

Priority Revenue Expansion Initiatives

Proposal Summary Document			
Project Title: MEETING THE NEEDS OF U3Y WITH SPRINKLES DISTRIBUTED BY LHW			
Region: SOUTH ASIA		Country: PAKISTAN	
Geographic Scope: PH 1: 1 district from each of the 4 provinces; PH2: National scale-up including AJK, FATA, FANA			
Objective: To scale-up efforts to combat IDA and other MN deficiencies, including Vit. D, among infants and young children in Pakistan through the distribution of <i>sprinkles</i> (single dose sachets of multiple-MN) through the Lady Health Worker program.			
Target Beneficiaries: 7 million children 6-36 months of age in Pakistan			
Period: PH 1: MAR04 to FEB06; PH2: MAR06 to FEB08			
Budget (USD): PH 1: \$3.8 million			
Potential Partners		Role of Partners	
		Funding Amount (USD)	
		<u>Through MI</u>	<u>Parallel</u>
		<u>In-Kind</u>	
1. Greenstar: Prodn; Distribution; Training		PH 1: 200,000	TBD
2. MI: Program oversight; Research; Monitoring		PH 1: 3,600,000	
3. DFID / World Bank			
Project Description:			
<ul style="list-style-type: none"> • Design and implement programs for distribution of Sprinkles to children aged 6-36 months in one district from each of the four provinces of Pakistan as a prelude to gradual/phased scale-up to the entire country including AJK, FATA & FANA; and to evaluate the implementation process as well as its impact on reducing IDA. • Distribution will be via two parallel mechanisms: (i) Government distribution through the national “Ladies Health Workers Programme”; and, (ii) NGO/private sector distribution. The “Ladies Health Workers (LHW) Programme” is a grass roots rural community initiative to 1) bridge the gap between communities and health facilities to bring about ‘community mobilization for health’; 2) To provide preventative and curative primary health care services with greater emphasis on women and child health; 3) To improve the nutritional standard of women and children; 4) Integrate existing vertical health programs. There are currently 72,000 LHWs, with a planned increase to 100,000 within the next year. Each LHW is responsible for about 1000 individuals in her community, of which approximately 5-6% are under two years of age for whom no intervention/ activity exists under the LHW or other National Health programs. Thus, through the facilities of the LHWs there is the potential to reach around 6-7 Million infants and young children throughout Pakistan. • Project Components: A. Social Marketing; B. Advocacy; C. Scale-up • The distribution will use the facilities of the national LHW program and Nutrition Branch/Section of the Greenstar Social Marketing Company. 			
Status of Project:			
A detailed budget, implementation plan with time lines has been developed for PH1 (2004-2005) and also the gradual scaled up phase of the proposed project in Pakistan after the decision on the names of the districts. The national Secretary of Health has requested that MI begin scale-up as soon as possible and the national WB representative has shown an interest in funding the first phase of the programme as part of the USD75 million LHW Enhancement Project.			
Next Steps: Project Proposal for PH 2 to be finalized and with concept note submitted with LHW Innovation fund review. Responsible Person: Dr. Noor Khan			