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Message from Chairperson



Dr. Mahmood Alam

Dear Donors, Assalamu-Alykum:

Ramadan has left us for 11 months. I pray that Allah accept your Ibadaat and all your good deeds during the precious month of Ramadan, reward you manifold, and bless you and your families throughout the year. I want to extend my personal gratitude to

all of the donors for their generosity and our volunteers for their devotion and hard work. Everyone's support helped us raise over \$700,000 in the month of Ramadan, Alhamdulillah.

This will enable HDF to continue its holistic programs to help our fellow Pakistanis have access to quality primary healthcare, education, clean drinking water, and engage in social mobilization. Although our goal was to raise \$1 Million this Ramadan, I am sure that you will continue your support in more ways than one for Ramadan has ended, but our mission continues, In Sha Allah. We are very excited about expanding our existing programs and undertaking new initiatives. On top of the list is 'Umeed Say Aagay', our latest initiative for health and wellness for mother and child across Pakistan. We will have more details for you during APPNA Convention July 6-8 in Dallas.

If you are going to be at the convention, please do stop by for a 'Meet and Greet over Breakfast' for delegates of APPNA Convention MIRO Room at 8:30 a.m. to 11:00 a.m. on Friday July 6. If you are not going to be there, I encourage you to visit our website dedicated to this new initiative at www.umeedsayaagay.com or give us a call. May Allah bestow upon you His Infinite Blessings and Bounties.

Aameen,

*Mahmood Alam
Chairperson, Board of Directors*



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Editor's Note

With Allah's blessing and your support and encouragement, you are reading the June issue of HOPE. We want to thank everyone for their support and feedback on the first issue. We will continue to improve upon the content and design.

This issue is dedicated to HDF's newest initiative, Umeed Say Aagay. You will find important information about this initiative in this issue along with articles from the members of HDF Pakistan team. We encourage everyone to bring their experiences into writing for all readers to enjoy.

You do not have to be an employee, a donor, or a volunteer to share your thoughts on related subjects. We especially encourage our youth to write on a related subject. HDF's mission is both expansive and challenging. HOPE aims to be a forum to exchange ideas and help make our programs more effective and far reaching.

HDF Team Profile

Shanza Sohail is a Content Developer with the Foundation Development (FD) team at HDF Pakistan since July 2017. She has an MPhil with an academic background in Economics and Development Studies, and truly understands key social and development issues in Pakistan. Her academic strength is complemented by her creative tendencies, making her an asset to the organization.



Shanza Sohail, Content Developer

She is the focal person for the HDF Pakistan quarterly newsletter called "The Power of Five" and the HDF Pakistan annual report. She has also helped the FD team clear backlog by producing the 2016 and 2017 annual report drafts. The Annual Report 2016 has been printed while the 2017 one is in the design stage. She has been involved with the content creation, content dissemination and social media management for HDF Pakistan.

This year, Shanza helped make 'Umeed Say Aagay' a success as the leading advocacy campaign by HDF Pakistan. Her most noticeable endeavor to date, has been to devise an effective social media plan. Shanza is a team-player. She is liked all around and her co-workers praise her positive work ethics.



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Umeed Say Aagay - Move Beyond Hope

Pakistan is a country where mother and child mortality is hitting alarming levels. Over 400,000 mothers and children under the age of five die of preventable causes every year in Pakistan and over 175,000 of these deaths are related to malnutrition. These malnourished children have a higher risk of death from common childhood illness such as diarrhea and pneumonia. Nutrition-related factors contribute to about 45% of deaths in children under 5 years of age.

Pakistan's economy is greatly affected by the consequences of malnutrition on this level. Lost laborers, healthcare expenses, and lower productivity cost Pakistan \$7.6 billion or 3 percent of their GDP every year. With this in mind, HDF has launched the "Umeed Say Aagay" initiative to save mothers and children from death. "We can do it. Close to 90% of the deaths are preventable in Pakistan and this is the driving force for us", said Saeed Ul Hassan, HDF Pakistan Executive Director.

Saeed Ul Hassan has recently been interviewed by Radio Pakistan and published in the news on this new initiative. As an Executive Member, Saeed has also participated in the first meeting of the newly elected Executive Council of the SUNCSA chaired by the Pakistan Poverty Alleviation Fund (PPAF). HDF has recently been elected to the executive council of the SUN Civil Society Alliance (SUNCSA) in Pakistan. This movement is working to bring people together for a coherent policy and legal framework to align programs around a common results framework with secure financial tracking and resource mobilization.

By joining HDF in this movement, you can save 400,000 lives this year.

Learn More at <https://umeedsayaagay.com/>.



CRITICAL INFORMATION ABOUT NUTRITION AND FIRST 1000 DAYS OF MOTHER & CHILD WELLNESS



More than half of all expecting mothers do not undergo at least **4 antenatal checkups** during pregnancy



3/5 newborns are not exclusively breastfed



90% of a child's brain development happens before **age 5**



85% of all children **6 to 23 months** are not getting the diversified diet they need to develop normally and fight disease



Every 10 children who are born in Pakistan, one will die before the age of 5 close to half of all children under delivery, and low birth weight



Nearly half of Pakistan's children and mothers suffer from malnutrition



More than half of all Pakistani women are anaemic



44% of children under the age of 5 are **STUNTED**



15% suffer from **WASTING**



32% are **UNDERWEIGHT**

1/3

of children in Pakistan also suffer from anaemia, hindering their growth and making them vulnerable to disease, disability and death.



ZINC DEFICIENCIES at high levels indicating a serious public health concern.



Low birth weight another key indicator of under-nutrition



Breastfeeding is initiated within an hour is only **18%** of births

9.6M PAKISTANI CHILDREN

have experienced chronic nutrition deprivation in utero and/or during early childhood



38% of the children are exclusively breastfed for **6 month** of their lives



1/5 women and children have severe **VITAMIN A** deficiency

3.1M CHILDREN under the age of **5** dying each year due to malnutrition.

Millions of our most vulnerable people primarily mother and children don't get enough

IRON

IODINE

VITAMIN A

FOLIC ACID

ZINC

CALCIUM

Leading to illness, blindness, mental disorders and increased **risk of death**.



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HDF News

Quit Smoking and Live!

By Shanza Sohail and Sidra Idrees, HDF Pakistan

The compelling message from the World Health Organization (WHO) this year on the World No-Tobacco Day demonstrated the negative impact of tobacco consumption on cardiac health: 'Choose Heart, not Tobacco'.

Although WHO is campaigning against any form of tobacco consumption, its primary attention is directed towards cigarettes, which are the major source of tobacco consumption around the world. Tobacco kills seven million people worldwide every year, says the WHO. Some 890,000 of these deaths are due to passive smoking. Also, tobacco smokers are more likely to suffer repeated cardiac arrests compared to non-smokers. They are also at a higher risk for aortic aneurysms, angina and other heart diseases.

Keeping in view the multiple health challenges associated with smoking and tobacco consumption, WHO is pushing for a smoke-free world with its Framework Convention on Tobacco Control (FCTC). Pakistan is also the signatory of this global framework and must strive towards tobacco control initiatives at the national level.

Human Development Foundation (HDF) understands the need to address the issue of tobacco control in Pakistan and hence is facilitating the government to reduce tobacco consumption among kids. Under the Campaign for Tobacco Free Kids (CTFK), HDF aims to bring data, stories, and policy analysis from other countries as evidence for the Tobacco Control Cell and Ministry of Finance so that the prices and taxation on the tobacco production and distribution can be set up as per the standards of WHO FCTC.

The surging consumption of tobacco among the youth is creating immense economic and health concerns for Pakistan. It is depriving Pakistan of a healthy workforce while also increasing the pressure on the already overburdened health sector. According to a recent report by WHO, Pakistan has seen growing instances of trachea, lung and bronchus cancer, along with the aforementioned cardiovascular diseases. The root cause behind this outbreak has been associated with the smoking of tobacco-related products.

HDF launched a survey report on the topic "Assess the volume of Illicit Tobacco Trade in Pakistan and its impact on Public Health" in April 2018 in partnership with Pakistan National Heart Association (PANA). This report has also been distributed among members of the National Assembly to sensitize them on issues concerning the illicit trade of tobacco products in Pakistan. The report elaborates on the role of illicit tobacco trade implications on tax revenue and its impact on public health.

Presently, HDF is conducting online polls to gather input from the general public about possible tobacco control policies in Pakistan. The survey also spreads awareness among the general public about the need to control tobacco consumption and the possible means to do it. HDF is also spreading its campaign messages throughout the country by regularly publishing articles in the press.

This strategy helps ignite concern in the mind of the general public and lawmakers. For the first time in the history, tobacco taxation was discussed on the floor of the Parliament. The Public Accounts Committee (PAC) took up the issue of tobacco taxation and ordered an audit of the two leading tobacco manufacturers. The Auditor General of Pakistan is due to undertake an audit of British American Tobacco and Phillip Morris in the light of PAC orders. Also, the National Accountability Bureau is also investigating evasion of taxes by the tobacco industry.

Cigarettes are readily available for purchase and consumption in Pakistan. Advocacy efforts by the civil society and other stakeholders recently realized a ban on the sale of loose cigarettes. This ban aims to target the easy availability of the product to the youth. The Government has controlled the advertising, sponsorship, and promotion of the cigarette. According to a recent special regulatory order (SRO), the government plans to include the graphical warning on the cigarette packs by June 2018.

Although the government has taken necessary measures under the FCTC framework to control the demand for tobacco in Pakistan by monitoring the advertising and promotion, the adjustment of pricing and taxation structure is vital to yield substantial trimming results. HDF Pakistan is working with stakeholders across the country to advocate for higher taxes on tobacco to discourage smoking among the youth.



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Overcoming Drought and Poverty

Shahabzai was entirely dependent on the rain when Abdul Haadi joined his local HDF Village Development Organization (VDO) in 2005. Abdul used to grow wheat on his land, but the crop would wither and die in drought years. Often, he couldn't even recover the seed he planted. When HDF constructed a new Dam for drought mitigation it made the whole village drought proof, and people like Abdul began to prosper.

Today, Abdul is a happy man. As a small farmer, he works hard and continues to grow healthy crops in his fields year after year. Not only does he grow enough food for his family, but he has a surplus to sell every year. On one of his acres, he even grows vegetables and fodder for his livestock that supplies his family with milk and butter. Soon, Abdul will establish a vineyard on two of his acres which will bring even more prosperity to him and his family.

Only a short time ago, the area of Shahabzai was one of the poorest in the district of Zhob but now the entire village is green and self-sufficient. Abdul Haadi has broken the chain of poverty and makes 36,000 rupees in cash every year in addition to the food he grows for his family. He has five young children; three that have started their education at the HDF model school nearby. "I am no longer poor thanks to the Dam HDF constructed. I can enjoy life with my friends and family," he says.



Abdul Haadi