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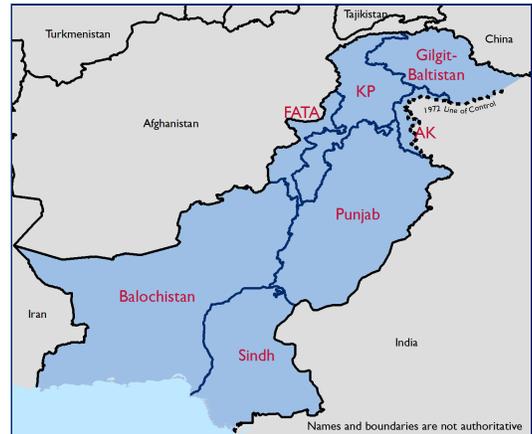
Maternal and Child Health Program

USAID's new Maternal and Child Health (MCH) Program comprises of five major components, which work through a public-private partnership mix, including the Government of Pakistan (GOP), the private sector, the philanthropic sector, non-governmental organizations, local civil society, and community organizations. These components are: 1) family planning and reproductive health services; 2) maternal, newborn, and child health services; 3) health communications; 4) health commodities and supplies; and 5) health systems strengthening.

The new flagship MCH Program is the main vehicle for USAID to meet its Development Objective of "Improved maternal and child health outcomes in targeted areas" for Pakistan. The MCH Program supports innovative approaches to strengthen the capacity of Pakistan's public and private sectors to deliver high-impact, evidence-based health interventions to reduce maternal, newborn, and child mortality and morbidity. The MCH Program has a comprehensive public and private program approach in Sindh Province, where it is harmonized with the recently approved Health Sector Strategy of Sindh. Program activities in other provinces, such as Punjab, will be initiated through private sector and civil society engagement in an effort to complement public sector programs. In FATA/KP, provincial activities support a stabilization program that aims to transition development programs as the security situation improves.

OBJECTIVES

USAID's new Maternal and Child Health (MCH) Program will improve women's and children's health status through increased service delivery and strengthened health systems. Key MCH Program targets include: a 36% increase in modern contraceptive prevalence (from 22 to 30% percent of married women of reproductive age); nearly 4,000 maternal deaths averted, a 6.9% decrease in newborn mortality (from 54 to 50.3); a 13% decrease in infant mortality (from 78 per 1000 live births to 68 per 1,000 live births); and a 38% increase in the number of births attended by a skilled provider (from 39 to 54%).



Healthcare worker providing newborn care

MAIN ACTIVITIES

- Family Planning/Reproductive Health (FP/RH) - deliver services and improve the quality of care provided in the public and private health sectors.
- Maternal Newborn and Child Health (MNCH) Services - introduce and expand high-impact and evidence-based maternal, neonatal, and child health interventions while incorporating birth spacing and family planning care into public and private sector services.
- Behavior Change Communications (BCC) - use commercial marketing techniques and behavior change communication strategies to increase family planning services, pre-and post-natal care services, and increase availability and access to affordable services and commodities.
- Health Commodities - procure health commodities for the GOP and provides technical assistance to strengthening the GOP's capacity to forecast, purchase, and distribute health products.
- Health Systems Strengthening (HSS) - provide technical assistance to GOP health and population departments at the Federal, Provincial, and District levels to reform and improve the delivery and management of health services.

RESULTS TO DATE

- Key results through June 2013:
- FP/RH - provided family planning services to 11,384 couples
- MNCH - trained 53 providers for 40 Midwife-Led Birthing Centers and finalized a baseline survey for an impact evaluation for the entire MCH Program
- BCC - finalized a five-year BCC strategy for the entire MCH Program and ran media campaigns for exclusive breastfeeding and healthy timing and spacing of pregnancy messages.
- Health Commodities - procured and delivered \$20 million of contraceptives for the GOP and continued expanding a contraceptive logistics management and information system to GOP facilities in 143 districts