



## PROGRAMME FOR IMPROVED NUTRITION IN SINDH

To support the Accelerated Action Plan (AAP), Government of Sindh

# THE PINS PULSE

March 2020

The European Union-funded Programme for Improved Nutrition (PINS) aims to sustainably improve the nutritional status of children under five and of pregnant and lactating women in Sindh through institutional strengthening and building capacity of the Government of Sindh, by providing support to multi-sectoral nutrition policy, strategies and governance frameworks, for effective implementation of nutrition-specific and nutrition-sensitive interventions.

### Agriculture Entrepreneurs Step Up to Help Families in Need

Amid panic and fear left by the COVID-19 outbreak, Agriculture Entrepreneurs (AE) trained under the nutrition-sensitive component have taken it upon themselves to help families residing in their VO's finding it difficult to make ends meet.

Under normal circumstances, AEs teach households about kitchen gardening at the Farmer Field Schools (FFS) which they manage. AEs also sell the vegetables and seedlings they cultivate to the community at less than market rates, giving them access to seasonal organic produce and encouraging them to grow at their own kitchen gardens.

AEs like Hudbar Ali from VO Othwal, Larkana harvested vegetables from his demonstration plot. Seeing as how families were finding it difficult to afford fresh vegetables and to discourage them from going to the market as part of social distancing, he divided the brinjal, cauliflower and onion that he harvested and distributed them to 30 families instead of selling them as part of his own income. This has kicked off a profound trend, where AEs across PINS' target districts are reaching out to fellow community members with produce that they can spare during this difficult time while inspiring the rest of us with their kindness and generosity.



Hudbar hands out veggies (bottom) from his FFS where he conducted sessions prior to the outbreak (top)



### Development of Animated Videos to Effectively Disseminate Message on COVID-19

As part of its support to WASH and Education sectors of AAP, PINS has undertaken to develop an animated video as an effective means to disseminate COVID-19 prevention messages. The idea was the brainchild of the EUD's Nutrition and Rural Development Advisor and the concept was elaborated along with PINS and Particip (EUD's communication consultant). This will be implemented by PINS. The aim of these videos in Sindhi and Urdu with subtitles in English, is to effectively communicate to the masses, measures such as hand washing, social distancing to reduce the spread of COVID-19 and for better health. It will include the message that washing hands helps reduce the spread of COVID-19 as well as other diseases such as typhoid, diarrhea and cholera.

The animated videos are expected to educate the public in an interesting and engaging manner. PINS has discussed possible collaboration with the **Provincial Information Department** for dissemination, social behavior change communication (SBCC), visibility in a meeting between their Secretary and Chief Advisor/ Team Leader of PINS Policy, and is likely to materialize.

### PINS Raises Awareness on COVID-19 Outbreak through Community Sessions

PINS as a part of Sindh WASH Sector partners actively engaged in the COVID-19 response in rural areas that it operates in with its implementing RSPs – NRSP, SRSO and TRDP.

The prevention messages were designed, developed and customised by consulting active players including UNICEF Pakistan. The messages were developed for both smart and cell phone users (in print and audio) in Urdu and Sindhi and were disseminated through the field staff and members of the community institutions that PINS works with.

Community Resource Persons (CRPs) also incorporated these messages as part of their regular community awareness sessions modifying session structure to ensure safety protocols such as reducing number of participants, social distancing and reiterating key hygiene messages, specifically on handwashing.



A CRP conducts a Community Awareness Session

## PINS Organizes Launch of SBCC Toolkit and Annual Review Meeting

PINS held its Annual Review meeting and Nutrition-Specific Social and Behaviour Change Communication (SBCC) toolkit launch on 10 March 2020. GoS AAP Deputy Programme Coordinator Mr. Muhammad Yousif Shaikh, GoS AAP Coordinator Health Dr. Sahib Jan Badar, Regional Director of Operations Action Against Hunger (ACF) Mr. Christopher Aaron Golden, Chief of Party ACF Dr. Ayesha Aziz, and Senior Manager Social Sector RSPN Mr. Bashir Anjum, were among the speakers.



Mr. Muhammad Yousif Shaikh, spoke about the nutrition-specific activities. In doing so he recognized the role of Community Health Workers (CHWs) as crucial to encourage mothers to adopt healthier habits and follow treatments. He promised the PINS Nutrition-Specific SBCC Toolkit would be used in all districts of Sindh.

Dr. Sahib Jan Badar envisioned that the SBCC toolkit would be instrumental in promoting behaviour change at individual, household and community levels. They thanked the European Union for its generous and ongoing support to the GoS.

Mr. Christopher Aaron Golden highlighted that PINS has contributed to addressing malnutrition in Sindh by providing treatment to more than 5,300 children aged under five, suffering from severe acute malnutrition (SAM), at 262 outpatient therapeutic (OTP) sites established in eight districts of Sindh.

### PITE- SELD: Resource Material Development for induction training

During the COVID-19 crisis, PINS is continuing to support the Provincial Institute of Teacher Education (PITE) with resource material development on nutrition as part of the Teachers' Induction Training Programme of PITE and School Education Literacy Department (SELD).

Chief Advisor/ Team Leader PINS, Mr. Muhammad Zeeshan Tariq and Senior Education Expert, Ms. Amima Sayeed held discussions with the Director General PITE and their faculty in Nawabshah. Subsequently Ms. Amima also observed the on-going teachers' induction training and mapped the areas where nutrition could be integrated into the training programme. The support is being carried out through an iterative and inclusive process, which is closely coordinated with the DG and PITE's faculty.

As part of its support to Education, PINS has already developed chapters on nutrition for the mandatory text books for grades IX and X.

### Implementation Updates March 2020



**4,515**

Number of admissions at OTP sites



**4,322** children cured, **204** children under 5 suffering from Severe Acute Malnutrition treated at Nutrition Stabilization sites.



**11,005**

Community awareness sessions conducted by Community Resource Persons



**3,770**

Households supported with vegetable seeds for kitchen gardening



**156**

Communal water sources chlorinated



**49**

Low-cost disaster-resilient demo latrines constructed



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