

# **Monthly Update**

July 1 - August 31, 2004

From the NCD Program Unit at Heartfile

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**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)  
Monthly Update as of August 31, 2004

Sr. No.	ACTIVITY	TIMELINES	ROLE OF PARTNERS					
			HEARTFILE		MINISTRY OF HEALTH		WORLD HEALTH ORGANIZATION	
			Expected	Delivered	Expected	Delivered	Expected	Delivered
1	<b>OVERALL FUNDING SUPPORT</b>	July - August	—	Funding generated for surveillance activities and process ongoing to generate funding for the BCC component of the NAP-NCD	MOH had to release the budget for all activities	—	To provide JPRM support for selected activities	Requests have been submitted to the WHO Office for a number of activities. Funds were approved for one Consultation and the consultation has been conducted. Approvals for the others - pending
2	<b>SURVEILLANCE</b>							
2.1	Data Collection	July-September	Collected Data over the stipulated three months	Data collection is ongoing and is expected to be completed by September 15	—	—	—	—
2.2	Linkages with The Federal Bureau Statistics to define household sampling methodology	July-September	To develop liaison with The Federal Bureau of Statistics to assist with data collection	Achieved	To liaise with FBS in order to have the sampling frame	Achieved	—	—
2.3	Develop the data entry protocol and the analysis Plan	July-September	To hold consultations with a statistician	The data entry protocol and the Plan for analysis has been developed	—	—	—	—
2.4	Data Entry	September	To complete preparations for data entry	Achieved – data entry will start with effect of Sep 15	—	—	—	—

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2.5	Experience sharing with the World Bank mission	August	To take a lead role in the discussions on NCD surveillance	Achieved successfully. 1. Consultation held in collaboration with the World Bank on August 18; field trip arranged for the World Bank mission; discussions held with the mission	Participation	Achieved	Participation	Achieved
<b>3</b>	<b>BEHAVIOURAL CHANGE COMMUNICATION STRATEGY</b>							
	Development of campaign ID & consultation with Ad agency	July-Aug	Develop campaign ID & hold consultations with Ad agency	Consultation has been held with Telebiz and BR&W	Participation	Achieved	Participation	Achieved
	Development of the technical strategy BCC strategy	July-Aug	Develop technical strategy for BCC. Extensive technical research was expected on the subject and a strategy was expected to be devised	Work is close to completion and is scheduled to be completed mid September	—	—	—	—
	Holding of the consultations for the BCC inviting a broad based stake holder partnership technical experts in Cancer, CVD, Diabetes, Injuries and Mental health	August 3-4	To conduct a two day workshop in order to develop the media strategy for BCC	Achieved	Participation	Achieved	WHO was Required to fund this consultation through JPRM fund	Achieved

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	<i>Funding for the Behavioral change communication component</i>	Ongoing	—	Heartfile has designed a Cooperate Social Responsibility Program to bridge the gap that is rising because of the lack of mobilization of resources by the Ministry of Health. Heartfile has made preliminary contacts with corporate sector, potential partners	Release the budget for all activities	The budget could not be released	—	—
4	<b>LHW COMPONENT</b>							
	To hold consultation to define the technical content of the LHW package	September	Consultation is scheduled for late September	Preparation is ongoing	Participation	Is likely to be achieved	To mobilize JPRM resources	Funding request in the pipeline
5	<b>TO SEEK DONOR SUPPORT FOR THE ACTION PLAN</b>	July-August	To discuss the concept with prospective donors	Ongoing	To write to the donors	Achieved	Participation in the consultations	Will be sought when meetings are arranged
6.	<b>PUBLICATIONS AND INTERNATIONAL NETWORKING</b>	Ongoing	To share experiences relating to the NAP-NCD	Articles published in international literature <sup>1</sup>	—	—	—	—

<sup>1</sup> Nishtar S. National Action Plan for NCD prevention, control and health promotion PROCOR – June 2004 <http://www.procor.org>  
Nishtar S. Public-private partnerships – a global call to action. Health Policy and Systems Research 2004 2:5

## **Circulation**

**From:**

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President, Heartfile

**To:**

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