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PAKISTAN

SUCCESS STORY

Little Steps Today for a Brighter Tomorrow

Taking health information and services to the marginalized



Duarko Poorani, Umerkot

Ashawanti (20), a resident of village Major Pali, District Umerkot, Sindh

Village Major Pali, of District Umerkot, Sindh is a non-LHW covered area with residents deprived of access to basic health services and information. Health Communication Component of USAID's Pakistan MCH Program organized a Mother's day events in selected villages of five districts of Sindh, to mobilize and sensitize communities on seeking health care services. Ashawanti, an attendee of one of the events not only heard the information but also visited a health facility for first time in her life.

"The thought of going to hospital always made me nervous and I feared I would not be treated well there," says Ashawanti (20), resident of Village Major Pali which is a small village of District Umerkot, Sindh. Ashawanti lives in a non-LHW covered area, inhabitants of which remain deprived of access to basic health information and resources even in this age and time.

On May 10, 2015, celebrating International Mother's day, RSPN under the Health Communication Component (HCC) of USAID's Pakistan Mother and Child Health (MCH) Program organized various community mobilization events in selected villages of Districts Umerkot, Mirpurkhas, Sanghar, Matiari and Sukkur.

The events were designed around Mother's health and its importance. HCC teams shared key messages on MCH, reproductive health and various family planning methods with the participants while also informing them about nearby health facilities and the services available.

Ashawanti and her husband Chaitan Kumar after attending the Mother's Day event approached the HCC teams to seek further assistance and information on various health issues. Ashawanti having conceived recently was guided on Antenatal Care (ANC) and was referred for ANC check up to Basic Health Unit Samaro Road, located six kilometers away from Major Pali.

"I was reluctant to visit the BHU, as it was my first pregnancy and visit to the health facility, but it was God's blessing that I attended this event and got information and access to the antenatal services," says Ashawanti. "The staff was very helpful and it was nothing like I had imagined. I hope more women from my village seek health care services, for if we will not care for our own health, no one else will," she adds.

Overjoyed at the turnover and hearing of these developments, Dileep Kumar, Project Manager RSPN, says, "small changes in attitude like this today will bring multifold results tomorrow."