



***“Let’s Beat Anemia among adolescent Girls” in District OKARA, PUNJAB Pakistan***

**1. Name of the Organization**

**Foundation for Awareness & Civic Engagement (FACE)**

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[www.faceorganization.pk](http://www.faceorganization.pk), [www.facebook.com/faceorganization](http://www.facebook.com/faceorganization), [www.tumbhibolo.com.pk](http://www.tumbhibolo.com.pk)

**2. Title of Proposed Project**

***“Let’s Beat Anemia among adolescent Girls” in District OKARA, PUNJAB***

**3. Context of Project**

According to National Nutrition Survey 2011, 58% of households in Pakistan are food insecure out of which 9.8% are food insecure with hunger. Over the past few years malnutrition has emerged as one of the Pakistan’s leading challenge with regard to food security. During the first speech of Prime Minister of Pakistan Mr. Imran Khan, he focused on malnutrition issue in Pakistan. The poor socio economic condition and lack of awareness is the major cause of malnutrition issue in Pakistan.

The national nutrition survey 2011, highlights the some disturbing statistics which shows that 1/3<sup>rd</sup> of Pakistani children are underweight and iron deficient, 15% are wasted and 14% women are either thin or wasted.



According to the report of UNICEF 2013, Pakistan is the home to about 40 million adolescent (aged 10-19) equivalent to 23% total population of the Pakistan. In Pakistan girls have comparatively low social status, remain marginalized and unable to avail opportunities restricting their socio economic empowerment, thus remaining neglected target group for health and nutrition interventions. The two major adverse issues of adolescent girls are their early marriages and poor nutritional status.

Iron deficiency anemia is known to be the most common nutritional deficiency in Pakistan especially in rural areas. Adolescence is the period of increased physiological needs inducing micronutrients such as iron. Adolescent girls are more susceptible to dietary lack of iron due to increased requirements, an additional stress of blood loss through menstruation.

Anemia means that blood does not have enough red blood cells; these cells carry oxygen from the lungs to the rest of the body. Iron enters our body in food and leaves the body primarily when we bleed. Bleeding causes the loss of red blood cells and a lot of iron. That's why teenage girls are particularly susceptible to iron deficiency anemia. Due to poor socio economic conditions of girls does not eat enough iron, rich foods and they gradually develop iron deficiency.

In rural areas adolescent girls have no awareness about the iron deficiency anemia and their parents are also unaware to fulfill the required nutrition of their girls. So, this can be the cause of pale skin, tiredness, dizziness, lightheadedness, headaches or ringing in the ears.

#### 4. Rational for the proposed Project

Pakistan, amid its closed and conservative culture that is intertwined with misinterpretations of religion, on many accounts, is not a pro-women country. In rural areas parents does not focus on the health of their adolescent girls. On the other side their poor socio economic status does not allow them to spend money to fulfill the required nutrients of their girls. Iron deficiency anemia is the major problem of school/college going girls (aged 10-19), there is no plan by the government to aware girls about the requirement of their body during this stage. Even teachers are also unaware about the health situation of the girls; as a result this can be caused their poor performance in school/college.

Keeping in view the situation of adolescent girls, FACE wants to do this by spreading awareness in Government Schools/Colleges of district Okara. This initiative will empower girls to achieve their right of health and also increase awareness about their health.



- **Local Context:**

District Okara is part of the region that is known as gateway to South Punjab. Home to over 3 million individuals, it has 140 rural union councils and seven Municipal Committees. According to national census of 2017 the total population of the district is 30, 391, 39 from which 22, 073, 49 (73%) population is living in rural areas.

The overarching rural dynamics of the district have their bearing on its closed and conservative culture where women stay away from exercising their basic rights, including access to basic health facility. Okara has rural background where superstitious society’s approach about women leads to malnutrition. Parents prefer to provide better food to their son rather than to daughter. On the other hand there is no awareness among society to treat iron deficiency anemia, even parents are unaware about the requirement of the body of the adolescent girls.

Due to cultural values no one is ready to talk about the girls’ health issues during their adolescent age, society has no awareness about the issue.

One of the biggest barriers in the way to convincing society is to talk their daughters on their health issues.

Adolescence is a critical period in a girl’s life and socially and biologically it is a time of big changes. There is also a common perception that adolescents are a health group and therefore we don’t need to worry about them. In fact, they suffer quite high levels of injury, which can lead to mortality or morbidity.

A health promoting approach at school can provide the opportunity to adolescent girls to have a secure and healthy transition from childhood to adolescence and from adolescence to adulthood, equipped with the necessary skills and competences to make a positive contribution t their own health and to society.

According to School Education Department, Punjab the detail of Government Girls Schools is given as under:

| Sr# | Educational Institution                   | Number of Schools | Number of Students |
|-----|---|-------------------|--------------------|
| 1   | Government Girls Higher Secondary Schools | 05                | 6449               |
| 2   | Government Girls High School              | 77                | 63770              |



## 5. Project goals and outcomes

- **Project Objectives:**

The project aims to have following specific objectives:

- To decrease iron deficiency anemia among 50,000 adolescent school girls in district okara
- To raise awareness among adolescent girls about iron deficiency anemia in Government schools of district okara
- To screen girls and propose diet plan to decrease the iron deficiency anemia
- To train women teachers in Government schools about the adolescent girls health issues and their solution
- To train lady health workers of health department on their role in rural community to deal with iron deficiency anemia among girls
- To raise awareness through iec material and radio programs/social media on anemia
- To raise awareness on WASH (Water Sanitation & Hygiene)
- To challenge the cultural taboos that discourage girls' health

The objective of the project is to aware adolescent girls (age group 10-19) on iron deficiency anemia and how to solve the problem by using required nutrient.

An advocacy campaign will be launched by the FACE across the district and girls, teachers & lady health workers will be the key stakeholders of the campaign.

FACE will target 05 Government Girls Higher Secondary Schools and 77 Government Girls High Schools of the district.

During these campaigns more than 50,000 girls, 500 female teachers and 50 Lady Health works will be targeted across the district.

- **Project Goal**

To increase awareness about iron deficiency anemia among school girls



## **6. Project deliverables & list of proposed activities**

### **Activities and Methodology:**

#### **6.1 Project roll-out and staff orientation**

The project will begin with a formal orientation of the respective staff members on goals and objectives of the project, its related activities and timelines. The team will also discuss the important milestones, outputs and outcomes of the project to be carefully observed and documented during the implementation phase. The project team will include a project coordinator and two field officers. The logical sequence of the project activities will be as follows:

#### **6.2 Project Launching Ceremony**

FACE will arrange a launching ceremony of the project in which different stakeholders including representatives of Education, Health department, media and civil society's representatives.

#### **6.3 Identification of intended beneficiaries:**

The beneficiaries of the project will be 50,000 school girls (age 10-19), 500 female teachers and 50 lady health workers.

#### **6.4 Identification of Stakeholder**

FACE team will engage health & education department of district okara during advocacy campaign on iron deficiency anemia among girls in district okara.

#### **6.5 Data Collection**

FACE team will list down the Government girls high/higher secondary schools of district okara and total strength of students/teachers in these schools.



## **6.6 Target beneficiaries**

The project aims to target 05 Government Girls Higher Secondary Schools and 77 Government Girls High Schools of District Okara including teachers and lady health workers of health department.

## **6.6 Training manual for teachers & Lady health workers**

FACE will develop a training manual for female teachers & lady health workers.

## **6.7 Orientation for teachers and lady health workers**

FACE will arrange an orientation session for teachers at school level to aware them on iron deficiency anemia and its solution. Another orientation session will also be arranged for lady health workers.

## **6.8 Screening Camps & diet plan for girls**

FACE will arrange screening camps in all mentioned schools and girls will be screened. Field staff will record their age, weight, height and their personal hygiene.

Field staff will develop diet plan for screened girls according to their health situation

## **6.9 Provision of Screening kits to targeted schools**

FACE will provide screening kits to targeted schools, including weight machine, height instrument, diet chart, first aid box and sanitizer.

## **6.10 Seminars on iron deficiency anemia among girls**

FACE will arrange awareness seminars in Government Girls schools across the district and following topics will be covered:

- What is iron deficiency anemia
- How to deal with this problem
- Balanced diet and its importance
- Importance of WASH (water sanitation & hygiene)

## **6.11 IEC material**

FACE will develop awareness material and will distribute among girls during awareness campaign.



### **6.12 Radio programs on “Iron deficiency anemia”**

FACE will arrange 05 awareness radio programs on the importance of girls’ health.

### **6.13 Media Campaign on “Iron deficiency anemia” issue**

FACE will arrange media campaign to highlight the issue.

## **7. Project Documentary**

At the end of the project FACE team will produce a project documentary in the form video, which will cover the whole project. This project documentary will be played in project closing ceremony and also be published on FACE website and social media pages.

## **8. Project Closing Ceremony**

Towards the end of the project, a closing ceremony will be organized where successes and lessons learned through the project intervention will be shared with the respective stakeholders. The closing ceremony will invite 100-150 participants, including the girls who would be its beneficiaries. The FACE team plans to prepare a documentary around the overall intervention that will also be played at the closing ceremony and afterwards, will be widely posted and shared on all our social media platforms.

## **9. Timeline**

The duration of the project will be 09 Months.

## **10. Anticipated/expected results**

This project will educate and strengthen the adolescent girls. Teachers and lady health workers

- 50,000 adolescent girls got awareness on iron deficiency anemia, causes and solution
- 500 women teachers got orientation on iron deficiency anemia
- 50 lady health workers got orientation on iron deficiency anemia
- 30,000 girls will share message about improving nutrition with other adolescent girls within their families and localities
- Thousands of parents and girls will aware through radio programs



## 11. Strength of FACE

Foundation for Awareness and Civic Engagement (FACE) is a not-for-profit and non-partisan civil society organization working for active and responsible citizenship through civic and political education. FACE was established in February 2016 by a group of like-minded citizens who realized that there was need to promote civic culture and civic activism in the society. It was formally registered in December 2016 under ‘The Societies Registration Act 1860’. FACE believes in evidence based public policy, inclusive politics and participatory governance.

The FACE envisions a peaceful society that is aware of its civic rights and duties, that recognizes and takes pride in its cultural identity, and that strives for sustainable development. The Mission of FACE is to promote social inclusion and development by encouraging civic participation, volunteerism and active citizenship. FACE believes women should be empowered specially in developing countries like Pakistan where women have no access to basic health.

FACE is also member of “Girls not Brides”, Girls Not Brides is a global partnership of more than 1000 civil society organizations from over 95 countries committed to ending child marriage and enabling girls to fulfill their potential.

FACE is associate member of CIVICUS and partner of Accountability Lab & Internews Network.

## 12. . Budget

The total estimated cost of the budget 44000/- USD

## 13. . Management Plan:

### a. Role of Executive Director (Imtiaz Ahmad Watto)

Executive Director of FACE will lead and supervise the project and will ensure the implementation of activities as planned. He will also assist the project coordinator in training sessions, and will be responsible for the advocacy work (seminars, radio programs, etc.).

### b. Project Coordinator (Asifa Asif Khan)

Project coordinator will lead the project team and implement the activities in field. She will be responsible to monitor the day to day activities of field.



**c. Field Officers (4)**

Four female field officers will be inducted having technical skill on nutrition & wash, field officers will be responsible to implement the campaign across the district.

**14. . Organizational references**

| Name              | Designation      | Organization       | Email  |
|-------------------|------------------|--------------------|--|
| Mr. Fayyaz Yaseen | Country Director | Accountability Lab | <a href="mailto:fayyaz@accountabilitylab.org">fayyaz@accountabilitylab.org</a> |
| Mr. Asad Jan      | Country Director | Internews Network  | <a href="mailto:ajan@internews.org">ajan@internews.org</a>                     |



an initiative for active citizenship

## Annexure I, Registration Certificate

**CERTIFICATE OF REGISTRATION**  
(ACT, XXI OF 1860)



No. RDO/OK/12 OF 2016-17

*I hereby certify that* "Foundation for Awareness and Civic Engagement" near Goal Mosque Sadiq, Haveli Lakha Tehsil Depalpur District, Okara.

*has this day been duly registered under the Societies Registration Act, XXI of 1860.*

*Given under my hand at* Okara

*this* 23rd *day of* December, 2016 *20*

*(Two thousand and Sixteen only)*  
Registration fee Rs. 520/- *(Five Hundred & Twenty only)*

*Forwarded to:* The President,  
Foundation for Awareness and Civic Engagement, near Goal Mosque Sadiq  
Haveli Lakha Tehsil Depalpur Distt. Okara.

*Please note that you are required to file with the Registrar Joint Stock Companies, District Government, Okara the names, addresses and occupation of the members of the governing body entrusted with the management of the affairs of the society every year as required under Section 4 of the Societies Registration Act, 1860.*



No. RDO/OKARA/2016/B41  
Dated: 23/12/2016

  
**REGISTRAR**  
**JOINT STOCK COMPANIES**  
**DISTRICT OKARA**



## Annexure II, Donors Reference



### To Whom it May Concern

This is to share that Foundation for Awareness and Civic Engagement (FACE), registered and based out of district Okara of the Punjab province, is one of the grantees of the Accountability Lab Pakistan. Lab has been working with the FACE since latter's inception in December 2016. During our work with the organization, we have found them to be honest, diligent, and hardworking. They exhibit unwavering commitment with their vision and mission and we will strongly encourage all relevant donors and partners to work with and assist them where possible. In case you want to discuss this further detail, please do not hesitate to reach out to the undersigned.

Sincerely,

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Director Programs,  
Accountability Lab Pakistan  
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### To Whom It May Concern

Internews Network Pakistan, has been partnering with Foundation for Awareness and Civic Engagement (FACE) since early 2017 under an internationally-funded **Independent Media Small Grants Program**.

We have had a professionally fulfilling experience to work with FACE who we found to be committed and sincere towards meeting the program objectives. FACE has been responsible in meeting set deadlines, beside coming up with novel and creative ideas to produce the desired outcomes. These include holding of an essay competition for students to produce young writers and holding social media trainings to promote citizen journalism.

The organization has an increasing desire to flourish and achieve greater professional heights while working on community issues and highlighting the problems of the society's depressed and neglected segments.

Internews sincerely hopes that the experience of other donor agencies to work with FACE proves to be as pleasing as it has been for us.

We wish FACE all the best with their future endeavors.

Best regards

Umer Farooq  
Deputy Country Director  
Internews