereas 3% remained neutral however a minor portion of 1% disagree that the facilitators were knowledgeable about the orientation topics.
- 39% strongly agree while 56% agreed, whereas as 3% remained neutral and 2% disagreed that the participants i.e. journalist were well prepared.
- 49% strongly agreed whereas 50% just agreed whereas 1% remained neutral that the objectives of the training were met.
- 49% strongly agreed, 44% just agreed, 4% remained neutral whereas 3% disagreed while rating that the time allotted for the orientation was sufficient.

- 50% strongly agreed, 46% just agreed whereas 3% remained neutral nevertheless 1% disagree and 1% strongly disagree while rating that the room facilities for the orientation were adequate and comfortable.
- 51% strongly agreed, 45% just agreed whereas 2% remained neutral although 2% disagree
 while rating that they could effectively use the skills/information gained from orientation in
 their work.
- 46% strongly agreed, 50% just agreed, 3% remained neutral whereas 1% disagreed while rating the statement that whether the personal objectives of the participants were met.
- 49% strongly agreed, 48% agreed, 3% remained neutral whereas 1% disagreed that the facilitator(s) addressed the queries of the participants.

Areas of Improvement

On the basis of above the participant's feedback, the below areas of improvement are recommended for future orientations and trainings.

Time Management:

As shown in the summary table given above, a majority of the participants suggested that the time allotted for the sessions was not sufficient. It is highly recommended that adequate time for each session as well as overall orientation workshop should allocated keeping in mind the content and understanding level of the participants.

Provision of Relevant and Useful Material:

Although the majority of the participants agreed that the material provided in workshop were useful and relevant, however a participants in their subjective feedback recommended to provide additional relevant material in hard & soft form.

Content Organization and its Delivery:

The feedback of participants as shown in the above table suggest that the organization and delivery of the content of can be improved further making it easier for the participants to follow it. Further it was recommended by the participants that majority of the people engaged in Sindhi media, SO that the training workshop must be conducted in local Sindhi language.

Conclusion

In conclusion, the orientation workshop was conducted as per set agenda covering all of it items. Overall, the participants highly rated the majority of criteria statements. However, their feedback suggests that time-management; provision of relevant material; facilitation and encouragement of participation; and organization of content and its delivery need to be improved further.



Certificate distribution ceremony

Annex A: List of Participants

| Sr# | Name of Participant | RSP / District | | |
|-----|-------------------------|----------------------|--|--|
| 1 | Saira Memon | NRSP | | |
| 2 | Fahad Ali Janwari | Jamshoro | | |
| 3 | Ighmaz Qureshi | NRSP | | |
| 4 | Mahboob Jarwar | Tando Allahyar | | |
| 5 | Ali Murad Chandio | Jamshoro | | |
| 6 | Mukarram Raz | Matiari | | |
| 7 | Rhushad Bughio | Matiari | | |
| 8 | Ali Nawaz Lakho | Matiari | | |
| 9 | Shahbaaz Ali | Jamshoro | | |
| 10 | Faiz Memon | Jamshoro | | |
| 11 | Pervaiz Memon | Jamshoro | | |
| 12 | Sarwar Khaskheli | Jamshoro | | |
| 13 | Nadeem Mangrio | Matiari | | |
| 14 | Hussain Memon | Matiari | | |
| 15 | Raheel Dahri | Matiari | | |
| 16 | Azahar Solangi | Matiari | | |
| 17 | Suhbat Sohail Rajput | Matiari | | |
| 18 | M.Qasim Qambrani | Matiari | | |
| 19 | Rustam Samoo | Jamshoro | | |
| 20 | Moolchand | Tando Allahyar | | |
| 21 | Ghulam Rasool | Tando Allahyar | | |
| 22 | Waquar Ali | Tando Allahyar | | |
| 23 | Waheed M | Tando Allahyar | | |
| 24 | Daleep Kumar | Tando Allahyar | | |
| 25 | Wafa Majid Arisar | Tando Allahyar | | |
| 26 | Irfan Hussain Memon | Tando Allahyar | | |
| 27 | Huzoori | Tando Allahyar | | |
| 28 | Imtiaz Hussain | Tando Allahyar | | |
| 29 | Yaseen Ahmed Mashori | Larkana | | |
| 30 | Athar Ali Sandeelo | Larkana | | |
| 31 | Shabeer Ahmed Mugheri | Larkana | | |
| 32 | Amir Ali Dero | Larkana | | |
| 33 | Javed Ali Shah | Larkana | | |
| 34 | Raja Gadani | Larkana | | |
| 35 | Yasir Mangi | Larkana | | |
| 36 | Shahbadin Jatoi | Larkana | | |
| 37 | Fareed Qazi | Larkana | | |
| 38 | Lala Barakat Ali Baloch | Larkana | | |
| 39 | Raja Rehan Lashari | Kambar Shahdadkot | | |
| 40 | Zameer Kharal | Kambar Shahdadkot | | |

| 41 | Ghulam Muhammad Masson | Kambar Shahdadkot |
|----|--------------------------|----------------------|
| 42 | Shahid Awan | Kambar Shahdadkot |
| 43 | Muharam | Kambar Shahdadkot |
| 44 | Shah Muhammad babar | Kambar Shahdadkot |
| 45 | Akhilaq Ahmed chandio | Kambar Shahdadkot |
| 46 | Sahil Sikander | Kambar Shahdadkot |
| 47 | Abdul Gani Magsi | Kambar Shahdadkot |
| 48 | Attaullah pandrani | Kambar Shahdadkot |
| 49 | Sultan Ahmed Rind | Shikarpur |
| 50 | Raheem Bux Jamali | Shikarpur |
| 51 | Waheed Ahmed Birohi | Shikarpur |
| 52 | Abdu Khalique Soomro | Shikarpur |
| 53 | Jawed Ahmed Rahojo | Shikarpur |
| 54 | Sarang Bapar | Shikarpur |
| 55 | Altaf Larak | Shikarpur |
| 56 | Hidayatullah Mahar | Shikarpur |
| 57 | Nisar Jagerani | Shikarpur |
| 58 | Dildar Tanwiri | Shikarpur |
| 59 | Razzage Birohi | Shikarpur |
| 60 | Waheed Phulpoto | Shikarpur |
| 61 | Ghulam Mustafa Memon | Dadu |
| 62 | Hameed Shakeel | Dadu |
| 63 | Mukhtiar Chandio | Dadu |
| 64 | Ali Gul Khoso | Dadu |
| 65 | Ishan Birahmani | Dadu |
| 66 | Wafa Birahmani | Dadu |
| 67 | Asif (General Secretary) | Jamshoro |
| 68 | Zulifqar Mengal | Jamshoro |
| 69 | Mir Muhammad Khokhar | Jamshoro |
| 70 | Shafqat Khokhar | Jamshoro |
| 71 | Adam Mengal | Jamshoro |
| 72 | Imdad Ali Kaushik | Dadu |
| 73 | Niaz Chandio | Dadu |
| 74 | Ali Asghar | Dadu |
| 75 | Pir Bux Babar | Dadu |
| 76 | Asif Jamali | Dadu |
| 77 | Mumtaz Ali Lashari | Thatta |
| 78 | Tariq Ahmed Shahid | Thatta |
| 79 | Amar Lal | Thatta |
| 79 | Alliai Lai | iliatta |

| 80 | Abul Razzaque | Thatta |
|-----|----------------------|---------|
| 81 | Ilmuddin Rind | Thatta |
| 82 | Muhammad Moosa | Sujawal |
| 83 | Aakash | TM Khan |
| 84 | Imtiaz Ali | TM Khan |
| 85 | Ghulam Murtaza | Thatta |
| 86 | Sikander Ali | Sujawal |
| 87 | Qadir Bux Kehro | Sujawal |
| 88 | Ghulam Nabi | Sujawal |
| 89 | Sultan Farooqi | Sujawal |
| 90 | A.Ghafoor | Sujawal |
| 91 | Abdullah Ranu | Thatta |
| 92 | Ghulam Hyder Jogi | Thatta |
| 93 | G M Nabi | Thatta |
| 94 | A.Aziz Lashari | Thatta |
| 95 | Qadir Bux Khalifo | Thatta |
| 96 | Ramzan Shoro | TM Khan |
| 97 | Ali Bahadur | TM Khan |
| 98 | Madad Ali | TM Khan |
| 99 | A.Sattar Umrani | Sujawal |
| 100 | Nooral Wadho | TM Khan |
| 101 | Hyder Shoro | TM Khan |
| 102 | Faheem Gul | Sujawal |
| 103 | Ghulam Hussain | TM Khan |
| 104 | M.Ansar | TM Khan |
| 105 | Gul Muhammad | TM Khan |
| 106 | Zahid Hussain Soomro | Sujawal |

PROGRAMME FOR IMPROVED NUTRITION FOR SINDH

In close collaboration with the Accelerated Action Plan, Government of Sindh

District-wise Print Media Campaign Orientation Workshop for Selected Journalists and Key RSP Staff

| Time | Session | Contents & Expected Outcome | Facilitator | | | |
|-------------|--|---|----------------------------------|--|--|--|
| 0830 - 0840 | Participant Attendance | Participant Attendance The participants will register themselves on provided attendance sheet. | | | | |
| 0840 - 0845 | Recitation from the Holy Quran | One of the Participants will recite verses from the Holy Quran | Volunteer | | | |
| 0845 - 0915 | Introduction of the Orientation Objectives | Participants will be able to understand the contents to be covered in the session | Rabab | | | |
| 0915 - 0945 | Defining Nutrition and Malnutrition | and Malnutrition Participants will learn how to correctly define malnutrition and nutrition as well as the factors that impact nutrition | | | | |
| 0945 - 1000 | Investing in Nutrition | Participants will learn the impact of nutrition as well as the best phased actions to reduce malnutrition | Safina | | | |
| 1000 - 1030 | Tea Break | | | | | |
| 1030 – 1100 | Nutritional Landscape in Pakistan and Sindh and Related Interventions as well as interventions taking place within the province. | | Rabab/Allah Bux Arisar | | | |
| 1100 - 1130 | Get to Know PINS and its Pivotal Partners | Participants will be briefed about PINS, the components that make it as well as the stakeholders involved | Rabab | | | |
| 1130 - 1300 | PINS ER-3 Activities and District Profiles | Participants will delve into the different activities as part of the intervention and given a district profile that would enhance their reporting | Rabab/Safina/Allah Bux Arisar | | | |
| 1300 - 1430 | Lunch Break | | | | | |
| 1430 - 1515 | The Role of Media/How are things Reported | Participants will learn how the role of media can help support the intervention | Allah Bux Arisar | | | |
| 1515 - 1545 | PINS Print Media Campaign | Understand what the PINS print media campaign entails | Rabab | | | |
| 1545 - 1615 | Campaign Guidelines | Things to keep in mind while reporting about PINS (consent, hashtags) | Rabab | | | |

Annex C: Definition of EU

Definition of European Union: "The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders".

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The European Union (EU), under the EU Commission Action Plan on Nutrition 2014, is supporting GoS in addressing the issue of malnutrition. The EU has approved the Programme for Improved Nutrition in Sindh (PINS) to be implemented in ten districts of Sindh which include Shikarpur, Thatta, Kambar Shahdadkot, Larkana, Dadu, Jamshoro, Matiari, Sajawal, Tando Allahyar and Tando Muhammad Khan.

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