



# THIRD QUARTERLY PROGRESS REPORT

July - August - September **2022**





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# 1. Background

The Punjab Human Capital Investment Project (PHCIP), a World Bank-funded project initiated by the Government of Punjab, aims to support the implementation of key investments in health, education and social protection for human capital accumulation in Punjab. A multi-sectoral, three-component project, PHCIP aims to improve the quality of life for underprivileged and vulnerable households - its development goal is to enhance access to and usage of quality health services, as well as implement economic and social inclusion initiatives in targeted regions through educational and monetary interventions. The Project is being implemented in 11 districts of Southern Punjab with the support of three implementing agencies, namely the School Education Department (SED), Primary & Secondary Healthcare Department (P&SHD) and Punjab Social Protection Authority (PSPA) as being the lead implementer.

PHCIP comprises of three main components: Component-I: Quality of and Access to Healthcare Services (Aaghosh), Component-II: Economic Inclusion (Khud Mukhtar) and Component-III: Social Inclusion for Education (Bunyard). The objective of the Punjab Human Capital Investment Project (PHCIP) is to upgrade existing Government health facilities and increase the utilization of quality health and education services, as well as economic and social inclusion programs, among poor and vulnerable households who are registered beneficiaries of the Benazir Income Support Program (BISP) in select districts in Punjab.

The Project targets the following areas of work.

**Quality of Healthcare Services** - Any individual can visit a primary healthcare facility to avail healthcare services under H&N CCT. A pregnant or lactating woman, or a parent of children up to 2 years of age from BISP beneficiary households, as identified through the National Socio-Economic Registry (NSER), is what qualifies her to be an Aaghosh beneficiary. The NSER is currently being updated; however, until the new NSER data becomes available, the Project will use existing data to target beneficiaries. Beneficiaries enrolled on the basis of the old NSER will continue to stay in the program for a period of two years, even if the new NSER exits them from the BISP program.

**Economic Inclusion (EI):** An eligible beneficiary of the Labor Market Readiness (LMR) package is a parent whose age is between 18 and 29, with at least one child under 5 years of age, from BISP beneficiary

households, as identified through the NSER. An eligible beneficiary for the livelihood support grant will be a beneficiary who has completed the LMR package.

**Social Inclusion for Education (SIE):** Any child of age under 5 living in the target communities is eligible to be enrolled in ECCE.

Since the recruitment of Spectrum VMLY&R on December 7th 2021, the Agency has delivered multiple creative and communication assets in the last two quarters. This report focuses on the third quarter deliverables. During the third quarter, unconditional flood situations occurred in the targeted locations. In the meantime, the Agency tried to cover the required deliverables between July and September 2022 as responsibly as the Agency could. This report comprises the activities initiated for the Project related to creative and communication designs covered in the third quarter. It includes detailed information about the deliverables carried out during the period.

# 2. Introduction

Spectrum as the Creative Communication Firm (CCF), initiated the responsible tasks according to the RFP committed deliverables. In the past two quarters, the Agency has started working on Diagnostic Report to identify the communication channels by understanding the media behavior of the targeted audience of Punjab. In the meantime, Agency paused the work on Inception Report till the completion of the Diagnostic Report. Apart from the research and reports, the Agency has attempted multiple activities, including designing IEC materials for Aaghosh, Bunyard, and Khud Mukhtar, positioning concepts for all three components, brand guidelines, branding materials for Aaghosh, Bunyard, and Khud Mukhtar. The Agency also designed and established the PHCIP website and social media platform to engage and inform the audience regarding the development of the Project.

The third quarter presented a significant challenge as the targeted regions of Punjab grappled with unfortunate flood conditions resulting from heavy rainfall in the districts. Given the unpredictable situation on the ground, the planned on-ground activities had to be temporarily suspended. However, the Agency swiftly adapted its approach to effectively communicate the key messages of the Program through alternative means. Recognizing the critical importance of health and hygiene of both mother and child, this theme was prominently incorporated across all the deliverables mentioned below in the report.



## 2.1 Diagnostic Report

The purpose of this diagnostic review report is to create effective communication strategies to reach the beneficiaries and stakeholders of the Project. By presenting available data on the media and information usage habits of audiences in the target regions, we are able to leverage this information to better engage and mobilize communities towards the Project's developmental objectives. The media habits were determined based on the affordability and accessibility of resources, ensuring that our communication channels align with the audience's preferences.

Over the past two quarters, the Agency conducted extensive primary and secondary research to identify the communication channels that align with the media behavior of the target audience in Punjab. Building upon these findings, the Agency developed the Diagnostic Report, which consolidates the analysis and data in a report format.

During the third quarter, the finalized Diagnostic Report has been submitted to the PHCIP team for review and approval. We are pleased to share that the PHCIP team approved the Diagnostic Report, recognizing its value in guiding our communication efforts.

With the insights gained from the Diagnostic Report, we are well-equipped to develop tailored communication strategies that effectively reach and engage the target audience, fostering a deeper understanding of the Project's objectives and encouraging active participation.

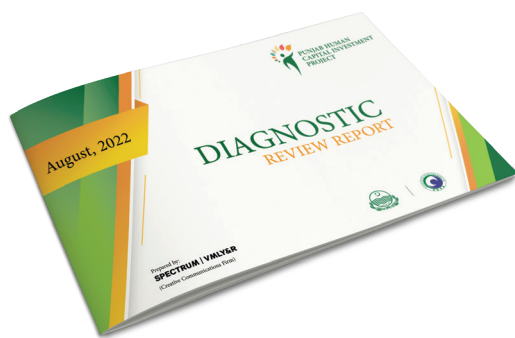


Image 1: Final Diagnostic Review Report for further references see Annexure 5 images – I

## 2.2 360 Degree Communication Proposal for Aaghosh

Based on the insights gathered from the Diagnostic Report, the Agency formulated a strategic and comprehensive 360 Degree Communication

Plan specifically designed for Aaghosh. The plan took into account the identified touchpoints and areas of focus, aiming to create impactful and effective communication content that resonated with the target audience. To address the customers' pain points and deliver the intended messages, the Plan proposed a variety of communication channels and engagement strategies. It suggested on-ground activities to directly interact and engage with the target audience in the 11 select regions. The Plan included innovative approaches such as rickshaw and bus branding to ensure maximum visibility and reach. It also included a list of creative materials/platforms for communication, such as:

- Branding of Health Facilities/Centers
- Banners and Steamers
- Aaghosh Branded Float
- Family Mela Gathering
- Docudrama
- Health and Hygiene Week
- Community Outreach Program
- Puppet Show

In order to effectively convey the key messages related to Aaghosh Program, the Plan proposed the production of single-message short videos and radio spots. These audiovisual elements will serve as powerful tools to communicate the Project's objectives and benefits to the audience.

To add authenticity and connect with the audience on a personal level, the Agency suggested as well as planned to visit the field and record videos and sound bites featuring beneficiaries and individuals involved in the Project. These testimonials and real-life stories will contribute to the production of creative and compelling material to engage the target audience during the campaign. Unfortunately, due to the unforeseen and devastating flood circumstances, the implementation of the Communication Plan had to be put on hold.



Image 2: Title cover of the creative communication plan for Aaghosh for further references see Annexure 5 images – II, III, IV, V and VI





## 3. Activities Carried Out During the Reporting Period

Along with the initial deliverable of the Diagnostic Report, Spectrum VMLY&R has executed various creative communication materials during the period. The delivered materials are mentioned and discussed below:

### 3.1 Branding & Visibility Guidelines

Spectrum VMLY&R undertook the development of a comprehensive set of Brand Guidelines for the PHCIP corporate brand in previous quarters. The Agency meticulously crafted all aspects of the Brand Guideline, including the title cover, page structures, content, and visual elements. These guidelines were designed to provide a cohesive, comprehensive and unified brand identity for PHCIP and its components.

During the third quarter, the Agency finalized the design of the Brand Guidelines and submitted it to the PHCIP team for review and approval. The Brand Guidelines encompassed essential elements such as logo usage, color palettes, typography, and imagery guidelines. The primary objective was to establish a consistent and unified visual identity for the Project across different communication channels. By adhering to these Guidelines, we can effectively engage the target audience, as they have a strong affinity for visuals and possess a good understanding of visual elements. Consistency in color scheme, taglines, and overall adherence to the Brand Guidelines facilitates effective communication with the audience.

The PHCIP team reviewed and approved the Brand Guidelines, recognizing their significance in establishing a strong and recognizable brand identity for the Project. The approved Guidelines serve as a valuable resource for all stakeholders involved in creating communication collaterals and materials, guaranteeing the correct and consistent application of the PHCIP brand identity and logomark across different platforms and media.

The finalized Brand Guidelines provide a roadmap for maintaining a coherent and impactful brand image, fostering recognition of a unique identity and trust among the target audience and stakeholders. By adhering to these Guidelines, the Agency and other partners involved in the Project would be able to effectively communicate the essence and

objectives of the PHCIP project while upholding its visual identity standards.



Image 3: Title cover of the Branding and Visibility Guidelines – Final Approved Version

### 3.2 Redesigning Aaghosh IEC Materials

In the third quarter, the Agency redesigned the IEC material for the Aaghosh program, producing detailed illustrations. The revised IEC materials include banners, posters and standees. The materials have been divided into two sets of designs reflecting pre-natal and post-natal stages. Materials for the pre-natal stage has been adapted in a set of designs using the color blue to define the healthcare of pregnant women. For the post-natal stage, the Agency adapted the design concept in green color tone to highlight the benefits of newborn check-ups as well as complete immunization to appeal to the target audience visually and easily communicate the message. Later, the banner designs for the Aaghosh program was also adapted into two formats, one in typography and one in illustration, to explain the program benefits in detail to the target audience. Aaghosh – new designs with improved detailed graphics were developed, and the design is in the approval stage. Following the earlier brief, communication was divided into three stages - getting registered into the Program by visiting the Union Council, visiting the BHUs for check-ups during pregnancy, and, following safe delivery at the BHU, 8 visits for child vaccinations. Besides regular IEC material, the Agency proposed and submitted design options for approval.



Image 4: Banner Design of Aaghosh for further IEC material references see Annexure 5 images – VII

### 3.3 New IEC Materials for Bunyad

To connect with the target audience for Bunyad, the Agency designed the new IEC material in the third quarter for the Bunyad program. The Agency designed the A4 Brochure for the concerned authorities to create awareness. The Agency also designed and developed banners for placement in close proximity to schools to increase engagement and build awareness regarding the benefits of the Bunyad program. The Agency designed banners, tri-fold flyers, posters, and standees describing Bunyad program benefits in detail and also informed the audience about incentivizing parents for enrollment. The complete set of IEC materials, including the flyer, A4 brochure, poster, banners, and standee, were designed based on illustrations.



Image 5: A 4 Bunyaad Brochure Design for further New IEC material references see Annexure 5 images – VIII

### 3.4 Brochures for Aaghosh and Khud Mukhtar

#### Aaghosh:

During the third quarter, the Agency focused on community awareness by designing an A4 brochure for the Aaghosh Program, which is a adapt of Aaghosh two-fold flyer design. This brochure was specifically created to inform stakeholders and Government officials about the program. The design effectively highlighted the healthcare benefits available for pregnant and lactating women, as well as the vaccination process for children up to 24 months old. By consolidating all the relevant information in one brochure, we aimed to educate and engage the audience in a comprehensive manner.



Image 6: A 4 Aaghosh Brochure Design

#### Khud Mukhtar:

In the third quarter, the Agency focused on raising awareness about the Khud Mukhtar program by designing an A4 Brochure. This brochure, adapted from the two-fold flyer design, was developed to effectively communicate the Program's benefits to stakeholders and Government officials. The key messages emphasized self-employment opportunities, aiming to create community awareness and empower individuals through economic initiatives. By highlighting the Program's objectives and opportunities, the brochure aimed to engage and inform the target audience about the Khud Mukhtar program.



Image 7: A 4 Khud Mukhtar Brochure Design



Image 8: Aaghosh Flyer Design

### 3.5 Redesigned Flyers, Tri-folder and Standee for Aaghosh

During the third quarter, the Agency focused on promoting the benefits of the Aaghosh program, particularly in terms of healthcare for pregnant women. To effectively communicate this information, the Agency designed an A4 Single Page Nutrition Flyer specifically targeting pregnant women. The flyer aimed to provide concise yet comprehensive information about the Program's benefits.

In addition, the Agency developed a tri-fold brochure for the Aaghosh program, which served as a compact and informative document for the target audience. This brochure introduced the program, outlined its benefits, and encouraged prospective audiences in the region to take advantage of its offerings.

Furthermore, in the same quarter, the Agency took the initiative to enhance the Aaghosh tri-fold brochures by incorporating detailed illustrations for the beneficiaries. This illustration approach aimed to better highlight the Program's benefits and engage the target audience effectively.

Additionally, the Agency redesigned two standees that were initially created to emphasize the importance of the child's first 1000 days and the nutritional needs of pregnant women during pregnancy. These standees were later adapted with enhanced illustration to provide a more visually appealing and informative concept.

Through these various design efforts, the Agency aimed to increase awareness and understanding of the Aaghosh program's benefits among the target audience.



Image 9: Aaghosh Tri Folder Design



Image 10: Aaghosh Standee Design



### 3.6 Aaghosh Program – 4-Stage Check-Up Schedule

In line with the theme of promoting the health and hygiene of pregnant women and children, the Agency has created visual charts illustrating the stages of the check-up schedule for the Aaghosh Program. These charts clearly outline the specific time frames for monitoring pregnant women and emphasize the importance of regular visits to BHUs and HFs. The stages are divided into four categories: the first stage covers months 1-3 of pregnancy, the second stage includes months 4-6, the third stage focuses on the 8th month of pregnancy, and the final stage highlights the need for a check-up in the 9th month. These visual aids serve as a helpful reference for beneficiaries, ensuring they follow the recommended schedule for proper prenatal care.



Image 11: Aaghosh 4 Stage Check – up Schedule

### 3.7 Aaghosh Display Card Design

During the third quarter, the Agency emphasized the significance of health and hygiene for both mothers and children, which served as a

prominent theme across our communication efforts. As part of the Aaghosh Program, the Agency designed a dedicated 'Display Card' with a special focus on pregnant women. The primary goal behind creating this Display Card was to visually guide, attract, and educate the target audience about the various stages of the Program, enabling them to understand and avail the benefits.

The Display Card effectively communicates the eligibility criteria and registration process for pregnant women, providing them with a clear and visually appealing storyline of the step-by-step activities involved in the Aaghosh Program. By creating a visual journey map, the Display Card helps pregnant women easily understand the process and the necessary steps to follow.

The purpose of the Display Card is to empower pregnant women with the knowledge they need to actively participate in the Aaghosh Program. It serves as a valuable tool in promoting awareness, guiding pregnant women through the program's various stages, and ultimately ensuring they receive the maximum benefits and support available to them.



Image 12: Aaghosh Display Card Design

### 3.8 Baby Nutrition Chart for Aaghosh

In the third quarter, the Agency designed the Baby Nutrition charts for the Aaghosh Program to educate pregnant, lactating, and young mothers. The Chart reflects the information regarding important nutrition intake for a child aged 6-9 months, 9-12 months, and 12-24 months. The Chart also offers guidelines to learn more about what, how much, and when to feed the infant. Good nutrition during the first 2 years of life is vital for healthy growth and development. Starting good nutrition practices from an early age can help children develop healthy dietary patterns.



Image 13: Aaghosh Baby Nutrition Chart Design

### 3.9 PHCIP Infographic Charts

Infographics are the best representation of information to make data easily understandable at a glance. For this purpose, the Agency designed Infographic Charts for the PHCIP Project. The Agency designed and developed Performance Indicator Graphs and Single Sheet PHCIP Project Infographic for better visualization of information in relation to the PHCIP Project.

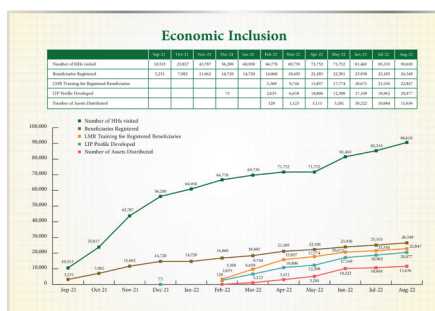


Image 14: Infographic Chart designs for further references see Annexure 5 images – IX

### 3.10 PHCIP Illustration-Based Videos for Digital Media

To capture the audience's attention and maximize engagement on social media platforms like Facebook and Twitter, the Agency recognized the effectiveness of illustration-based videos. These types of videos have proven to be highly engaging and successful in conveying messages. With this in mind, the Agency embarked on producing illustrative videos for the PHCIP components, incorporating the same illustrations used in the IEC materials. Additionally, voiceovers were added to enhance the impact of the videos.

For the Aaghosh component, the Agency developed three illustration-based videos. Each video focused on different aspects, including the registration process, the importance of visiting the Basic Health Unit (BHU) during pregnancy, and reminders about the eight required check-ups and vaccinations for newborns. These videos also provided guidance on how to collect Conditional Cash Transfers from HBL Konnect during each visit. The goal was to provide informative and visually engaging content that would educate and empower the target audience.

Similarly, one illustration-based video was created for the Khud Mukhtar component, highlighting the Program's key features and benefits. One more illustration-based video was developed for the Bunyad component, emphasizing the significance of education and its role in empowering individuals and communities.

To increase visibility and reach a wider audience, the Agency proposed boosting these illustration-based videos on social media platforms. Additionally, the videos were planned to be displayed on LCD screens in the BHUs, ensuring that beneficiaries and visitors have easy access to this important information.

By utilizing illustration-based videos, the Agency aimed to effectively communicate key messages, generate greater engagement, and create a lasting impact on the target audience, ultimately contributing to the success of the PHCIP program.

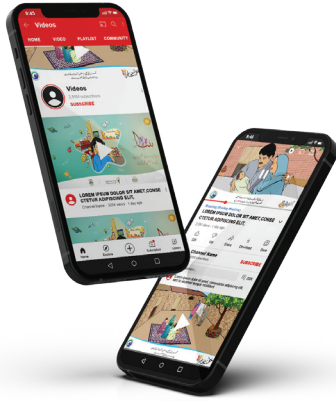


Image 15: PHCIP Mock up for Digital Video

posts to interact with the audience on social media platforms. The Agency posted the Aaghosh event coverage posts on social media to highlight on-ground activities. Agency also published the 14th August Event Ceremony in pictorial format on social media platforms to put the spotlight on the Independence Day activity. Digital coverage was also limited to a few events, including Independence Day and Eid ul Azha. The Agency proposed two Facebook posts for flood-affected areas to show solidarity with the victims/affectedees.

### 3.11 PHCIP Social Media Posts

In the previous two quarters, PHCIP social media platforms were established to create awareness and highlight benefits of the PHCIP Project and its three components to the digital audience. To engage the audience and gain attention, the Agency designed several informational posts for social media platforms to highlight PHCIP initiatives and the three components, and their benefits. In the third quarter, Agency took advantage of the upcoming occasions to engage with the audience. The Agency designed Eid-ul-Azha and 14th August



Image 16: Social media Posts designs for further references see Annexure 5 images

## 4. Progress

S. No	Activities	Progress
1	Diagnostic Review Report on the Media and Information Use Habits of the Target Audience/Key Beneficiaries of Each Component	Submitted and Approved
2	Inception Report with Detailed Work Plan including Advisory Inputs	First Draft Submitted and Put on Hold
3	Branding and Visibility Guidelines - Designing	In Process
4	PHCIP Communications and Visibility Materials	Shared
5	Standardized Event Management Materials and Exhibits - Designing	Shared
6	Design PHCIP Website	In Process
7	Development of Content for Social Media, PR and Media Coverage on a Monthly Basis	On going
8	IEC Materials of Aaghosh, Khud Mukhtar & Bunyad	Delivered
9	Communication Plan	Submitted



# 5. Appendix

With reference to above mentioned deliverables



Image 1: Diagnostic Report design with reference to activity 2.1





Image II: Creative Communication Plan for Aaghosh – Layout with reference to activity 2.2



Image II: Proposed On-ground activities in the Creative Communication Plan for Aaghosh with reference to activity 2.2



Image III: Mock up Designs of on- ground branding reference to activity 2.2



Image IV: Mock up Designs of billboard branding reference to activity 2.2

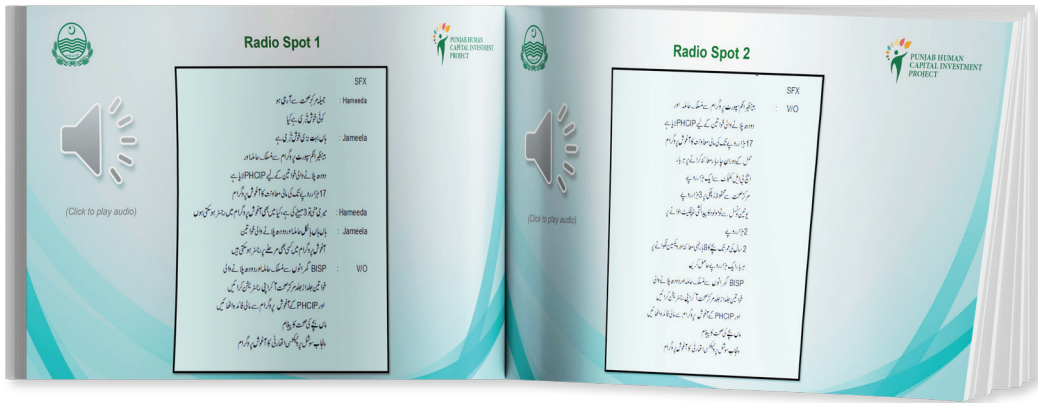


Image V: Proposed Radio spot activity in the Creative Communication Plan for Aaghosh with reference to activity 2.2



Image VI: Proposed Short Video activity in the Creative Communication Plan for Aaghosh with reference to activity 2.2





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## آغوش

**خواتین کے لیے 17000 روپے تک کی مالی معاونت کا پیکیج**

**پنجاب سوشل پروفیکشن اتھارٹی کی جانب سے یہ سہولت صرف بینظیر آگم سپورٹ پروگرام سے منسلک گھرانوں کی خواتین کے لیے ہے**

2 سال سے کم بچوں کا حاملہ خواتین کا کورس		حاملہ اور دودھ پلانے والی ماں کے لیے رقم حاصل کرنے کی تہنیتات	
مہینہ	مقدار (پڑھنے)	مہینہ	مقدار (پڑھنے)
1,000	3 ہفتے	1,000	1 ہفتہ
1,000	6 ہفتے	1,000	2 ہفتے
1,000	9 ہفتے	1,000	3 ہفتے
1,000	12 ہفتے	1,000	4 ہفتے
1,000	15 ہفتے	1,000	5 ہفتے
1,000	18 ہفتے	1,000	6 ہفتے
2,000	21 ہفتے	3,000	7 ہفتے

برہنہ آگم جی آف پنجاب کے تحت پروگرام HBL Connect سہولت سے حاصل کریں

مزید معلومات و اعلانات کے لیے  
☎ 1221 پر کال کریں

## آغوش

**مہرہ وار معائنے اور ویکسین لگوانے پر ہر ماہ 1000 روپے حاصل کریں**

**پنجاب سوشل پروفیکشن اتھارٹی کی جانب سے یہ سہولت صرف بینظیر آگم سپورٹ پروگرام سے منسلک گھرانوں کی خواتین کے لیے ہے**

پہلی سہولت سے چھ ماہ پہلے ویکسین لگوانے کے لیے  
مکمل معائنے یا ویکسین لگوانے کے لیے ہر ماہ 1000 روپے حاصل کریں  
کی طرف سے سب سے پہلے 2000 روپے وصول کریں  
HBL Connect سے

مزید معلومات و اعلانات کے لیے  
☎ 1221 پر کال کریں

## آغوش

**خواتین کے لیے 17000 روپے تک کی مالی معاونت کا پیکیج**

**پنجاب سوشل پروفیکشن اتھارٹی کی جانب سے یہ سہولت صرف بینظیر آگم سپورٹ پروگرام سے منسلک گھرانوں کی خواتین کے لیے ہے**

**مہرہ وار معائنے اور ویکسین لگوانے پر ہر ماہ 1000 روپے**

**ہر ماہ 1000 روپے**

HBL Connect سے ہر ماہ 1000 روپے تک کی مالی معاونت حاصل کریں  
مزید معلومات و اعلانات کے لیے  
☎ 1221 پر کال کریں

## آغوش

**مہرہ وار معائنے اور ویکسین لگوانے پر ہر ماہ 1000 روپے حاصل کریں**

**پنجاب سوشل پروفیکشن اتھارٹی کی جانب سے یہ سہولت صرف بینظیر آگم سپورٹ پروگرام سے منسلک گھرانوں کی خواتین کے لیے ہے**

HBL Connect سے ہر ماہ 1000 روپے تک کی مالی معاونت حاصل کریں  
مزید معلومات و اعلانات کے لیے  
☎ 1221 پر کال کریں

## آغوش

**حاملہ اور دودھ پلانے والی خواتین پر ہر ماہ 1000 روپے حاصل کریں**

**پنجاب سوشل پروفیکشن اتھارٹی کی جانب سے یہ سہولت صرف بینظیر آگم سپورٹ پروگرام سے منسلک گھرانوں کی خواتین کے لیے ہے**

HBL Connect سے ہر ماہ 1000 روپے تک کی مالی معاونت حاصل کریں  
مزید معلومات و اعلانات کے لیے  
☎ 1221 پر کال کریں

Image VII: Banners, posters, Standee and Tri Folders - Revised Design of IEC Materials for Aagoshh with reference to activity 3.2





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Image VIII: Banners and standee - New Design of IEC Materials for Bunyad with reference to activity 3.3





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Image VIII: Posters and Tri Folders - New Design of IEC Materials for Bunyad with reference to activity 3.3

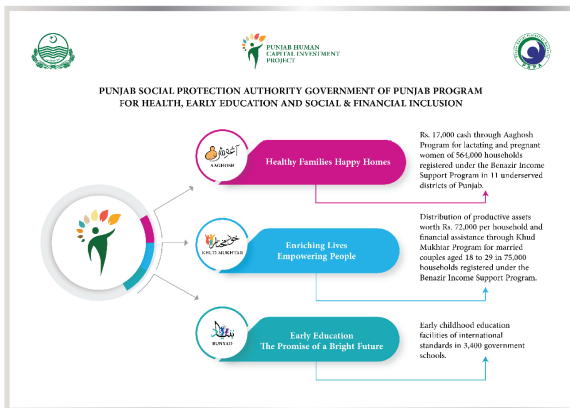
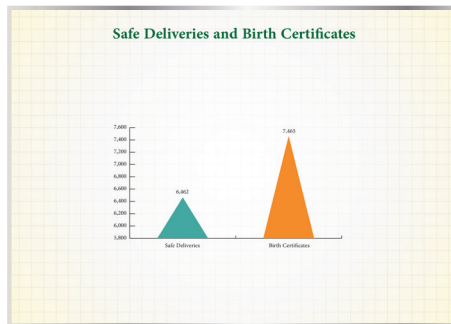
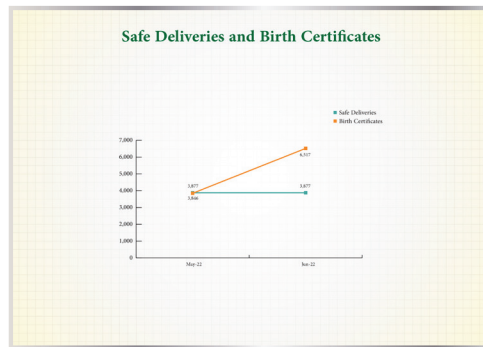
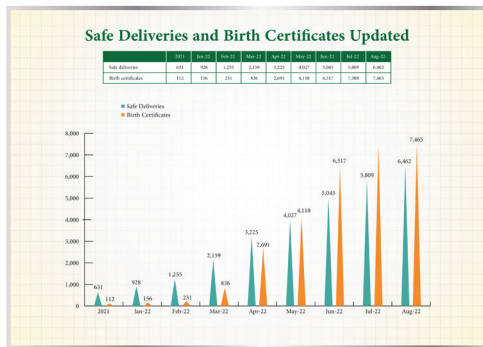
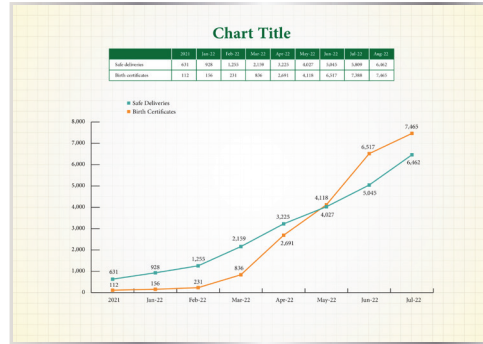
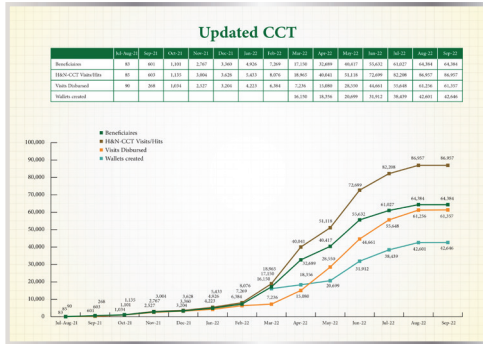


Image IX: Different Infographic Charts for PHCIP with reference to activity 3.9



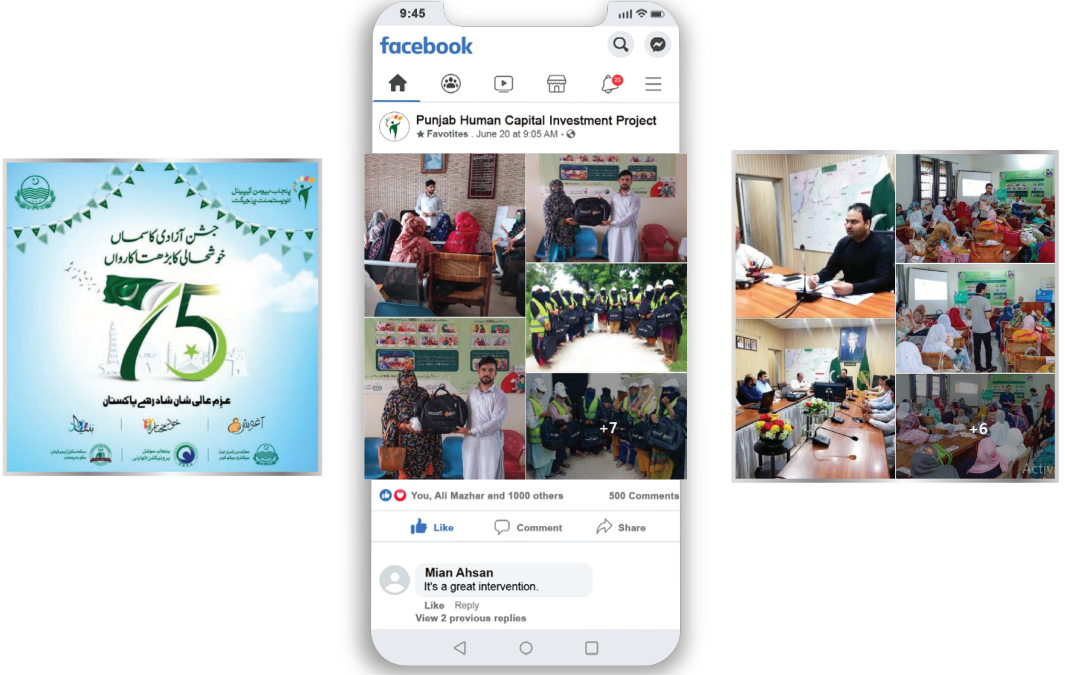
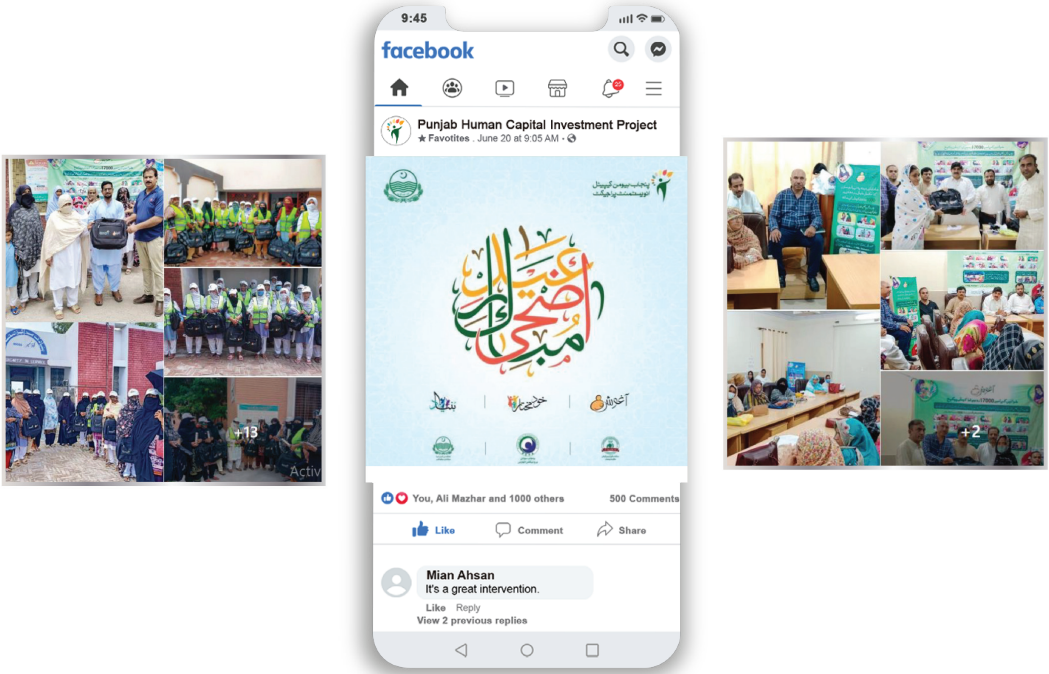


Image X: Different Event Coverage for PHCIP Social media posts with reference to activity 3.11



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