







PROGRAMME FOR IMPROVED NUTRITION IN SINDH (PINS)

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

PINS Media Field Visits - 2019 - 2020

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Acronyms

AAP Accelerated Action Plan for Reduction of Stunting and Malnutrition

CO Community Organization

ER Expected Results

EU European Union

GoS Government of Sindh

M&E Monitoring and Evaluation

NRSP National Rural Support Programme

PINS Programme for Improved Nutrition in Sindh

SUCCESS Sindh Union Council and Community Economic Strengthening Support

P&D Planning and Development

RSPN Rural Support Programmes Network

RSPs Rural Support Programmes

SRSO Sindh Rural Support Organization

TRDP Thardeep Rural Development Programme

UC Union Council

VO Village Organization

Overview

With the European Union-funded Programme for Improved Nutrition implemented across ten districts in Sindh in 194 Union Councils, it is imperative that it gets media coverage not just to raise awareness but act as advocacy tools within the community for them to hold their local government accountable.

As a result, over a 100 journalists from each of the target districts were oriented through one-day workshops led by a seasoned journalist. These journalists are not only to be engaged regularly to observe programme activities but are also to be taken on scheduled media field visits twice a year (20 journalists) so that PINS' implementation can be thoroughly observed and reported on.

Two media visits to 4 target programme districts were conducted by the Communications Officer and the Knowledge Management and Reporting Officer with the district's Project Officer and Monitoring and Evaluation Assistant during the Programme's first year. Along with district-level coverage, PINS was also featured in national press. This document outlines the proceedings of the media visits and coverage.

Media Field Visit 1 – 7th to 8th August, 2019

The first media field visit was conducted in Matiari and Dadu where 5 journalists shortlisted from each of the districts (Appendix 1) were contacted and invited to spend the day in the field observing programme activities. Each day began with a short introduction and overview of activities to be observed before departing to the field.

Matiari- 7thAugust, 2019

7 journalists were taken tollliasParyar, VO Narli 2, LSOBhit Shah where they got to interact with community members, including goat beneficiaries and poultry entrepreneurs were seated together in a room decorated by colorfulralli. After the RSP team and journalists introduced themselves, the journalists spoke to two goat beneficiaries, Zareena and Shaheeda. The women talked about their increased household milk consumption and how they were aware of the importance of feeding young children and themselves milk. We also talked to two poultry entrepreneurs, Naseeba and Sabahi who built mud cages for their chickens using their own funds and expressed their desire to start selling eggs to their neighbors and shops once their household egg production significantly increased. The journalists asked few questions from these women, while some documented their answers on camera.

The Agricultural Officer Mr. Syed Aftab Ali Shah led us to the FFS demonstration plot where we met with siblings and Agriculture Entrepreneurs, Sughra and Fidha Hussain. They had grown various vegetables, had seedlings for neem and mangos along with making their own organic compost. After visiting the demonstration plot we concluded our visit of the first location and moved to the second location of the day.

The journalists were then taken to Allahdino Chandiyo, VO Narli 1, LSOBhit Shah. Here CNOs Ms. Rehana and Ms. Parveen along with WASH officer Mr. Sajaad Ali facilitated an SBCC session conducted by CRP Husna. The SBCC session was being conducted at Husna's home and was attended by young and middle-aged women who had brought their young children along. The SBCC session was interactive with participation from the community members answering Husna's questions on the importance of boiling water, drinking milk and using latrines etc. Once the session ended, Husna and her husband Ali Sheikh, who is also a CRP, talked about challenges they faced working as CRPs. They both had conducted triggering and VAP development but it seemed they were not as strong in developing the VAP and had confusion about the process of building a VAP after the triggering session.

Dadu – 8th August, 2019

5 journalists were taken toParailQamrani, VO Amber, LSO Muhabbat Shah to observe a triggering session conducted by CRPs and married couple, Imtiaz and Rabia. The triggering session was also supported by the CNOs Mr. Ghias Uddin and Ms. Shumaila. The community was still practicing open defecation and Mr. Ghias gave the community 3 months to clean up the piles of mud mixed with animal and human feces. Once the triggering was completed, we sat down with Imtiaz and Rabia to discuss the challenges of working as CRPs. Only 7 new

latrines have been built since the PINS intervention, older men still defecate in the open while the women resort to sharing latrines.

The journalists were then taken to village Ibrahim Sand, VO Rehman and LSO Inqelab, where we met with married couple and Agricultural entrepreneurs Rukhsana and DharriBaksh. After their training they started growing vegetables using their own funds, they sell their produce their organic compost to community members. Rukhsana encourages households to practice kitchen gardening but due to rice transplanting reason most men and women work for daily wages and are thus unable to focus on their kitchen gardens. Rukhsana is confident after 15 days community members will start kitchen gardening.

The last stop for the day was in village YameenLagari, VO, RehmatUllah, LSO Naan gaj. Here, the group met with a goat beneficiary, Kareema. One of her goats had given birth, increasing the number livestock she owned. After talking about her household situation and improvements in her children's lives we moved to see vaccination activity by CLEW. Mehboob Ali was a CLEW who came to the village for vaccinating animals against diseases brought on by high temperatures. He did not have his own motorcycle, which made it difficult for him to move around across various villages. Mehboob Ali did own a shop where previously he stocked medicines for humans but after his training he has started to keep livestock vaccines and medications as well.

As a result of these media field visits, **8** features were published in the local publications (Appendix 2)

Media Field Visit 2 – 25th to the 26th October, 2019

The second media field visit was conducted in Shikarpur and Sukkur as part of the in-country visit to the field with officials from the government. This visit resulted in both district and national levelpress coverage where where7 journalists were invited to spend the day in the field observing programme activities.

Shikarpur –25th October, 2019

A group of 7 journalists were invited to accompany PINS on its two day learning visit and experience sharing workshop. The first day was spent in the field, where representatives of the AAP (that PINS is supporting) observed and interacted with community members in Shikarpur currently participating in PINS interventions. Along with interacting with a goat beneficiary and a paddy farmer in VO Mad Khoso, participants participated in a discussion with LSO Khushal. Then, there was a visit to VO Hamba Sharif where population welfare department had organized a sehatmela and a one day free medical camp. They also visited VO Soomar Goth where a WASH CRP explained the purpose of WASH activities and shared the village profile. The then PM-AAP, Dr.Dharejo interacted with the community members who had constructed latrines and the benefits as a result. After the discussions there was a small celebration of global handwashing day and world food day in which children

participated. The children were handed out cleaning kit as presents. After lunch, the group visited VO Khabri which is the first VO to achieve the ODF status. The guests went to a few households and met with community CRP who explained how she motivated community members to construct latrines in their homes. The last activity was observing a District Coordination Committee for Nutrition (DCCN) where PINS' progress was discussed with an emphasis on increased coordination to avoid duplication.

Sukkur – 26th October, 2019

On the second day, an experience-sharing workshop was held at the SRSO complex which was attended by Government representatives and community members participating in PINS' interventions. Representatives of LSOs Murk, Moen jodaro, Sobhe gave presentations which included the LSO profiles as well as the interventions carried out in the LSOs under PINS' nutrition-sensitive component. Three CLEWs from district Shikarpur also addressed the audience and shared their experience of getting trained and then working in their communities. Dr.Dharejo appreciated the community members for the excellent work being carried out and emphasized on the 1000 days 'Window of Opportunity' and distributed cheques to goat beneficiaries selected by their VOs. The event concluded with PINS 3's Programme Director thanking guests and a continued and united effort in the fight against malnutrition.

As a result of these media field visits, **8articles** were published in the local publications and **2 video features** were broadcasted on local channels. (Appendix 2)

Media Field Visit 3 – 20thNovember, 2019

The last media field for year two was was conducted in Thatta as part of the in-country visit to the field with officials from the government. This visit resulted in both district and national level press coverage where where 7 journalists were invited to spend the day in the field observing programme activities.

Thatta – 20th November, 2019

A group of 4 journalists were invited to observe PINS 3 and 2's interventions in Thatta. The group first visited village Haji LadhoKatiar, VO Izzat and met with Khadija who was there to show her kitchen garden. We also met the Agriculture Entrepreneurs Muhammad Ayub and his wife Yasmeen. They spoke about how since their training which they had about 9 months ago, their community members have learnt and implemented kitchen gardening. This has resulted in an increased use of vegetables at household-level in their community. The journalists also spoke to community members to learn about the positive changes that PINS has brought in their lives. A goat beneficiary talked about the increased household milk consumption and how she has become aware of the importance of milk consumption for women as well as children. The journalists asked few questions from community members and also documented their answers on camera. The Agriculture Officer Muhammad Ayub led us to the FFS demonstration plot where he would be growing vegetables from the nursery he has established. He has grown various vegetables, has saplings for plants along

with making organic compost. After visiting the demonstration plot we concluded our visit of the first location and moved to the second location of the day.

The groupthen visited village Muhammad Siddiq Baloch where we met Haji Qadir Baksh, a paddy fish farmer. He shared his experience of doing paddy fish farming with the journalists and spoke about the benefits of consuming fish. The last stop was to Mirpur Sakro in Thatta where the journalists visited the OTP site at Sheikh Zayed Taluka Headquarter Hospital Mirpur Sakro. The Community Health Supervisor and Nutrition Assistant were busy attending to the children being brought for examination. Mr. Mansoor Soomro, Communications Officer PINS ER-2 was there to talk to the PPHI staff and briefed the journalists about Nutrition specific interventions under PINS.

As a result of these media field visit, **2 articles** were published in the local publications and **2 video features** were broadcasted on local channels. (Appendix 2)

Blog Submissions

Two blog submissions outlining features of PINS' work, <u>one</u> on enabling communities achieve open defecation free status and <u>the second on</u> benefits to those who had been the recipient of a grant to purchase goats were published with The Daily Times. These were submitted by the Communications Officer.

General Coverage

Journalists trained under PINS are invited to and cover important events, especially community-wide celebrations of international observances both through print and electronic media.

Annex 1 –Participating Journalists

Sr No.	Journalist Name	Organisation	
Matiari – 7 Aug 2019			
1	Abdul Ghaffar	ARY	
2	Muharam Riaz	Samaa	
3	RaheelDahvi	Daily Imkan	
4	Noushad Ali	Sindh TV	
5	Irshad	AwamiAwaz	
6	Imtiaz Ali	Dharti TV	
7	Abrar Ahmed	Roshni TV	
Dadu – 8Aug 2019			
8	Ali Asghar Leghari	Daily Times	
9	Mukhtiar Chandio	Daily Kawish	
10	Niaz Chandio	Capital TV	
11	Asif Jamal	KTN News	
12	Irshad Khoso	Daily Pahenji News	
Shikarpur and Sukkur – 25 th -26 th October 2019			
13	Atherullah	APP Sukkur	
14	Yar Muhammed	Sukkur	
15	Waheed Phulpotto	The News	
16	Abdul Khalique	The News	
17	Magsood Soomro	Daily Explorer/Sindh Times	
18	Zulfiqar Magsi	Sindhi National Dailies	
19	Sarang Babar	Sindh TV/Express TV	
Thatta – 20 Nov 2019			
20	Ghulam NabiKhoso	Dharti TV	
21	Aziz Lashari	Sindh TV News	
22	Qadir Usman	NauSijj Newspaper	
23	Hyder Jogi	AwamiAwaz Newspaper	

Annex 2 – Media Coverage

Matiari



يورپي يونين جي مالي سهڪارسان غذائيت جي بهتري متعلق سنڌ جي ڏهن ضلعن ۾ بشمول متياري ۾ هي پروگرار طلي رهيو آهي چي يونين جي مالي سهڪارسان غذائيت جي بهتري متعلق سنڌ جي ڏهن ضلعن ۾ بشمول متياري ۾ هي پروگرار طلي رهي جي حداد فيد انداز ساتڪر من جي متر بنائج آهي هي پروگرار گزائي نظمت سان گلاجي گزرداري کريدارن تاريخ عالي مترجي بان جي غذائيت جي ڪي پهتر بنائج آهي ۽ پروگرار جنهن ۾ زراعت سان متلي رکنتر ساتھر

N MEN

Hala Program

ربيد پرديد مي سهڪار ۽ سنڌ سرڪار جي پيروگر A A جي معارفت سان مائنڌ سنڌ ۾ فائيت جي پهندي جو پير فائنڌ سنڌ ۾ فائيت جو پير پران (KIR متحرين عت ڳوٺ الياس پرماز ۾ بشرڪان پورجيڪان آئيس مدد علي ميرار پرڪيڪلم آئيس مدد الله ان الياس ميٽ الفائي آريس بي ان جي نيم ملندڙ ڪمين جو موجود بيشن جي ڀاڻي کي بين ليست ڪيو جي ٿر تہ جيشن آفرده پاڻي بيشن کان ڳرنانا حفرط رهي سگهن

هي يورگراو لونايي تنظيمن اسال تدمي بريداري بديدان تبديل و کند ما تبديل و ما تبديل و کند ما تبدي جي ڀاڻي کي پڻ ٽيست ڪيو رکي ٿر تر جيشن آلوده ڀاڻي ٻيٽن کان ڳوناڻا محفوظ رهي سگهن

1976 روز ز<mark>ي</mark> ئى وقت شايع تىدر اخار روس Daily M JAT st keyr طد 41

Ger Hire S J HOONGAR

عورتن ۽ ٻارڙن ۾ خوراڪجي گهٽتائي ختم ڪرڻ لاءِ جدوجهد جاري آهي.اين آر بسر بي

ي تنظيم جي تيم "سنڌ ۾ غذائيت جي بهتري جي منصوبي نحت ڳوٺ الياس پرهياڙ جو دورو ڪيو

مماجي تتظيم اين آرايس بي طرفان

يوريي يوتين جي سهڪار سان غذائيت جي بهتري لاءِ سنڌ جي ڏهن ضلعن ۾ هي پروگرامر هلي رهيو آهي

ڳورهاري. کيرپياريندڙ عررتن ۽ پنج سالن جي عسر جي ٻارن جي غذائيت جي گهٽنائي ختم ڪرڻ لاءِ ڪم جاري آهي ڪمي کي پهتر بنائڻ ۾ پاڻي مان پيدا ٿيندڙ بيمارين کي گهت ۾ گهت ڪرڻ تي ڪم ڪري رهيو آهي: عملدار

چنچر 31 آگست2019ع،

اري ڀرسان اين آر ايس پي طرفان ڳوٺاڻي عورتن جي ڀلائي لاءِ پروگرام ڳرٺ الياس پرهياڙ ۾ مدد علي جروار.سيد آفتاب شاهر. سجاد ميراڻي ڪمن جو جائزو ورتو ڳوٺ ۾ موجود پيئڻ جي پاڻي کي پڻ ٽيسٽ ڪيو وڃي ٿو جروار ۽ ٻين جون ميڊيا سان ڳالهيون متياري ران نجات) ملکي سطح تي بهراژيء ا آوايس بي اين ۽ يوريس يونين جي سهڪار ۽ جي علائقتي ۾ ترقي ۽ خوشحاليءَ لاء ڪبر اسند سرڪار جي پروگرام AAP جي معاونت ڪندل ساجي تنظيم اين آوايس بي طرفان اسان هلندڙ "سند/ڏسو صفحو 3 بقايا 38



هالا: سماجي تنظيم ياران عورتن كي اكاهي ذتي يشي وجي

38 ليلقب ۾ غذائيت جي بهتري جو پرو گرام " PINS منصوبي تحت ڳوٺ الياس پرهياڙ ۾ متصوبي تحت گرف البياس بحضياز هر دستركت بروجيكت أفيسر مدعلي جرازي إيگريكلجر أفيسر سيد أفناب علي شاهد. وإلى أفيسر سيدا ملي عمالي ۽ أزابي بي اين جي تير هلندڙ كسي جوجائزو روزس اي موقعي تي دستركت بروجيكت أفيسر مدد علي جوار نفسيل بروجيكت أفيسر مدد استركت بروجيك المستركت بروجيك المسر مدد على جروار تصيل بدائيندي چو تد يوريي پرونين جي مالي سهڪار سان غذائيت جي بهتري متعلق سنڌ جي ڏهن ضلعين ۾ پشمور شعاري ۾ هي پروگار رهايي رهيو. آهي. هي پروگار او گرائي منظيمين سان گڏو گر هار کي کيمارندا عيدت منظ



آچريهرين سيهتمبر 200 بعطاني بهرين صحر 1441 هـ سال 20 شعار 200 قيد ولاد كريهرين سيهتمبر 200 بعطاني بهرين صحر 1441 هـ سال 20 شعار 200 قيد ولاد كري بالمنظي علم به بالازد و خلال بالمنظي علم به بالازد و خلال بالمنظي علم به بهرين من المنطق بهرين بهريد منظور بهريد و خلال بهريد المنظور مشور و بهريد بهريد و خلال بهريد و بهريد و

websitewww.dailypakinet ىلد 21 چنچر 31 آگست 2019ع بمطابق 29 نوالحج 1440هـ <mark>نيست 8ريبا شارر: 322</mark> يوريي يونين جي تعارن سان () 1 ضلعن ۾ خوراڪ بابت جاڳڙڻا پروگرام قلندڙ آهن. ساعلي هراو آرايس بي اين ۽ يوريي يونين هون ٽيمون گهر گهر رجي معلومات کئي رهيون آهن پروجيڪٽ آفيسر خوراك ۽ روڙگارجي حوالي سان بھراڙي جي ماڻهن کي آگاهي ٺٽي پشي رهي: سروي درران ڳالهبيون مثياري (بر إملكي سطح تي پهرڙي، جي مساجي تنظيم اين آر ايس پي طرفان آر ايس علائقن ۾ ترقي ۽ حوشحالي، لاءِ ڪم ڪندل بي ايت / اُنسو صفحو 2 بشايدا 31 N. R. L. هالا: سماجي تنظيم ياران عورتن كي أكاهي يتي يشي وجي

پادید با در می مهدار و سند سرکار بر بر این می است است می است می

8

Dadu







Shikarpur











TVSindhTV

Program for Improved Nutrition in Sindh [PINS] is becoming need of hour

IMRAN MURTAZA ABRO

SHIKARPUR, October 30: Sindh government has committed to provide basic facilities to people of Sindh mainly rural areas of Northern Sindh in this connection inspecting the ongoing projects to facilitate the villagers with respect to Program for Improved Nutrition in Sindh [PINS] in support of the Accelerated Action Program, WASH, wash rooms and its proper oxidation pond, Kitchen garden and to encourage the healthy practice of hand wash through soap while encouraged the villagers to get benefit from ongoing projects and utilise the tools for getting better facilities and solve their outstanding problems which being faced by them for a long.

Dr MB Dharejo, the Program Director Accelerated Action Plan [AAP], Muhammad Dital Kalhoro, the Chief Executive Officer Sindh Rural Support Organization [SRSO], Dr Ghulam Sarwar, Program Director Action Against Hunger [AAH], along with delegation of concerned officials and officers visited villages including Mad Khoso, Chak town, Soomar Goth, and village Khabri and highlighted the main objectives of the program and urged upon the villagers to strengthen coordination among all the participants to address their issues.

Dr MB Dharejo briefed to the participants about the PINS and importance of nutrition sensitive program to over come the terrible effects and described that how to mitigate the issues being faced by them.

Besides, sharing the achievements and lesson learnt, with the audience, under AAP, AAH, SRSO and RSPN, he emphasized the importance of working closely with all relevant departments to maximize the impact of the program by joining hands and working in close coordination, malnutrition can be overcome in days to come.



Ali Raza Ansari, the Additional Deputy Commissioner-1 Shikarpur, emphasized the importance of working together and appreciated the efforts of AAP, AAH, SRSO and RSPN for supporting the communities of district Shikarpur. The villagers of aforesaid villages expressed their views with respect to various interventions AAP, AAH, SRSO and RSPN and appreciated the mechanism being adopted for implementation of these activities by ensuring the active participation of local communities in every stage of the projects. The visits concluded followed by a high level meeting held at office of the Deputy Commissioner Shikarpur where all officers of line department participated where Dr MB Dharejo, PM of AAP, & Ali Raza Ansari, the ADĆ-1 Shikarpur, directed the participants to ensure their cooperation and summoned data of fish ponds so that through program who can help to establish fish ponds to get free fish and comprehensive report in respect of Nutrition to facilitate the people of Shikarpur. thy that Sindh government is fully cooperating with all ongoing projects to facilitate the people of Shikarpur. Hamid Ali Magsi, Ms Humeera Khanam, Asadullah Pahore, Jameel Ahmed Soomro, Ms Rabab Jaffar, Ms Safina, Ms Inam, Waheed Phulpoto, Ms Parveen Mahar, and others were also accompanied with delegation during the visit.

Thatta



SindhTV Clip



باتھ روم کے اہمیت کے بارے مین۔این آرسی۔ پی شظیم یور پی یونین کے تعاون سی یوسی تھگی مین سیمینار

میر پورسا کرو(سکندرعلی تخصیل رپورٹر) باتھ روم کے سنظیم کے افسران ۔ وہیم اختر اور دیگر آفیسرزنے خطاب ایمیت کے بارے بین این آری ۔ پی نظیم یور پی یونین کیا۔ انھوں نے باتھ، روم کی اہمیت کو تیجھنے پے زور دیااور کے تعاون می یو ۔ کی گھی ۔ یوی کھڑا نئر ۔ سکپوراور یونین کونسل دیو تحصیل میر جاسکتے ہیں اور انہوں نے کہا کہ باتھ روم مین پانی سے پورسا کرو۔ کی ایکی تنظیموں نے شرکت کی شرکاء کو ہاتھ دو کے ابنے آپ کو بیاریوں سے بچایا جاسکتا ھے۔



Government of Sindh (GoS) through the Planning and Development Department (PDD) 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. The EU has approved the Programme for Improved Nutrition in Sindh (PINS) to be implemented in ten districts of Sindh - Shikarpur, Thatta, KambarShahdadkot, Larkana, Dadu, Jamshoro, Matiari, Sajawal, TandoAllahyar and Tando Muhammad Khan.

RSPN is leading the PINS Expected Results (ER) 3 component with four partners: Action Against Hunger (ACF), National Rural Support Programme (NRSP), Sindh Rural Support Organisation (SRSO) and Thardeep Rural Development Programme (TRDP). This is the nutrition-sensitive component of PINS and focuses on community-level WASH infrastructures, sustaining open defecation free status and develop improved community-level nutrition-sensitive food production systems adapted to climate change in rural areas of Sindh.





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Programme for Improved Nutrition in Sindh

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