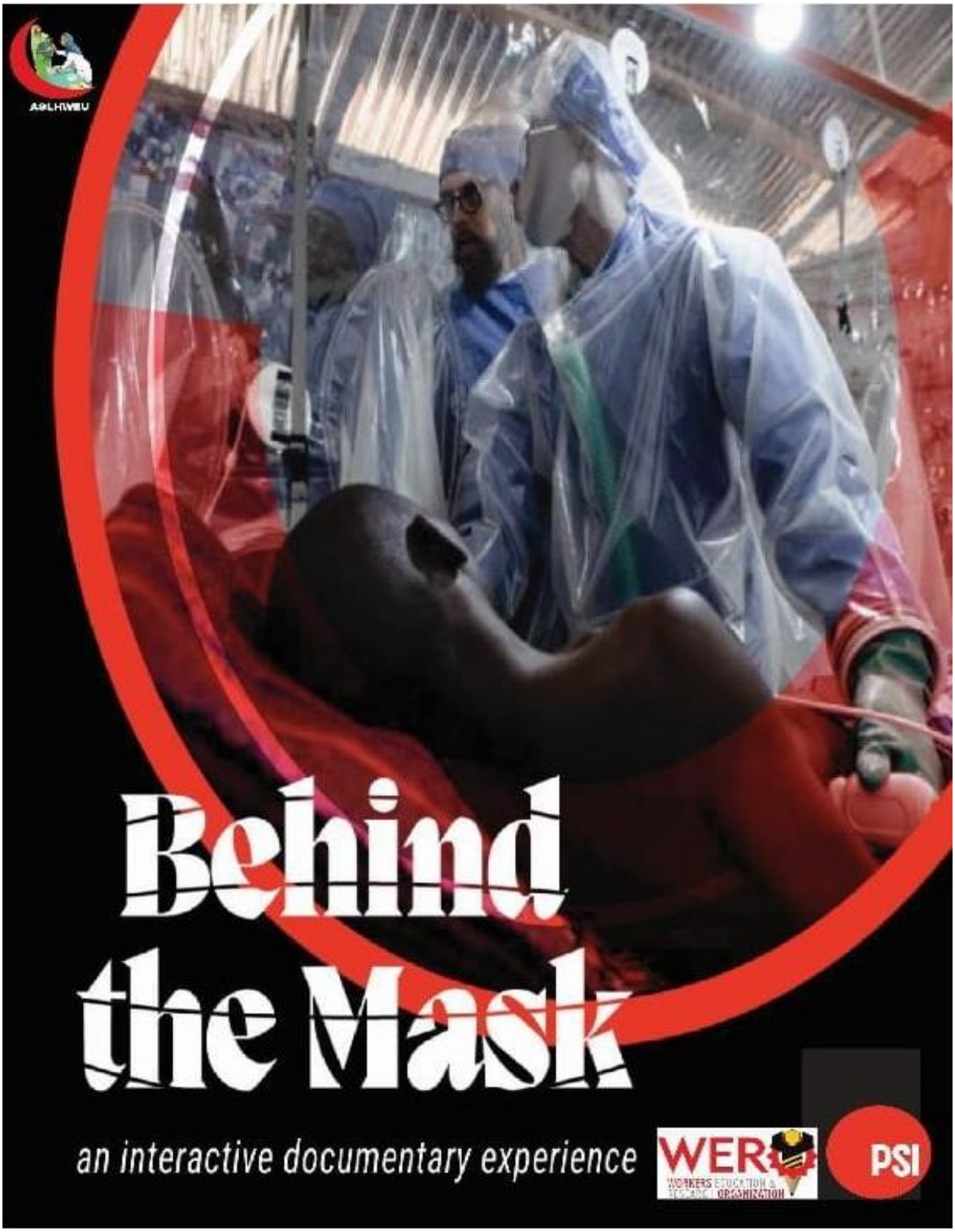
PUBLIC SERVICES
INTERNATIONAL

# Awareness Campaign Report May - June 23



## Background

The Lady Health Workers program was set up in 1994 by then Prime Minister Benazir Bhutto. The aims of this program were to provide doorstep medical intervention to women, especially in rural areas and to mobilize women into joining the workforce. This program has revolutionized healthcare in Pakistan. With its large rural populations, preventative interventions have proven to be life saving for maternal and infant health. Providing medical interventions and information that people from rural populations might otherwise have access to, LHWs have proven to be an integral part of the healthcare system of Pakistan.

As of today, around 125,000 women are working as lady health workers in Pakistan. These women though face many problems like no service structure, no pension or gratuity, thankless work with a meagre pay. All of these problems and more are highlighted in Pakistan's chapter of Behind the Mask; an initiative by Public Services International (PSI) to platform labor voices from around the world using short, gripping and succinct video clips.

Pakistan's chapter of Behind the Mask platformed a member of All Sindh Lady Health Workers and Employees Union (ASLHWEU), Hassena. She detailed the problems lady health workers have to face in this country and the long and arduous struggle that her union has had to do to procure basic rights for themselves. The documentary paints a dreary picture of working conditions and absent amenities for LHWs.

Behind the Mask provided a digestible and easy way to understand the daily struggles of an integral part of Pakistan's healthcare system. In an effort to bring awareness to the problems of the lady health workers, and to further strengthen the organization of LHWs, PSI along with WERO is running a promotion campaign for BTM.

The hope with this promotion was to raise awareness about the state of lady health workers and their struggle using the documentary, Behind the Mask. Moreover, to engage the general public as well as relevant authorities to act on bettering the lives of LHWs.

As a campaign coordinator, Qazi Khizar, made a workplan on how to go about running this campaign.

## Goals

This campaign set out with the following goals in mind:

- Digitally marketing All Sindh Lady Health Workers and Employees Union (ASLHWEU) by creating a website and Instagram account for them.
- Running a social media campaign through circulating clips from the BTM episode on social media sites. Moreover, social media influencers would be asked to also post about this issue.

- Articles and stories highlighting issues of lady health workers will be published in Urdu, Sindhi and English newspapers.
- Flyers and pamphlets will be printed and distributed to spread awareness during various sessions and meetings that were to be organized.
- Interviews on TV to be arranged for prominent leaders of the lady health workers so that they would be able to discuss their problems.
- Meetings will be set up with lawmakers and people from governmental organizations to lists of demands will be presented to them.
- Meetings with organizations of civil society will be set up to raise awareness and build pressure around the struggle of lady health workers.
- Through interactive sessions with lady health workers, students of different universities will be mobilized.

## Awareness

### Print Media

Press release about BTM was issued by Lotus Media first and foremost to different news outlets, in both Urdu and English from 29th April onwards. The documentary was featured on 14 different online outlets in the form of news stories and 24 different print media outlets. The reach for online features was an estimated 24,364,200 and the estimated reach for print media news was 11,520,000 people.

Following are some of the links to the news stories published about BTM and the struggles of lady health workers:

https://tribune.com.pk/story/2414248/behind-the-mask-to-be-pakistans-first-online-interactive-documentary-on-lady-health-workers

https://www.brecorder.com/news/40239252

https://dailytimes.com.pk/1088632/behind-the-mask-is-pakistans-first-online-interactive-documentary-on-lady-health-workers/

https://en.dailypakistan.com.pk/29-Apr-2023/behind-the-mask-pakistan-s-first-online-interactive-documentary-focuses-on-lady-health-workers

https://www.thenews.com.pk/print/1064798-first-online-interactive-documentary-on-lhws

https://www.nation.com.pk/29-Apr-2023/behind-the-mask-pakistan-s-first-online-interactive-documentary-on-lady-health-workers

https://minutemirror.com.pk/storytext/?text=2023/04/Page-7-ISB_17-5

https://www.asiatoday.com.pk/behind-the-mask-pakistans-first-online-interactive-documentary-focuses-on-lady-health-workers/

https://newsupdatetimes.com/behind-the-mask-pakistan/

https://channelfivepakistan.tv/2023/04/27/330444/

https://dailykhabrain.com.pk/2023/04/27/347183/

https://www.roznama92news.com/efrontend/web/index.php/?station_id=2&page_id=6&is_common=&xdate=2023-04-28&n=n39

https://urdu.tidings.com.pk/32018/2023/04/27/

https://www.express.com.pk/epaper/PoPupwindow.aspx?newsID=1110128502&Issue=NP_LHE&Date=20230429

**Articles**

Two more opinion pieces were published on Behind the Mask and the struggle of Lady Health Workers as articles in leading newspapers, The News and Express Urdu.

The writers of both these articles are prominent and well-known columnists. The opinion pieces came about after a meeting with some journalists and columnists in Karachi Press Club, where lady health workers like Halima detailed their problems to them. They were also informed about BTM.

Prof. Dr. Tauseef Ahmed Khan, is a well-known Urdu columnist, former HOD Mass Communication, Urdu University, an author and has been a journalist for four decades.

Dr Nazir Mehmood holds a PhD from the University of Birmingham, UK and is a prominent educationalist.

Following are the links to the articles that were published:

A Broken Workforce by Dr Naazir Mehmood

Behind The Mask by Dr Tauseef Ahmed Khan

**Social Media**

A social media campaign by Lotus Media starting June 23rd was held by having popular media, blogging and pop culture accounts on Instagram post about the problems and struggles of lady health workers. Using the hashtags #BehindTheMask #LoveHealthWorkers #HeroHealthWorkers the message of BTM and the long journey of lady health workers was highlighted.

Here are some popular posts about BTM:

FHM Pakistan on Lady Health Workers

DIVA Magazine Pakistan on BTM

Sunday Times posting about lady health workers

## Meeting with Legislators

A delegation from All Sindh Lady Health Workers and Employees Union (ASLHWEU) and Workers Education and Research Organization (WERO) including Ms. Halima Laghari (President ASLHWEU), Ms. Shamim Ara (General Secretary ASLHWEU) and Mr. Mir Zulfiqar Ali (Executive Director WERO) met with legislators to discuss the working conditions of lady health workers in Sindh.

MPA Rana Ansar, opposition leader from Mutahida Qoumi Movement Pakistan and MPA Shamim Mumtaz, Pakistan People's Party were met with. They were told about BTM and the problems highlighted in that documentary were analyzed. Representatives from ASLHWEU were able to air their grievances and a list of demands was presented to the MPAs.

The delegation was assured that their voices had been heard and that the issue will be raised in Sindh Parliament. MPA Shamim Mumtaz specifically assured the delegation that their demands will be relayed to the government, specifically to the health minister. MPA Rana Ansar proclaimed that she will stand by the lady health workers till their demands were met.

## Meetings with Civil Society

With the goal to mobilize more civil society organizations to work with and for the struggle of lady health workers, a delegation from ASLHWEU and WERO comprising of including Ms. Halima Laghari (President ASLHWEU), Ms. Shamim Ara (General Secretary ASLHWEU) and Mr. Mir Zulfiqar Ali (Executive Director WERO) met with the representatives of different organizations.

- Nuzhat Shireen (Chairperson, Sindh Commission for the Status of Women) on 21st June 2023

- Anis Haroon (Sindh Head, National Commission for Human Rights) on 21st June 2023

- Iqbal Detho (Chairperson, Sindh Human Rights Commission) on 21st June 2023

- Asad Iqbal Butt (Co-chairperson, Human Rights Commission of Pakistan) on 20th June 2023.

All these representatives unanimously agreed that the issues faced by lady health workers were pressing and were of utmost importance. The delegation was assured support from all the organizations, with representatives vowing to pursue all avenues and contact relevant authorities and people to help Lady Health Workers.

## Digital Marketing

A website and Instagram account was made to chronicle the achievements and struggles of ASLHWEU. This was in the hopes of increasing their reach and giving them a platform to chronicle their journey. Content regarding their demands, and problems have been started to upload.

website for ASLHWEU

Instagram for ASLHWEU

The team has some lined up meetings with civil society and students. Moreover, a talk show appearance for a lady health worker is in the work. These things will be finalized and wrapped up by the last week of August.