



PROGRAMME FOR IMPROVED NUTRITION IN SINDH (PINS)

In support of the Accelerated Action Plan, Government of Sindh



District wise Print Media Orientation

14th-15th September 2018, NRSP-Hyderabad & SRSO-Sukkur
29th -30th September 2018, Makli Gymkhana-Thatta & TRDP-Dadu



Technical Assistance Partner



Implementing Partners for the PINS ER-3 Component



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Acronyms

AAP	Accelerated Action Plan for Reduction of Stunting and Malnutrition
ACF	Action against Hunger
AFS	Agriculture and Food Security
CDD	Community Driven Development
CLTS	Community Led Total Sanitation
CEO	Chief Executive Officer
CIF	Community Investment Fund
CLEW	Community Livestock Extension Workers
CM	Chief Minister
CO	Community Organization
COO	Chief Operating Officer
CRP	Community Resource Person
DPO	District Project Officer
DRR	Disaster Risk Reduction
ER	Expected Results
EU	European Union
FFS	Farmer Field School
GoS	Government of Sindh
HR	Human Resources
LSO	Local Support Organization
M&E	Monitoring and Evaluation
NGO	Non-Government Organization
NRSP	National Rural Support Programme
PINS	Programme for Improved Nutrition in Sindh
SUCCESS	Sindh Union Council and Community Economic Strengthening Support
RSPN	Rural Support Programmes Network
RSPs	Rural Support Programmes
SRSO	Sindh Rural Support Organization
TRDP	Thardeep Rural Development Programme
UC	Union Council
UNICEF	United Nations International Child's Emergency Fund
VO	Village Organization
WASH	Water Sanitation and Hygiene

Overview

Government of Sindh (GoS) through the Planning and Development Department is implementing a six-year multi-sectoral Sindh Accelerated Action Plan for Reduction of Stunting and Malnutrition (AAP), with the objective of reducing stunting rate from the existing 48 percent to 40 percent by 2021. The European Union (EU), under the EU Commission Action Plan on Nutrition 2014, is supporting GoS in addressing the issue of malnutrition. Therefore, EU Brussels Office has approved the four-year Programme for Improved Nutrition in Sindh (PINS) to be implemented in ten districts of Sindh starting from February 15, 2018.

RSPN is leading the PINS Expected Results (ER) 3 component with four partners: Action against Hunger, National Rural Support Programme (NRSP), Sindh Rural Support Organisation (SRSO) and Thardeep Rural Development Programme (TRDP). This component includes nutrition sensitive interventions i.e. Water Sanitation and Hygiene (WASH) and Agriculture & Food Security (AFS).

RSPN organized a district-wise Print Media orientation workshop for selected journalists and key staff of the three implementing RSPs of the nutrition sensitive component. This orientation was held on 14-15 September, 2018 at NRSP Office Hyderabad and SRSO Complex Sukkur and on 29-30 September, 2018 at Makli Gymkhana, Thatta and TRDP Office, Dadu. This document outlines the proceedings of the orientation workshop.

Date	Districts Attending	Venue
14th September	Tando Allahyar, Matiari, Jamshoro	NRSP Hyderabad Office
15th September	Qambar Shahdadt, Larkana, Shikarpur	SRSO Complex, Sukkur
29th September	Tando Muhammed Khan, Sujawal, Thatta	Makli Gymkhana, Thatta
30th September	Dadu, Jamshoro	TRDP Dadu Office

Proceedings of the Workshop

Welcome & Introduction

The District-wise Print Media orientation Workshop began with the recitation of verses from the Holy Quran by a participant. After the recitation Ms. Rabab Jafar, Communications Officer PINS ER-3 welcomed the participating journalists to the orientation workshop. She then initiated and facilitated the round of introduction. The participants including staff from RSPN, key members of RSPs, DPOs and participating journalists all introduced themselves.

Objectives of the Media Orientation Workshop

Afterwards Ms. Rabab Jafar presented the following objectives of the orientation workshop to the participants:

- To Understand Nutrition and Malnutrition
- To Understand the Impact of Investing in Nutrition
- Develop an Understanding of the Nutritional Landscape of Pakistan and Sindh and the Interventions within the Province
- Get to know Programme for Improved Nutrition in Sindh and pivotal stakeholders
- Learn about PINS ER-3 and Nutritional Profiles of Districts
- The Role of Media and the PINS Print Media Campaign



Orientation workshop in progress at NRSP office, Hyderabad

Nutrition & Malnutrition

Ms. Safina Abbas, Knowledge Management and Reporting Officer PINS ER-3 gave a brief overview of what nutrition entails and discussed the essential nutrients necessary for a balanced diet. Participants were encouraged to share their views on good nutrition and the effects of lack of key nutrients. She explained that the two broad categories of malnutrition include undernutrition and obesity. Both these groups have a direct negative consequence in terms of disease, disability, brain development, educational attainment and income potential for individuals as well as communities. She mentioned

the indicators of malnutrition such as stunting, wasting and underweight and also discussed the factors of malnutrition.



Media Orientation at TRDP office, Dadu

Conceptual Framework

After a brief discussion on nutrition and malnutrition, Ms. Safina Abbas discussed the conceptual framework designed by UNICEF highlighting the social determinants of undernutrition. She explained that there are basic, underlying and immediate causes of maternal and infant undernutrition. The basic causes include sociocultural, economic and political context, inadequate financial, human, physical and social capital, household access to adequate quantity and quality of resources such as land education, employment, income, technology. The underlying causes include household food insecurity and inadequate care and feeding practices, unhealthy household environment and inadequate health services. The immediate causes include inadequate dietary intake and disease. These causes may lead to short-term consequences such as mortality, morbidity and disability or long term consequences on adult height, cognitive ability, economic productivity, reproductive performance, metabolic and cardiovascular disease. Furthermore Ms. Safina Abbas said that according to the conceptual framework there can also be intergenerational consequences of undernutrition.

1000 day window of opportunity

Afterwards Ms. Safina Abbas presented the concept of 1000 day window of opportunity. According to this idea the first 1000 days between pregnancy and a child's second birthday sets the life-long foundation for human capital and good health. She added that it is a crucial time period in which taking adequate nutrition is imperative. If not, the effects of undernutrition often become irreversible.

Why invest in Nutrition?

Afterwards, the question of why it is important to invest in nutrition was discussed. Ms. Safina Abbas said that Investment in preventing undernutrition helps build human capital and boost shared prosperity. She informed the participants that there are direct consequences of early nutrition programme on schooling, income, poverty and economy. She explained that some of the large scale actions that can have direct impact on nutrition include hygiene promotion, improved food production systems, access to safe drinking water, access to improved sanitation facilities, open defecation free environments, targeted behavior change, family planning, deworming, taking vitamin/mineral supplements, oral rehydration with zinc etc.

Nutritional landscape of Pakistan & Sindh

Afterwards Ms. Rabab Jafar presented statistics taken from National Nutrition Survey 2011 to give an overview of the nutritional situation in Pakistan and Sindh. She said that the numbers reflecting the prevalence of stunting, wasting and underweight are alarming. She then shared the details of maternal micronutrient deficiencies in pregnant and non-pregnant women across Pakistan and Sindh particularly with regards to Vitamin A and D deficiency, anemia and iron deficiency. Ms. Rabab Jafar said that these figures show that malnutrition is a big issue that people in Pakistan in general and Sindh in particular are currently facing. She informed the participants about interventions in Sindh for malnutrition. She mentioned that one of the interventions is GoS' Accelerated Action Plan for reduction of stunting and malnutrition. The goal of this intervention is to reduce stunting from 48% to 30% in first five years (by 2021) and 15% by 2026 in Sindh by increasing and expanding coverage of multi-sectoral interventions, that are known to reduce stunting in first five years of children's lives.

Overview of PINS & PINS ER-3

Followed by a discussion on nutritional landscape of Pakistan and Sindh, Ms. Rabab Jafar gave an overview of PINS and presented the following highlights:

- The Programme for Improved Nutrition in Sindh (PINS) aims to sustainably improve the nutritional status of children under five and of pregnant and lactating women in Sindh corresponding to the second target indicator of the Sustainable Development Goal (SDG) No 2.
- It is funded by the European Union and is spread over four years, starting in 2018 and ending in 2022.
- The Programme is being implemented in close collaboration with Government of Sindh's multi-sectoral Accelerated Action Plan for Reduction of Stunting and Malnutrition (AAP)
- PINS will build upon the social mobilisation approach to community driven development (CDD)
- PINS will focus specifically on capacitating the Government of Sindh so that it may efficiently implement its multi-sectoral nutrition policy while providing direct assistance to significantly and rapidly reduce malnutrition in rural Sindh.
- PINS is made of 3 components. ER-1, ER-2 and ER-3. Conseil Sante is responsible for ER-1 which is the technical assistance component that is concentrating on capacity building of the GoS and other stakeholders regarding nutrition-related policy/strategy development, coordination, implementation, adaptive research, data collection/analysis and communication. Action against Hunger is responsible for ER-2 with focus on nutrition-specific interventions addressing treatment of malnutrition from identification, outpatient

therapeutic programme care to nutrition stabilisation centres according to protocols – in health facilities supported by an outreach programme to screen children and women. RSPN is responsible for ER-3 i.e. nutrition sensitive component. This component focuses on interventions that will help create improved WASH infrastructures, implement climate-smart agriculture and strengthen food security in rural Sindh with active participation of native communities in a sustainable manner.

Building on the information shared about PINS, Ms. Rabab Jafar presented an overview of PINS ER-3 and discussed activities under the two components within PINS ER-3, WASH and Agriculture and Food Security. She also discussed the expected impacts and outcomes of PINS ER-3. She informed the participants that all activities under PINS ER-3 have been developed keeping in view the cross-cutting themes of gender integration, a rights-based approach and climate change, environment and disaster risk reduction.

She introduced the four implementing partners of PINS ER-3 and added that the following RSPs are responsible for implementation in the given districts under PINS ER-3:

- NRSP: Matiari, Thatta, Sujawal, Tando Allahyaar, Tando Muhammed Khan
- TRDP: Dadu and Jamshoro
- SRSO: Qambar ShahdadKot, Larkanan, Shikarpur

District Profiles

Afterwards, Ms. Safina Abbas discussed the nutritional profile of each district which included data on geographical coverage of PINS, population, poverty rate, WASH indicators such as access to drinking water and open defecation, improved sanitation facility and Nutrition indicators such as prevalence of stunting, wasting and underweight. She encouraged the participants to refer to information packs for information regarding PINS to avoid errors and redactions. A number of the participants questioned the accuracy of data presented and said that the numbers shown in the presentation do not reflect the ground realities.

The Role of Media in Nutrition Interventions

Afterwards, Mr. Allah Bux Arisar, the master trainer presented the role of media in nutrition interventions. He discussed the various ways in which media can contribute in highlighting nutrition interventions, such as raising public awareness, highlighting activities under interventions, encourage positive behaviors, developing special reports/features focusing on nutrition of women and children and working as an advocacy tool when engaging with local government.

PINS Print Media Campaign

Mr. Allah Bux Arisar, the master trainer emphasized that the participating journalists will write about nutrition related issues and generate debate to address them. He said that the participants will be encouraged to cover activities and will be facilitated by DPOs to go to the field at least twice a year. He mentioned that the DPOs will also follow up with the selected journalists every quarter and provide support as needed. Further the master trainer said that the features written by journalists will be used to target parliamentarians and other concerned departments.

Campaign Guidelines

Mr. Allah Bux Arisar, the master trainer presented the following key guidelines to the participants:

- Please ensure that necessary credit is given to the donor (European Union) and implementing partners. Include the statement:
- Funded by the European Union
- PINS is funded by the European Union
- Features published should also mention important details to make it more comprehensive
- Accompanying photographs/videos are encouraged but should be composed in a manner that adds value to the article.
- Taking consent from people who are being interviewed or photographed
- While sharing across social media following hashtags should be used.

#PINS	#EUinPakistan	#SDG2	#AAP
#ZeroHunger	#SocialMobilisation	#CommunityDrivenDevelopment	#WASH (when talking about WASH)
#CDD	#InvestinNutrition	#nutrition4growth	#foodsecurity (when covering agriculture)
#RSPN	#(RSP abbreviation)	#nutritionreport	#malnutrition

Closing Remarks, Feedback from Participants & Certificate Distribution

In her closing remarks Ms Rabab Jafar thanked journalists for attending the orientation workshop and said that if there are any clarifications to be made, journalists can contact the DPO or reach out to the communications officer and knowledge management and reporting officer via email. She asked the participating journalists to fill the feedback forms and hand it to administrator from RSPN. At the end of the orientation a certificate distribution ceremony was held in which the master trainer and RSPN staff distributed certificates to the participating journalists.

Feedback Results

A total of 115 participants including RSPs staff such as M&E officers, DPOs and journalists from various media groups attended 4 sessions and provided feedback on the workshop by filling the Participant's Feedback Form. The summary of feedback provided against each set criteria statements is depicted in the below given table.

Scaling on different sections of feedback form	The Objectives along with Purpose of the training were	Training workshop was participatory and interactive	Topics were covered (course content) was relevant and appropriate with practical	Content was organized and easy to understand / follow	Material distributed were sufficient and useful for	The facilitator(s) were knowledgeable about the	The participants were well prepared	The training objectives were met in connection with	Time allotted for session was sufficient	Physically facilities were adequate and comfortable /	Do you think you can effectively use the skills/information from	Do you think that your personal learning objectives have been	facilitator(s) address your queries relevant to technical
#Strongly Agree	47%	52%	43%	48%	43%	49%	39%	49%	49%	50%	51%	46%	49%
#Agree	50%	40%	47%	49%	50%	48%	56%	50%	44%	46%	45%	50%	48%
#Neutral	2%	8%	3%	2%	6%	3%	3%	1%	4%	3%	2%	3%	3%
#Disagree	2%	0%	5%	1%	2%	1%	2%	0%	3%	1%	2%	1%	1%
#Strongly Disagree	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	52%	100%

Key Findings

The key findings from the analysis of the participants presented in above give table are as following:

- 47% strongly agreed whereas 50% just agreed that the objectives of the orientation workshop were met.
- 52% strongly agreed, 40% percentage just agreed whereas 8% remained neutral while rating that participation of and interaction were encouraged in the workshop.
- 43% strongly agreed, 47% just agreed whereas 3% remained neutral, 5% disagree and 1% strongly disagree while rating that the topics covered in the workshop were relevant and appropriate.
- 48% strongly agree, 49% just agreed whereas 2% remained neutral, 1% disagree and 1% strongly disagree while rating that content was organized and easy to follow.
- 43% strongly agreed, 50% just agreed, 6% remained neutral whereas 2% disagreed that the material distributed were useful.
- 49% strongly agreed whereas 48% just agreed whereas 3% remained neutral however a minor portion of 1% disagree that the facilitators were knowledgeable about the orientation topics.
- 39% strongly agree while 56% agreed, whereas as 3% remained neutral and 2% disagreed that the participants i.e. journalist were well prepared.
- 49% strongly agreed whereas 50% just agreed whereas 1% remained neutral that the objectives of the training were met.
- 49% strongly agreed, 44% just agreed, 4% remained neutral whereas 3% disagreed while rating that the time allotted for the orientation was sufficient.

- 50% strongly agreed, 46% just agreed whereas 3% remained neutral nevertheless 1% disagree and 1% strongly disagree while rating that the room facilities for the orientation were adequate and comfortable.
- 51% strongly agreed, 45% just agreed whereas 2% remained neutral although 2% disagree while rating that they could effectively use the skills/information gained from orientation in their work.
- 46% strongly agreed, 50% just agreed, 3% remained neutral whereas 1% disagreed while rating the statement that whether the personal objectives of the participants were met.
- 49% strongly agreed, 48% agreed, 3% remained neutral whereas 1% disagreed that the facilitator(s) addressed the queries of the participants.

Areas of Improvement

On the basis of above the participant's feedback, the below areas of improvement are recommended for future orientations and trainings.

Time Management:

As shown in the summary table given above, a majority of the participants suggested that the time allotted for the sessions was not sufficient. It is highly recommended that adequate time for each session as well as overall orientation workshop should allocated keeping in mind the content and understanding level of the participants.

Provision of Relevant and Useful Material:

Although the majority of the participants agreed that the material provided in workshop were useful and relevant, however a participants in their subjective feedback recommended to provide additional relevant material in hard & soft form.

Content Organization and its Delivery:

The feedback of participants as shown in the above table suggest that the organization and delivery of the content of can be improved further making it easier for the participants to follow it. Further it was recommended by the participants that majority of the people engaged in Sindhi media, SO that the training workshop must be conducted in local Sindhi language.

Conclusion

In conclusion, the orientation workshop was conducted as per set agenda covering all of it items. Overall, the participants highly rated the majority of criteria statements. However, their feedback suggests that time-management; provision of relevant material; facilitation and encouragement of participation; and organization of content and its delivery need to be improved further.



Certificate distribution ceremony

Annex A: List of Participants

Sr#	Name of Participant	RSP / District
1	Saira Memon	NRSP
2	Fahad Ali Janwari	Jamshoro
3	Ighmaz Qureshi	NRSP
4	Mahboob Jarwar	Tando Allahyar
5	Ali Murad Chandio	Jamshoro
6	Mukarram Raz	Matiari
7	Rhushad Bughio	Matiari
8	Ali Nawaz Lakho	Matiari
9	Shahbaaz Ali	Jamshoro
10	Faiz Memon	Jamshoro
11	Pervaiz Memon	Jamshoro
12	Sarwar Khaskheli	Jamshoro
13	Nadeem Mangrio	Matiari
14	Hussain Memon	Matiari
15	Raheel Dahri	Matiari
16	Azahar Solangi	Matiari
17	Suhbat Sohail Rajput	Matiari
18	M.Qasim Qambrani	Matiari
19	Rustam Samoo	Jamshoro
20	Moolchand	Tando Allahyar
21	Ghulam Rasool	Tando Allahyar
22	Waquar Ali	Tando Allahyar
23	Waheed M	Tando Allahyar
24	Daleep Kumar	Tando Allahyar
25	Wafa Majid Arisar	Tando Allahyar
26	Irfan Hussain Memon	Tando Allahyar
27	Huzoori	Tando Allahyar
28	Imtiaz Hussain	Tando Allahyar
29	Yaseen Ahmed Mashori	Larkana
30	Athar Ali Sandeelo	Larkana
31	Shabeer Ahmed Mugheri	Larkana
32	Amir Ali Dero	Larkana
33	Javed Ali Shah	Larkana
34	Raja Gadani	Larkana
35	Yasir Mangi	Larkana
36	Shahbadin Jatoi	Larkana
37	Fareed Qazi	Larkana
38	Lala Barakat Ali Baloch	Larkana
39	Raja Rehan Lashari	Kambar Shahdadkot
40	Zameer Kharal	Kambar Shahdadkot

41	Ghulam Muhammad Masson	Kambar Shahdadkot
42	Shahid Awan	Kambar Shahdadkot
43	Muharam	Kambar Shahdadkot
44	Shah Muhammad babar	Kambar Shahdadkot
45	Akhilq Ahmed chandio	Kambar Shahdadkot
46	Sahil Sikander	Kambar Shahdadkot
47	Abdul Gani Magsi	Kambar Shahdadkot
48	Attaullah pandrani	Kambar Shahdadkot
49	Sultan Ahmed Rind	Shikarpur
50	Raheem Bux Jamali	Shikarpur
51	Waheed Ahmed Birohi	Shikarpur
52	Abdu Khaliq Soomro	Shikarpur
53	Jawed Ahmed Rahojo	Shikarpur
54	Sarang Bapar	Shikarpur
55	Altaf Larak	Shikarpur
56	Hidayatullah Mahar	Shikarpur
57	Nisar Jagerani	Shikarpur
58	Dildar Tanwiri	Shikarpur
59	Razzaqe Birohi	Shikarpur
60	Waheed Phulpoto	Shikarpur
61	Ghulam Mustafa Memon	Dadu
62	Hameed Shakeel	Dadu
63	Mukhtiar Chandio	Dadu
64	Ali Gul Khoso	Dadu
65	Ishan Birahmani	Dadu
66	Wafa Birahmani	Dadu
67	Asif (General Secretary)	Jamshoro
68	Zulifqar Mengal	Jamshoro
69	Mir Muhammad Khokhar	Jamshoro
70	Shafqat Khokhar	Jamshoro
71	Adam Mengal	Jamshoro
72	Imdad Ali Kaushik	Dadu
73	Niaz Chandio	Dadu
74	Ali Asghar	Dadu
75	Pir Bux Babar	Dadu
76	Asif Jamali	Dadu
77	Mumtaz Ali Lashari	Thatta
78	Tariq Ahmed Shahid	Thatta
79	Amar Lal	Thatta

80	Abul Razzaque	Thatta
81	Ilmuddin Rind	Thatta
82	Muhammad Moosa	Sujawal
83	Aakash	TM Khan
84	Imtiaz Ali	TM Khan
85	Ghulam Murtaza	Thatta
86	Sikander Ali	Sujawal
87	Qadir Bux Kehro	Sujawal
88	Ghulam Nabi	Sujawal
89	Sultan Farooqi	Sujawal
90	A.Ghafoor	Sujawal
91	Abdullah Ranu	Thatta
92	Ghulam Hyder Jogi	Thatta
93	G M Nabi	Thatta
94	A.Aziz Lashari	Thatta
95	Qadir Bux Khalifo	Thatta
96	Ramzan Shoro	TM Khan
97	Ali Bahadur	TM Khan
98	Madad Ali	TM Khan
99	A.Sattar Umrani	Sujawal
100	Nooral Wadho	TM Khan
101	Hyder Shoro	TM Khan
102	Faheem Gul	Sujawal
103	Ghulam Hussain	TM Khan
104	M.Ansar	TM Khan
105	Gul Muhammad	TM Khan
106	Zahid Hussain Soomro	Sujawal

Annex B: Agenda

PROGRAMME FOR IMPROVED NUTRITION FOR SINDH In close collaboration with the Accelerated Action Plan, Government of Sindh

District-wise Print Media Campaign Orientation Workshop for Selected Journalists and Key RSP Staff

Time	Session	Contents & Expected Outcome	Facilitator
0830 - 0840	Participant Attendance	The participants will register themselves on provided attendance sheet.	<u>Safina</u>
0840 - 0845	Recitation from the Holy Quran	One of the Participants will recite verses from the Holy Quran	Volunteer
0845 - 0915	Introduction of the Orientation Objectives	Participants will be able to understand the contents to be covered in the session	Rabab
0915 - 0945	Defining Nutrition and Malnutrition	Participants will learn how to correctly define malnutrition and nutrition as well as the factors that impact nutrition	<u>Safina</u>
0945 - 1000	Investing in Nutrition	Participants will learn the impact of nutrition as well as the best phased actions to reduce malnutrition	<u>Safina</u>
1000 – 1030	Tea Break		
1030 – 1100	Nutritional Landscape in Pakistan and Sindh and Related Interventions	This will delve into the current standing of Pakistan and Sindh with regards to nutrition as well as the interventions taking place within the province.	Rabab/Allah Bux <u>Arisar</u>
1100 - 1130	Get to Know PINS and its Pivotal Partners	Participants will be briefed about PINS, the components that make it as well as the stakeholders involved	Rabab
1130 - 1300	PINS ER-3 Activities and District Profiles	Participants will delve into the different activities as part of the intervention and given a district profile that would enhance their reporting	Rabab/ <u>Safina</u> /Allah Bux <u>Arisar</u>
1300 - 1430	Lunch Break		
1430 - 1515	The Role of Media/How are things Reported	Participants will learn how the role of media can help support the intervention	Allah Bux <u>Arisar</u>
1515 - 1545	PINS Print Media Campaign	Understand what the PINS print media campaign entails	Rabab
1545 - 1615	Campaign Guidelines	Things to keep in mind while reporting about PINS (consent, hashtags)	Rabab

Annex C: Definition of EU

Definition of European Union: “The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders”.

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The European Union (EU), under the EU Commission Action Plan on Nutrition 2014, is supporting GoS in addressing the issue of malnutrition. The EU has approved the Programme for Improved Nutrition in Sindh (PINS) to be implemented in ten districts of Sindh which include Shikarpur, Thatta, Kambar Shahdadkot, Larkana, Dadu, Jamshoro, Matiari, Sajawal, Tando Allahyar and Tando Muhammad Khan.

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