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PAKISTAN

SUCCESS STORY

Bringing Change at the Household Level

Making Health Information Available to Improve Health



Fozia Solangi/RSPN/HCC

Mai Pathani, a resident of village Haji Khan Noonari, District Larkano, with her daughter in law, Shazia (18).

Village Haji Khan Noonari of Union Council Gerello, District Larkano is a non-LHW covered area, deprived of basic health facilities.

Under Health Communication Component of USAID's MCH Program, World Population Day was celebrated at the community level for community mobilization and demand creation for MNCH and FP services.

Mai Pathani, an attendee of the Population Mela heard the information about high risk pregnancies of under 18 years of age, shared this information with her seven months pregnant daughter in law, Shazia (18) and now they have planned to have an institutional delivery.

"I did not know that getting pregnant before 18 years of age can be fatal, not only for child but also for mother" says Mai Pathani, wife of Ali Nawaz, resident of village Haji Khan Noonari of Union Council Gerello, Taluka Bakrani, District Larkano. Village Haji Khan Noonari does not have any health facility in the village and the nearest Basic Health Unit is at a distance of at least 10 kilometers and the livelihood of villagers depends mainly on daily wage labor and farming.

During the Population Week (August 31 to September 4, 2015) celebrated by Population Welfare Department of Sindh, Population Carnivals were organized by Health Communication Component (HCC) of USAID's Maternal and Child Health (MCH) Program as community mobilization events. The carnivals were organized at all 10 intervention districts at the district level where Population Welfare Department took lead of the event.

The Population carnivals focused on importance of healthy birth spacing, available birth spacing methods, nearby health facilities with available services, information on maternal, neonatal, child health (MNCH) and to address myths and misconceptions of the communities about family planning (FP) methods.

Mai Pathani was invited to attend Population carnival, by HCC district team, where she got to know about the importance of MNCH and FP services and specifically about the dangers of early childhood marriage and before 18 years of age pregnancy. She said, "My daughter in law, Shazia, is just 18 years of age and is seven months pregnant, we did not know how dangerous it can be not only for the child but also for mother. Now that I know about it, I will make sure she gets an institutional delivery and adopts some FP method after delivery for her own and her next child's good health."

Shazia said, "After attending the event my mother in law discussed with me the importance of antenatal checkups, the institutional delivery and also the importance of birth spacing between two pregnancies. Now we have planned to have an institutional delivery."

While expressing her joy over successfully carrying out this event, Ms. Murk Ayaz, District Project Officer Larkano, shared, "Community mobilization events like these will eventually bring change in health practices at the community level."