



# FOURTH QUARTERLY PROGRESS REPORT

October | November | December **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 the 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.

December 7, 2021: The Spectrum VMLY&R team visited the Punjab Human Capital Investment Project Head Office Lahore, where they were briefed about the Project and introduced to the PHCIP Team. The contract between Punjab Human Capital Investment Project and Spectrum VMLY&R was signed on the same day.

This document provides comprehensive details about the activities delivered for the Project related to creative and communication designs from October to December 2022. It is a comprehensive fourth quarterly report which reflects the overall Agency performance in delivering quality creative communication deliverables during the period. Spectrum VMLY&R took over the role of handling creative and communication tasks from December 7th, 2021, to date. Together with the PHCIP Communication Team, the Agency adopted a creative strategic route in communication to stay relevant among its target audience. In the previous three quarters, the Agency has successfully delivered the tasks requested by the PHCIP Communication Team; this includes the Diagnostic Report, Brand Guidelines, IEC materials and so forth.

# 2. Introduction

From the time Spectrum VMLY&R was onboarded, the first job of the Agency was to identify the relevant media communication channels in the selected regions to communicate the key messages of the Project to the target audience. According to the Primary research, Agency drafted the Diagnostic Report to give the client an understanding of local media consumption habits. Building on concluded insights, the Agency focused on developing creative communication collaterals and worked towards developing a coherent brand image among the audience.

The Agency delivered several creative and communication collaterals in relation to the Aaghosh, Khud Mukhtar, and Bunyard Programs. The communication collaterals included developing and designing Brand Guidelines, illustrations for Aaghosh and Khud Mukhtar, Bunyard, designing of the IEC materials with distinctive color tones and illustrations for all three components and maintaining the website and social media platforms of PHCIP.

As we progress into this quarter, the Agency has actively pursued and accomplished the following deliverables.

### 3. Activities Carried Out During the Reporting Period

The Project includes a range of creative communication deliverables as per the RFP. Spectrum VMLY&R has consistently advanced its efforts on delivering these collaterals throughout the fourth quarter.

#### 3.1 Aaghosh Video Illustration

In the fourth quarter, the Agency's efforts towards PHCIP's Aaghosh component were focused on developing three illustration-based videos. In agreement with the PHCIP Communication team the agency proposed introducing two important characters in the print IEC material earlier in the 3rd quarter: mothers-in-law and husbands. These individuals hold significant influence over the decisions and lifestyle and healthcare choices of females in the target audience. By featuring these characters, the Agency aimed to acknowledge, emphasize and highlight their role as decision-makers in healthcare choices and promote positive behavior change. This approach aimed at creating a supportive environment and fostering lasting behavior change for families within the target group. Using the same illustrations, these videos were created to provide essential information to the target audience, covering topics such as the registration process in the Aaghosh program via the EMR App, recommended visits to the Basic Health Unit (BHU) during pregnancy, and reminders about the importance of eight post-partum check-ups and vaccinations for newborns. Additionally, the videos provided guidance on how to collect Conditional Cash Transfers via HBL Konnect on each visit.

To maximize awareness and reach, these illustration-based videos were shared on Aaghosh Program's Facebook page and strategically boosted to increase their visibility. The response on social media was overwhelmingly positive, with the videos receiving significant acknowledgement and helping to grow the Program's following. Furthermore, the videos were also played on LCD screens at the BHUs, effectively reaching beneficiaries who may have low literacy levels. This visual medium proved to be an effective means of communication, ensuring that important information was easily accessible and understood.

The videos played a vital role in sustaining engagement on social media platforms, particularly during a period when on-ground activities were limited. They served as valuable tools by which to provide continued support and guidance to beneficiaries, contributing to the overall success of the Aaghosh Program.



Image 1: Outline of Aaghosh Video Illustration and adaptation of illustration in reel - mockup

#### 3.2 Production of Success Stories

The Agency Production Team embarked on a field visit to four districts, namely Bahawalpur, Muzaffargarh, R.Y. Khan, and Rajanpur, with the purpose of filming success stories for PHCIP's Aaghosh and Khud Mukhtar components. In each District, the Team recorded two success stories of beneficiaries from both Aaghosh and Khud Mukhtar programs. These stories aimed to showcase the positive impact of both these programs on individuals, their families and their respective communities.

During the visit, the Team conducted interviews with various individuals including the Project's top management, ground team members, and key officials of PHCIP. The objective was to gather insights and perspectives about the Project's achievements, challenges, and future goals. These interviews will be incorporated into a Project Corporate Video that is currently in the post-production phase.



The primary goal of the Project Corporate Video is to promote and create awareness about PHCIP. The video will be shared with beneficiaries and stakeholders through digital media platforms and ensuring wide reach. Additionally, the video will be screened at the BHUs (Basic Health Units) to engage beneficiaries and provide them with a better understanding of the Project's impact. Furthermore, the video will be utilized during various ground activities and events to generate awareness and encourage participation.

To maximize impact and reach, the footage collected during the field visit will be used to create 30 – 45 second TV commercials (TVCs) that will be aired on local cable networks in the 11 districts covered by PHCIP. These TVCs will serve as concise and impactful messages to reach a broader audience and reinforce the Project's key objectives and benefits. Moreover, sound bites from the interviews will be utilized for radio spots, allowing for greater dissemination of information and engagement with the target audience.

In addition to video recordings, still photography was arranged during the visit. The Team captured in-depth and visually compelling images that will be used to develop print materials. These images will be incorporated into brochures, pamphlets, posters, Facebook posts and other promotional materials to complement the video content and provide a comprehensive visual representation of the Project's success stories and on-going impact.



Image 2: Still Visuals from success stories of Aaghosh Program showing real-life beneficiaries.



Image 3: Still Visuals from success stories of Khud Mukhtar Program showing real-life beneficiaries.

### 3.3 PHCIP / PSPA Helpline Number 1221

PHCIP has set up a Helpline Number ‘1221’ to facilitate beneficiaries in accessing information, reporting any issues related to registration or availing facilities. The Agency designed promotional material including Press ad, Poster, Banner and Stickers to launch the Helpline logo. The Helpline logo and information have also been incorporated into all the IEC material for Aaghosh, Khud Mukhtar and Bunyad. This strategic integration ensures that beneficiaries are consistently reminded of the availability of Helpline 1221 throughout their interaction with the Project, thereby fostering a sense of trust and providing them with a reliable avenue to seek assistance when needed. It aims to enhance communication and accessibility for beneficiaries, allowing them to receive timely support, address their concerns, and make the most of the facilities and services offered.



Image 4: 1221 Helpline logo, adaption of logo design in Print Ad and Flyer

### 3.4 Public Information Campaign

The discussion stage of planning a Public Communication Campaign is currently underway. Several activities have been proposed to engage with beneficiaries, both individually and collectively, at BHUs and other designated spots. While the primary focus will be on promoting the Aaghosh component, efforts will be made to cross-promote the Khud Mukhtar and Bunyad components as well.

To support on-ground activities, the campaign will leverage TV commercials on cable networks and radio spots on selected stations to reach a wider audience. In addition, a strong outdoor presence will be established through the strategic placement of billboards, streamers, posters, and vehicle branding.

By combining various communication channels and targeting specific locations, the Campaign aims to effectively raise awareness about the Project and its different components, ultimately reaching and benefiting the intended audience.



Image 5: PHCIP Bus Branding Proposal. For further branding suggestions, see Annexure 5 images – I, II, III, IV and V

### 3.5 PHCIP Social Media Posts on Health & Hygiene

From the very start, the PHCIP Communication Team recognized the importance of using social media platforms as a powerful tool for communication and behavior change. To effectively engage the target audience and promote positive behavior change, together we designed a series of nuanced motivational and educational interventions have been developed. These interventions focus on various aspects such as counselling on mother and child health, birth spacing, hygiene, and sanitation.

To maximize reach and impact, a dedicated social media strategy has been implemented. Specifically, a series of Facebook posts have been



implemented. Specifically, a series of Facebook posts have been designed and tailored to create awareness about general health and hygiene-related habits in daily life. These posts serve as key visuals, effectively conveying important messages and promoting behavior change.

The Facebook posts are carefully crafted to capture the attention of the audience and provide valuable information in an engaging manner. They leverage eye-catching graphics, concise yet impactful text, and relatable content to resonate with the target audience. By using a subtle approach, the posts aim to inspire and empower individuals to adopt healthier lifestyles and uplift their living conditions.

To ensure consistency and continuity, these Facebook posts are being shared regularly throughout the month of December. With a frequency of two posts per week, the Project team is committed to maintaining a consistent online presence and fostering ongoing engagement with the target audience.



Image 6: PHCIP Social media post design on Health & Hygiene for the Aaghosh Program



## 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	Delivered
2	Inception Report with Detailed Work Plan including Advisory Inputs	On hold
3	Branding and Visibility Guidelines - Designing	Delivered
4	PHCIP Communications and Visibility Materials	Delivered
5	Standardized Event Management Materials and Exhibits - Designing	Delivered
6	Design PHCIP Website	In Process
7	Development of Content for Social Media, PR and Media Coverage on a Monthly Basis	On going
8	Public Information Campaign for Aaghosh	On going



## 5. Appendix

With reference to the above-mentioned deliverables.



Image I: Health Centre Branding Mockup reference to activity 3.4



Image II: Rickshaw Branding Mockup reference to activity 3.4



Image III: Side wall Branding Mock-up reference to activity 3.4





Image IV: Out of Home Branding Mockup reference to activity 3.4




Image V: Store Branding Mockup reference to activity 3.4



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