

# Pakistan Initiative for Mothers and Newborns (PAIMAN)

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- PAIMAN was a USAID funded project for six years
- Implemented in 24 districts, 2 Agencies of FATA
- The total population covered was 34 million.



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# The PAIMAN Consortium

- ❖ John Snow Incorporated –Lead agency
- ❖ Johns Hopkins University/CCP
- ❖ Population Council
- ❖ Aga Khan University
- ❖ Save the Children USA
- ❖ CONTECH International



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# Project Goal

To reduce maternal, newborn, and child mortality in Pakistan, through viable and demonstrable initiatives



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# Situation in Pakistan

- Maternal Mortality Ratio: 276/100,000 live births
- IMR: 78/1000 live births
- NMR: 54/1000 live births
- U5MR: 94/1000 live births
- CPR: 30%
- TFR: 4.1
- Unmet need 25%

**Pakistan Demographic Health Survey 2007**



# Ulama Project

Engages the community's most trusted and visible leaders to reach men, a critical audience in MNCH-FP, in districts with limited access to media.



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# Ulama Project

## Objective

Increase knowledge and involvement of men to improve MNCH FP in Pakistan

## Strategic Approach

Orient, sensitize and encourage Ulama and other religious leaders to advocate for MNCH-FP in Friday sermons and other similar gatherings.



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# Challenges

- Diversity
- Male dominance
- Limited female literacy
- Reaching the unreached in conservative areas
- Disseminate key messages



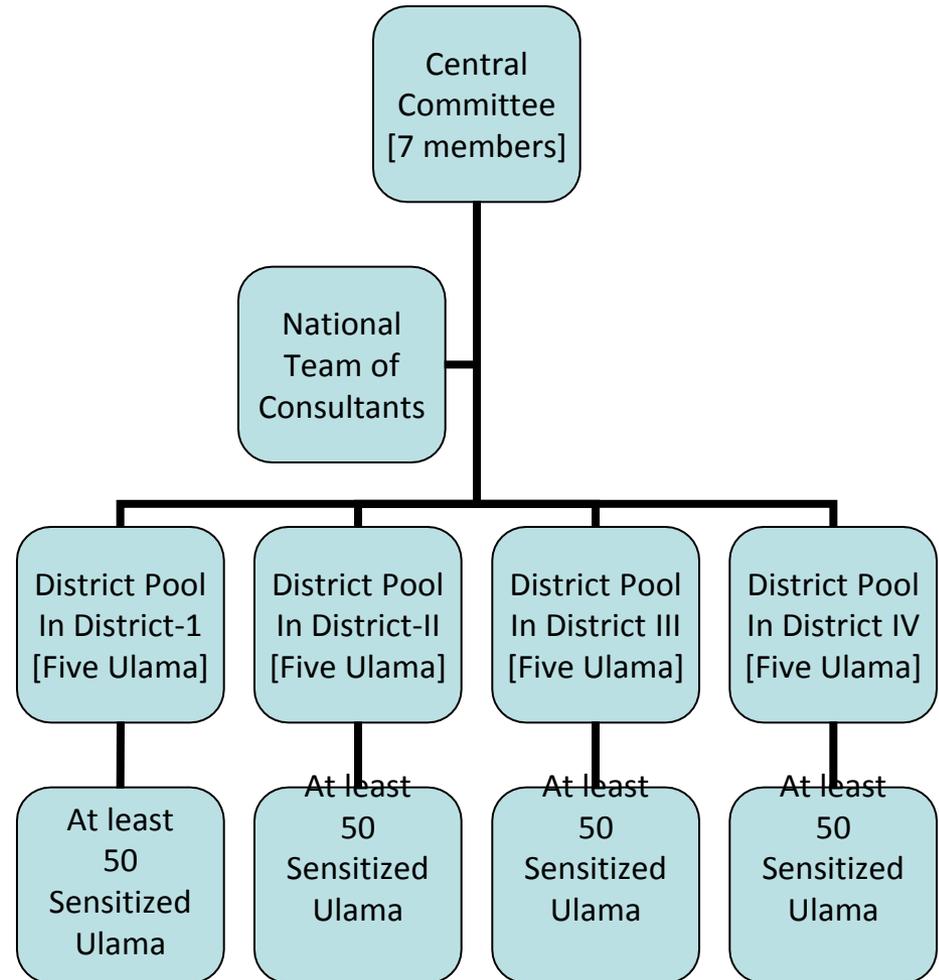
# Selection of Areas and Mapping of Mosques

- Most influential ulama with mosques / seminaries having sizeable Friday congregations
- Preference to those in:
  - rural and far-flung areas
  - Areas with limited reach by Lady Health Workers; and
- Limited reach of mass-media.



# Ulama Intervention Framework

- Consultative meetings and collaborative concept development (not ‘training’)
- “Central Committee (*Shora*)” of renowned ulama
- Individual sensitization meetings with ulama by senior religious scholars
- Meetings with public health experts and ulama for message development based on core messages
- Women-delivered messages through women’s sermons

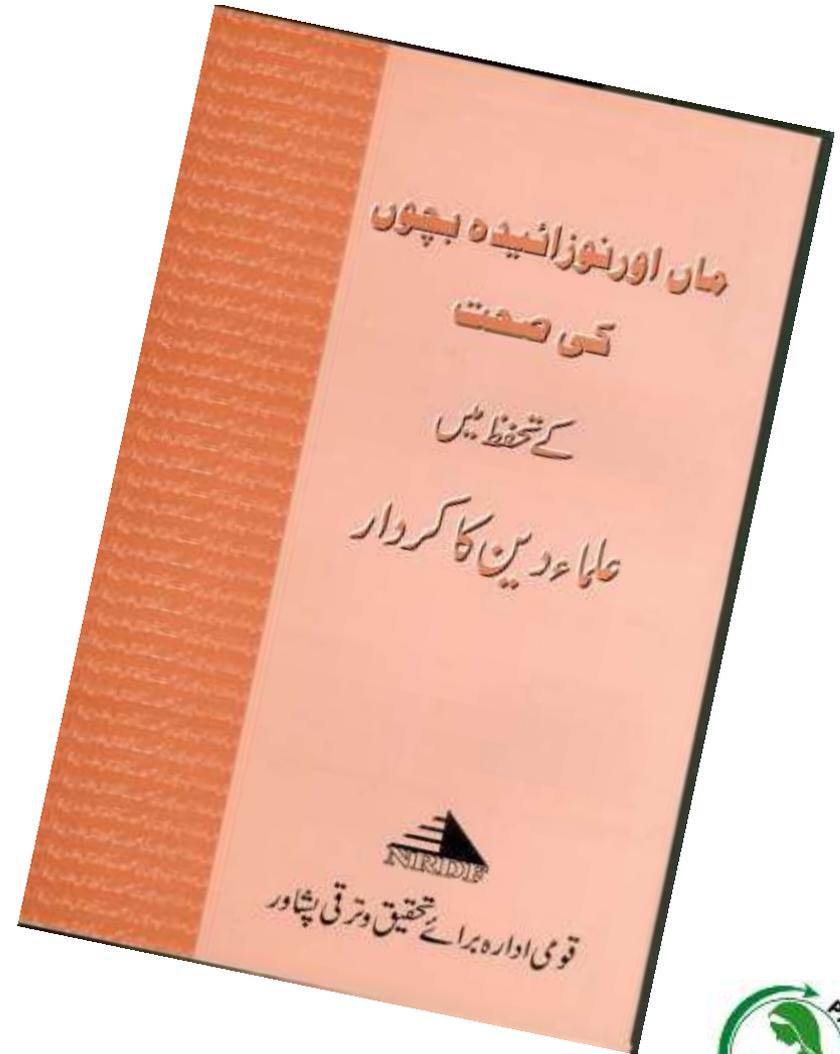


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# Individual Sensitization Meetings

- A team comprising one Alim from Central Committee, another from District Pool, a project officer and a public health expert pays exclusive visit to mapped Alim;
- Advocate the Alim on MNCH issues in light of Islam and Shariah; ascertain the opinion of the Alim;
- If receptive, present booklet on “Role of Ulama in Promoting Maternal and Child Health,”
- Invite the Alim to attend the Group Meeting.



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# Group Meetings

- Around 10 to 15 ulama
- At union council level
- Belonging to same sect
- Briefed on:
  - the Project,
  - state of MNCH-FP in the district
  - role of ulama in promoting MNCH issues



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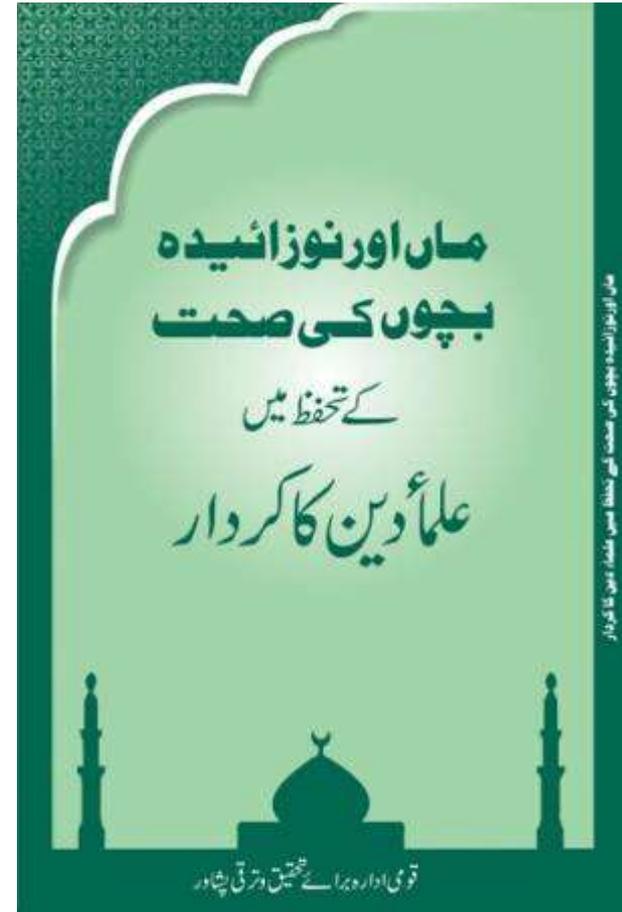
# Backstopping, Monitoring & Networking of ulama

- Regular contact through networking visits, telephoning, and personal meetings
- Directory of targeted ulama
- Quarterly newsletter
- Giveaway materials; and
- Annual award for ulama for outstanding contribution to Project's objectives.



# Ulama Project's Results and Legacy

- Network of over 800 Ulama sensitized
- More than 200,000 men and women reached through MNCH sermons
- Innovative and successful model for mobilizing community resources to disseminate BCC
- Public health 'champions' to disseminate messages for family planning or birth spacing.

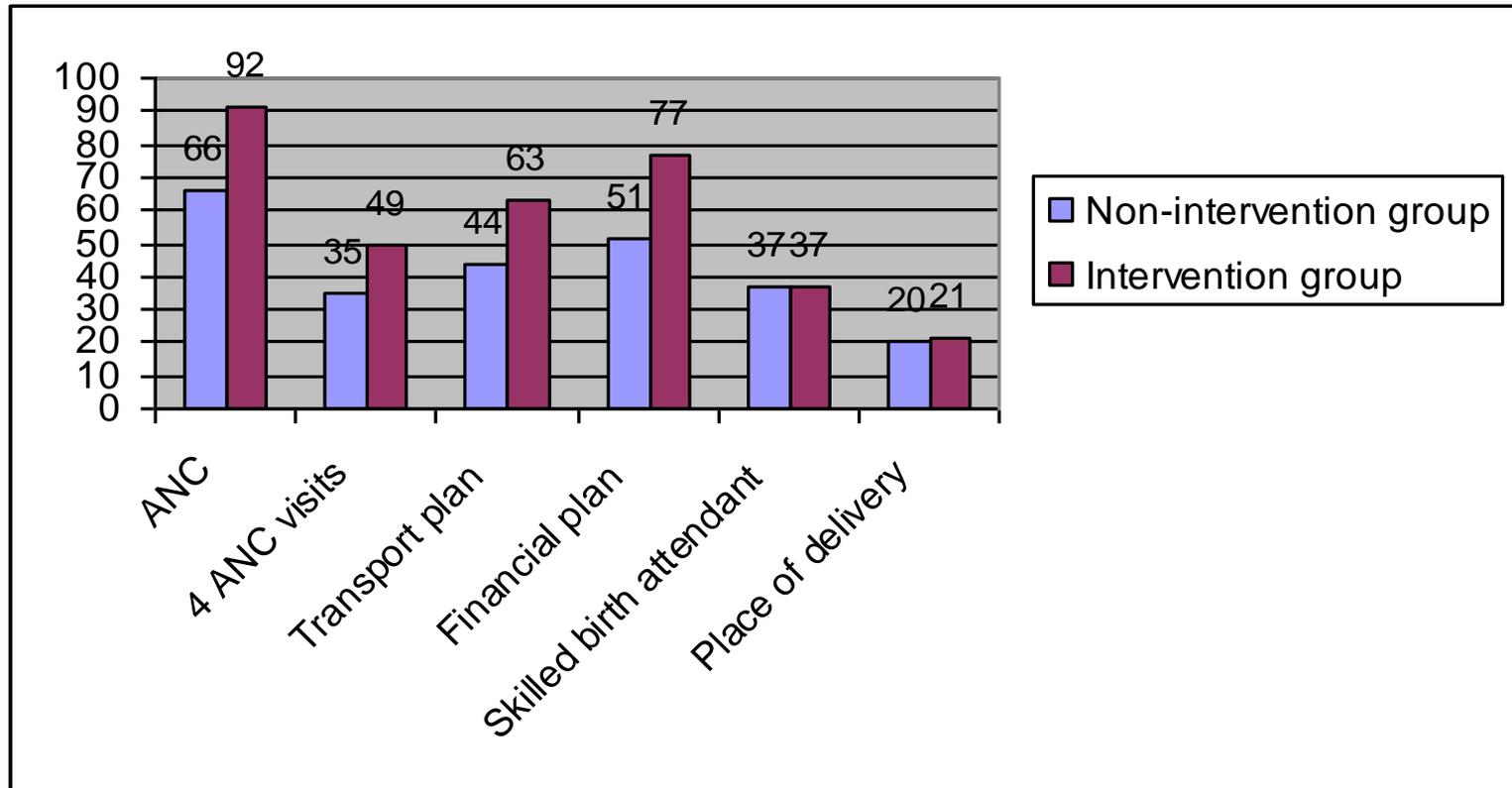


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# Ulama Project Impact on Knowledge and Attitudes

Based on 1,176 exit interviews, respondents indicated the following were necessary **during pregnancy** . . .



PAIMAN Ulama Evaluation, 2009

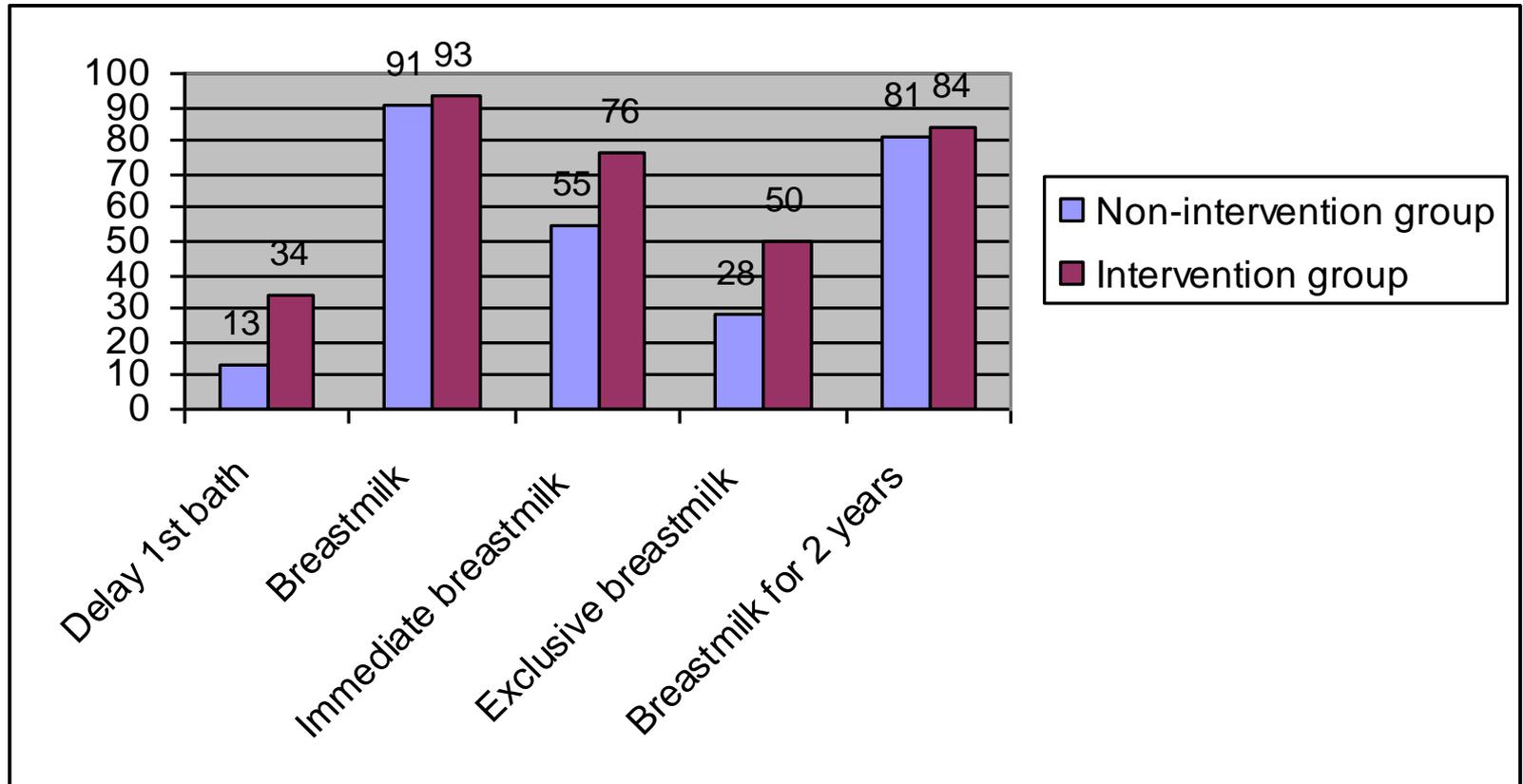


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# Ulama Project Impact on Knowledge and Attitudes

Based on 1,176 exit interviews, respondents indicated the following were necessary **following childbirth** . . .



PAIMAN Ulama Evaluation, 2009



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# Do's and Don'ts

Do's	Don'ts
Approach Alim through well-known and influential ulama	Do not approach an Alim through a technical person only
Build arguments that are based on <i>Quran</i> and <i>Hadith</i>	Do not say anything contrary to what the prevailing religious beliefs are
Conduct interactive conversations and ask for assistance	Do not lecture or sound authoritative
Transfer ownership and keep the Alim involved	Infrequent or seldom contacts with the Alim are nonproductive
Ask Alim how the activity can be improved further, what assistance he requires	Do not come to an Alim with a preplanned agenda which does not have any room for flexibility
Bring realization on social and religious roles and responsibility of the Alim	Do not give impression that this is what the "Project" needs



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# General Gaps & Challenges

## Gaps:

- 1) Projects mostly work with "easy to reach" ulama rather than those who are really influential.
- 2) Projects have usually tailor made plans for working with Ulama rather than a learning strategy in which Ulama are equal stakeholders.
- 3) Working with Ulama needs to be a program rather than a project

## Challenges:

- 1) Mental models of development experts: We need to change our thinking towards Ulama. They are experts of their field and need to be treated with respect.
- 2) Winning trust of Ulama: A difficult but most important first step. Ulama are mostly suspicious of development activities. Winning their trust is usually difficult.



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# Quote

*“We are not against family planning. We need to call it discipline rather than planning. After all we want the best for our children and health of our women”*

Maulana Abdul Majeed Nadeem

A Sunni Scholar



# Thank you!!!



JSI Research & Training Institute, Inc.

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