

Pakistan



THE WHITE
RIBBON
ALLIANCE

Strategic Plan

2019 - 2022

HEALTHY WOMEN. HEALTHY PAKISTAN.

LETTER FROM EXECUTIVE COUNCIL CHAIRMAN

More than a decade has passed since White Ribbon Alliance Pakistan (WRA Pakistan) was founded, during which WRA Pakistan has transformed into a key influencer, advancing safe motherhood evidence, policies and practices in Pakistan. Helping to realise the Karachi Declaration on *Scaling Up of MNCH-FP Best Practices*, expanding the use of magnesium sulphate to address eclampsia through policy and practices reforms, and contributing to the formation of the Maternal Newborn and Child Health Program in Pakistan are some of WRA Pakistan's key contributions to the national landscape. WRA Pakistan has focused on key safe motherhood determinants to propel its mission forward, complementing advocacy with accountability, bringing communities' voices together and moving toward multi-sectoral approaches. WRA Pakistan's Strategic Plan 2019-2022 consolidates our learning, brings in new approaches and refreshes our vision to address the changing realities of girls and women in Pakistan.

The strategic plan provides key guidance for organisational and network development, and membership expansion to strengthen WRA Pakistan's secretariat while it implements different projects and programs to improve the lives of mothers and newborns. Ambitious yet inspiring, the strategic plan determines the course of action that WRA Pakistan will follow in the years to come.

"Change must come, and we must be the change"



Dr. Amanullah Khan
CHAIRMAN, EXECUTIVE COUNCIL | WHITE RIBBON ALLIANCE PAKISTAN



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WRA PAKISTAN VALUES

EXCELLENCE

We strive to continually raise our programs to new levels of excellence through innovative approaches in conducting our business. We deploy novel applications of existing expertise and knowledge, new synergies with our partners, and inventive ways to meet project management challenges.

INTEGRITY

We demand the highest level of ethics. We grow our organisation based on interactions that promote mutual trust and respect with our partners.

VOLUNTEERISM

Volunteerism is the heart and soul of our organisation. We recognise and value the positive accomplishments that volunteers can achieve by working together. We believe that our programs positively impact volunteers as much as the youth and communities we serve.

LEAVE NO ONE BEHIND

WRA Pakistan promotes a culture of value, respect, speaking up, raising awareness and educating all people irrespective of their origin, race, religious views, ethnicity, gender and circumstances.



Our Vision

A Pakistan where all women and girls realise their right to quality health and well-being.



Our Mission

Activate a people-led movement for reproductive, maternal and newborn health and rights.



WRA PAKISTAN'S KEY ACHIEVEMENTS

Over the past 14 years, WRA Pakistan has grown by mobilising citizens to advocate for improved reproductive, maternal, newborn and child health outcomes while demanding accountability for commitments made by decision-makers.

DEVELOPING NATIONAL PROGRAMS

In 2006, WRA Pakistan provided technical assistance to the Health Ministry's Advisory Group to put together the first five-year national Mother and Neonatal Child Health (MNCH) program.

A year later, we produced the "Country Action Plan for Best Practices" to help reduce maternal, newborn and child health mortality in consultation with concerned partners to integrate it into a complementary advocacy Country Action Plan.

COLLABORATIVE RESEARCH

In 2009, WRA Pakistan carried out an in-depth analysis of the Pakistan Demographic and Health Survey data, building a strong case for family planning to save mothers and newborn lives. National meetings were held including the "Policy Seminar for Scaling up of Best Practices", where the landmark "Karachi Declaration" was developed. The declaration identified seven research-based high-impact best practices for improving maternal, newborn and child health status in Pakistan.

EXPANDING ACCESS TO CRITICAL MEDICINE

Since 2011, WRA Pakistan has worked to expand the use of Magnesium Sulphate as the first-line treatment for pre-eclampsia/eclampsia. Consensus-based guidelines, protocols and training manuals were developed and accepted by all four provinces and the Azad Jammu and Kashmir region.

WRA PAKISTAN'S KEY ACHIEVEMENTS

CULTIVATING RESPECT

Thanks to efforts by WRA Pakistan, the Health Care Commission of Government of Sindh and Khyber Pakhtunkhwa adopted respectful maternity care in 2015, including it in their Patients' Rights Charters and services delivery standards. National formative research was conducted and disseminated through a national round table that laid the foundation for advocacy.

CAMPAIGNING FOR MOTHERS

Between 2015-2018, WRA Pakistan held two advocacy campaigns that sought to raise the profile of reproductive, maternal, newborn and adolescent health across communities and at the national level. In the *Maternal Anaemia Signified in Sindh (MASS)* campaign, WRA Pakistan mobilised and presented 100,000 petitions to Sindh Province's Minister of Health. Achieved through convening district level citizen hearings, round table discussions with parliamentarians, journalist sensitisation workshops, and partnerships with academia and non-conventional partners such as the Girl Guides Association of Pakistan, the campaign resulted in the inclusion of counselling skills on anaemia in curricula for healthcare providers and the incorporation of nutrition messages in high school education curricula in Sindh, as well as in educational materials developed by the Planning and Development Department.

In 2018, WRA Pakistan bravely asked women what quality maternal and reproductive healthcare meant to them under the global *What Women Want* campaign. WRA Pakistan engaged and collected 244,752 surveys from girls and women across Pakistan, giving them a voice in their healthcare as never before.



WE WILL DIRECTLY CONTRIBUTE TO THE TARGETS UNDER SDG 3:

SUSTAINABLE DEVELOPMENT GOALS



By realising human rights and amplifying citizen voices to create demand for health, we will directly contribute to the targets under Sustainable Development Goal 3.

- **SDG 3.1:** Reduce the global maternal mortality ratio to less than 70 per 100,000 live births.
- **SDG 3.2:** End preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births.
- **SDG 3.7:** Ensure universal access to sexual and reproductive healthcare services, including information and education for family planning and the integration of reproductive health into national strategies and programs.

WE WILL MAKE SIGNIFICANT CONTRIBUTIONS TO ADDITIONAL SDGS:



SDG 2 | ZERO HUNGER

by addressing malnutrition of pregnant women and newborns.



SDG 5 | GENDER EQUALITY

by contributing toward the elimination of harmful practices, such as child, early and forced marriages and female genital mutilation. Ensure universal access to sexual and reproductive health and rights.



SDG 6 | CLEAN WATER AND SANITATION

by ensuring water and sanitation at health facilities.



SDG 8 | DECENT WORK & ECONOMIC GROWTH

by promotion of inclusive and sustainable economic growth, full and productive employment and decent work for all, and by supporting health workers in advocating for the right to a conducive work environment.



SDG 10 | REDUCED INEQUALITIES

by engaging marginalised communities, especially rural adolescents and childbearing women and their families, and by empowering them to demand their right to quality sexual, reproductive, maternal, newborn, child and adolescent health services.



SDG 16 | PEACE, JUSTICE & STRONG INSTITUTIONS

by supporting citizen engagement and participation and holding governments accountable for the promises they have made.



SDG 17 | PARTNERSHIPS FOR THE GOALS

by growing our partnerships, including those with the private sector.

HOW WE CREATE CHANGE

OUR VISION

A Pakistan where all women and girls realise their right to quality health and well-being

IMPACT

Maternal and newborn mortality and morbidity and stillbirths are reduced and universal access to sexual and reproductive health services achieved (SDG 3)

Increased rights protection and agency of adolescent girls and women

OUTCOMES

Utilisation
Increased availability and use of RMNCH, nutrition and family planning services

Accountability
Duty bearers are responsive to citizen-centred accountability on RMNCH, nutrition and family planning

Quality, Equity & Dignity
Citizens' right to quality, equity and dignity are integrated into RMNCH, nutrition and family planning services

Policies & Practices
Supportive multi-sectoral policies for RMNCH, nutrition and family planning at the national and provincial levels that are based on women's and girls' needs

Increased Resources
Increase in RMNCH, nutrition and family planning budget

QUALITY, EQUITY AND DIGNITY

OUR STRATEGY

LOCAL, NATIONAL & GLOBAL LEVELS

Educate & Empower Citizens
Empower citizens with information and provide them platforms to engage with duty bearers

Support Duty Bearers
Partner with government to create buy in and collaborate to advance goals

Voices & Evidence
Generate and use voices, evidence and data

Convene & Catalyse
Bring together stakeholders for creating One Voice

Media & Champions
Create allies in media and policy community

AMPLIFYING CITIZEN VOICES TO DEMAND HEALTH AND RIGHTS

FOUNDATION

SUSTAIN A HIGH PERFORMING & UNITED ALLIANCE

Secretariat
Strong Secretariat

Members & Partners
Diversify the membership through subnational chapters

Governance
Activated and effective governance

Fundraising
Grow and diversify funding

MEAL
Robust monitoring, evaluation, accountability and learning

OPERATIONAL APPROACHES

GOVERNMENT COLLABORATION

Governments are responsible for ensuring quality health services. We work in close collaboration with government to support ministries through capacity building and deploying technical staff.

PEOPLE-CENTERED

WRA Pakistan aims to improve local communities' self-reliance and participatory decision-making through the engagement of citizens and volunteers.

PARTNERSHIPS & NETWORKING

Our mantra is different people, same values, one goal. WRA Pakistan believes in attaining our goals in collaboration with partners and building strong alliances. Our unique role in fostering linkages between different levels of policy makers, organisations and people sets the stage for long term relationship building.

EVIDENCE-BASED PRACTICE

WRA Pakistan brings together public health experts, safe motherhood activists, researchers and representatives from the media. This collaboration serves to strengthen research efforts so that impact can be documented, published, and informs new and innovative interventions.



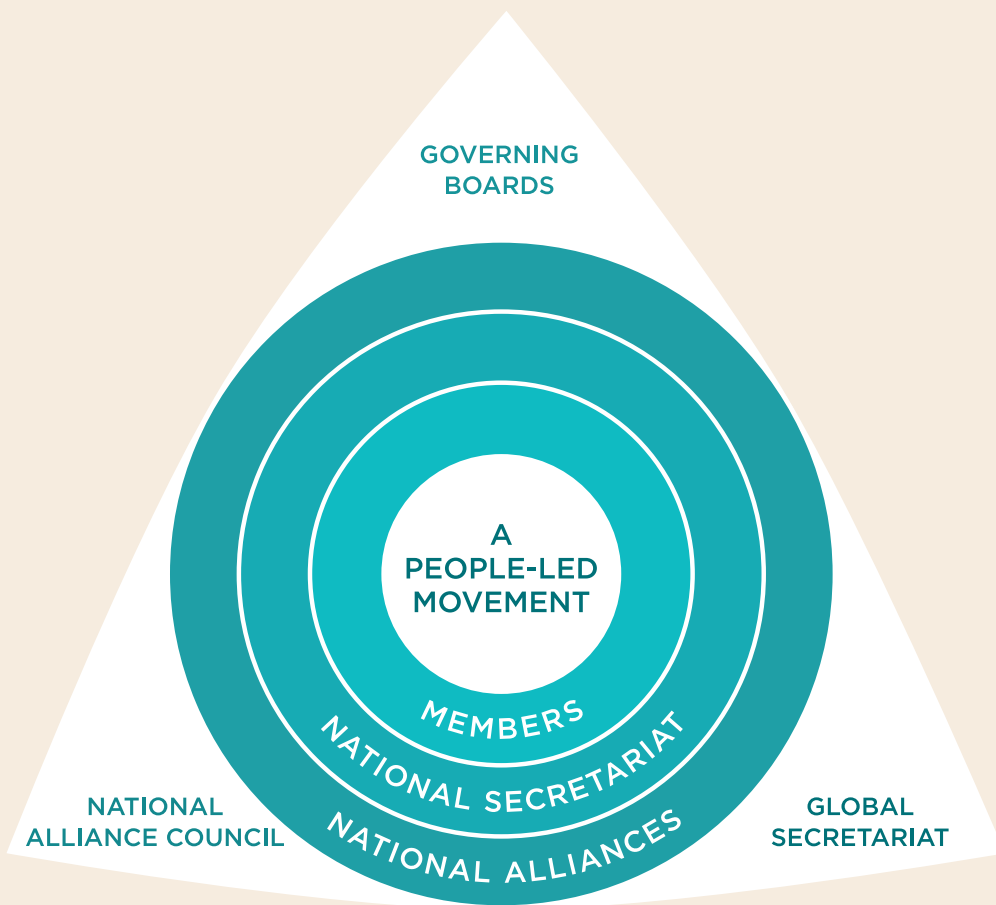
WRA Model

A PEOPLE-LED MOVEMENT

Each WRA National Alliance begins as a grassroots movement of organisations and individuals who identify the unique systemic changes that need to be made to ensure that all girls and women can realise their right to quality health and well-being.

THE GLOBAL ALLIANCE

Made up of members, staff, volunteers and advocates at the national and global level, WRA operates with a shared vision, mission, values and strategy, with priorities set locally and championed globally.



MEMBERS

WRA members include individuals, local organisations, health workers, policy makers, journalists and more. By coming together for a shared purpose they're able to catalyse action on multiple levels.

NATIONAL SECRETARIAT

The Secretariat refers to staff or volunteers who convene and coordinate all Alliance activities. The composition of each Secretariat varies, but all operate as valued and recognised leaders.

NATIONAL ALLIANCES

Each National Alliance is a self-governing network of advocates and members that determine their issues and campaign priorities.

GOVERNING BOARDS

The governing bodies of the National Alliances and the Global Secretariat provide mission-based leadership and strategic oversight to ensure operational effectiveness and accountability.

NATIONAL ALLIANCE COUNCIL

The National Alliance Council is a peer-to-peer governing body comprised of five representatives from across the National Alliances and the Global Secretariat. Its main objectives are to oversee affiliation compliance and share best practices and lessons learned.

GLOBAL SECRETARIAT

The Global Secretariat consists of staff and volunteers who serve as a hub for the Global Alliance, offering technical support, advice and connections. They also lead on WRA's global advocacy work.

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Join the movement

SO THAT ALL GIRLS AND WOMEN
CAN REALISE THEIR RIGHT TO
QUALITY HEALTH AND WELL-BEING

FOR MORE INFORMATION VISIT [WHITERIBBONALLIANCE.ORG/PAKISTAN](https://whiteribbonalliance.org/pakistan)