

## Eager to learn and serve people

Shah Zareen is a 30 years old young lady living in Basti Cha Mewra of Union Council Ranjhay Khan in District Rahim Yar Khan. With a population of 3000, Cha Mewra is considered a Non-Lady Health Worker covered area. Due to lack of reproductive health services and minimal knowledge about modern contraceptive methods, the health condition of the women in the area remained poor.



Shah Zareen was selected as a Community Resource Person (CRP) under PSI/RSPN Provision of Reproductive Health Services through Social Marketing (PRHSSM) project of the area in April 2013. After a formal training session of 6 days conducted by National Rural Support Programme (NRSP), she started registering the married women of reproductive ages of her area. So far, she has registered 456 women and has been conducting awareness sessions on the importance of birth spacing.

She is one of the dedicated and passionate CRPs in the programme. She does not only arrange the health mobile camp with zeal but also assist women in availing family planning services from the camp. For the sustainability of the project, most CRPs have been given Business in Box (BiB) kits, a social marketing strategy. It seeks to develop and integrate marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good. With other household items, the small methods of pills, condoms and emergency contraceptive pills are also provided in the kit so that the availability of short term family planning method can be ensured in the area even after the completion of the project.

Considering the limited lifespan of the project, Shah Zareen strived to learn how to use contraceptive injection. With her eagerness to learn more about contraceptive methods so that she herself could serve better to the community, she learned how to inject a patient.

She said, "Being a CRP I have learned a lot about the importance of birth spacing and family planning methods. I feel that it is a big responsibility on me to mobilize women to avail such services which are beneficial for their health. But with the passage of time, I always wondered that how I am going to serve to the women who avail injectable method from me. There are a huge number of such women and they are not comfortable to shift it to another method. This thought made me learn how to inject. Now I can confidently say that after the completion of the project, the women of my area would still be benefitted from these services through me."