

# **Quarterly Update**

**A p r i l - J u n e 3 0 , 2 0 0 6**

**From the NCD Program Unit at Heartfile**

---

**NATIONAL ACTION PLAN FOR PREVENTION AND CONTROL OF  
NON COMMUNICABLE DISEASES AND HEALTH PROMOTION IN PAKISTAN**

**(First Phase of Implementation)**

# NATIONAL ACTION PLAN FOR PREVENTION AND CONTROL OF NON COMMUNICABLE DISEASES AND HEALTH PROMOTION IN PAKISTAN

(FIRST PHASE OF IMPLEMENTATION)

Quarterly update as of June 30, 2006

Sr. No.	ACTIVITY	TIMELINES	ROLE OF PARTNERS					
			HEARTFILE		MINISTRY OF HEALTH		WORLD HEALTH ORGANIZATION	
			Expected	Delivered	Expected	Delivered	Expected	Delivered
1	OVERALL FUNDING SUPPORT	April – June 06	-	Provided pro-bono contributions to support the program technically	To provide funding support for the media component of the program	Achieved	To provide JPRM support for selected activities	Second round JPRM funds approved and in the pipeline
2	BEHAVIOURAL CHANGE COMMUNICATION STRATEGY	April – June 06	“Learn to Live Longer” media campaign to be launched and aired on ATV, A terrestrial channel with outreach to 90% of Pakistan’s population)	Completed. A total of 14 documentaries aired during this quarter (total insertions 90)	-	-	-	-
			Media interventions developed for NAP aired on various channels	Completed All media related interventions have been developed and shall be aired in coming quarters of 2006	Participation in the development and broadcasting the materials	Completed	-	--
			Development of new media campaign for Children and Adolescents on prevention of NCDs in collaboration with Save the Children (UK)	Process initialized and initial brainstorming on components of campaign done				
3	LHW COMPONENT							

	Development of training tools	April – June 06	Development and printing of materials in liaison with provincial inputs for training of LHWs	Background materials for consultation meetings finalized and sent for printing.  NCD module developed and disseminated	To release the budget for trainings and to hold the consultation  Release budget for printing	Budget approved  Budget approved	-	-
4	<b>TO SEEK DONOR SUPPORT FOR THE ACTION PLAN</b>	April – June 06			Schedule meeting with donors	Pending		
5.	<b>PUBLICATIONS AND NETWORKING</b>	April – June 06	Pakistan Health Policy Forum Second Round of consultations	Seminar and consultative meeting held for 'Institutionalizing injuries prevention and control' in Islamabad participated by 30 participants from all the provinces				
6.	<b>PROGRESS ON SPECIFIC DOMAINS</b>	April – June 06	Extension of Heartfile PC1 for next five years	Completed: Approved in a meeting with MoH	MoH to approve	Completed and approved	JPRM allocations	Achieved
			PC1 for the domain of 'Injuries' as extension of NAP-NCDs	Discussions held in consultative meeting at MoH	Collaboration with F&D Deptt.	Completed		

## **Circulation**

**From:**

---

Dr. Sania Nishtar  
President, Heartfile

Azhar Iqbal  
Program Manager, Heartfile

**To:**

---

1. Core team members
  2. Technical Partners in NAP NCD
  3. Members of the National NCD Forum
  4. Members of the International Advisory Board
-