

## Annex 2-A: Outreach, social mobilization and information dissemination campaigns

In order to reach maximum beneficiaries, PHCIP-PSPA took several initiatives, details of which is as under:

### a. Branding of Health Facilities

PHCIP-PSPA ensured health facilities branding with Aaghosh Program interventions in the form of leaflets, posters, standees and banners. Out of 520 health facilities, 498 (96%) Health facilities were covered as detailed below:

S. #	Districts	Total Health Facilities	Covered Health Facilities	Percentage
1	Rahimyar Khan	126	126	100%
2	Bahawalpur	91	91	100%
3	Muzaffargarh	90	83	92%
4	Rajanpur	42	36	86%
5	Mianwali	56	51	91%
6	Bhakkar	49	45	92%
7	DG Khan	66	66	100%
<b>Total</b>		<b>520</b>	<b>498</b>	<b>96%</b>

### b. Outreach, Social Mobilization and Information Dissemination Campaigns

PHCIP-PSPA conducted multiple SMS campaigns to engage and sensitize active BISP beneficiaries to enroll them in PHCIP's Aaghosh Program, details of which are as follows;

S. #	Description	Beneficiaries Engaged	SMS sent on
1	SMS to active BISP beneficiaries as per NSER data	1,157,710 BISP beneficiaries	March 17, 2022
2	SMS to the Registered PLWs for wallet creation at HBL Konnect cashpoints	18,083 registered PLWs	April 06, 2022
3	SMS to the Registered PLWs for wallet creation at HBL Konnect cashpoints	22,266 registered PLWs	May 17, 2022
4	SMS to BISP beneficiaries (excluding those who are already registered in Aaghosh Program)	883,216 BISP beneficiaries	June 01, 2022

As a result of successful SMS campaigns, rapid increase in the enrolment of BISP-HHs PLWs was observed. Given that 50,519 visits made by PLWs, at Health Facilities (HFs) during March 17, 2022 to June 13, 2022. Similarly, an increase in the wallet creation of registered PLWs was also observed.

### c. Aaghosh Letter to Potential Beneficiaries

PHCIP-PSPA developed a letter to inform, involve and engage active BISP beneficiaries to enroll themselves in Aaghosh (H&N CCT) Program. It was decided that out of 7 project districts (Phase 0-1) initially letters will be sent to Bhakkar and Mianwali districts. Same activity will be replicated in the remaining project districts after measuring the response of the BISP beneficiaries and assessing its impact based on increase in PLWs enrollment in Aaghosh Program. Letters to 138,738 beneficiaries in project districts of Mianwali and Bhakkar will be dispatched by the June 30, 2022.

**d. Aaghosh Communication Kit**

With an objective to engage and encourage field Health Staff to mobilize PLWs in Project districts, PHCIP-PSPA designed and developed Aaghosh Communication Kit for Lady Health Workers, Lady Health Visitors and Lady Health Supervisors. The Aaghosh Communication Kits are being dispatched and delivered in Bhakkar and Mianwali districts on 25<sup>th</sup> June 2022. Whereas, the distribution plan of these Kits will be made by the District Coordinators – IRMNCH (who are nominated as Focal Persons nominated by Component Manager PHCIP-P&SHD).

**e. Social mobilization initiatives by the Health Component**

Health Department also started a targeted social mobilization campaign in District Mianwali and Bhakkar by using a Union Council-wise list of potential beneficiaries provided by PHCIP-PSPA. LHSs of respective district were requested to initiate door to door campaign through LHWs and report within next 15-21 days from February 17, 2022. Similarly, door-to-door campaign based on NSER lists will be started in remaining districts by August 2022.

In addition to door-to-door campaign, SMS service was started to educate potential beneficiaries and to attract them to nearby health facilities. Two kinds of SMSs were sent to all beneficiaries by Health Component.

- o General Information about the Project
- o Reminder for medical checkups