

# Vital Voice

## IMPROVING QUALITY HEALTHCARE FOR WOMEN AND CHILDREN

VPT is committed to providing quality medical care to the most underserved women and children in the suburbs of Karachi.



**34,000**  
Antenatal care



**65,000**  
Children Treated



**125,000**  
Children Immunized



**17,000**  
Delivery services

## CEO's Message

I am pleased to announce the launch of Vital Pakistan Trust's first quarterly newsletter "Vital Voice". This is an exciting opportunity to learn about the inspiring work we have done to advance our mission of providing quality healthcare to women and children across Karachi.

Over the past decade, we have worked tirelessly to ensure that women and children in high-risk and low-income areas have access to life-saving care such as antenatal and postnatal services, family planning services & counselling, immunizations, child OPD and nutrition.

We invite you to join us on this journey and discover the incredible progress we have made in the last quarter. We are grateful to both our donors and volunteers for their support, and we look forward to continuing to make a difference.

Akbar Rajani  
CEO, Vital Pakistan Trust



“We are committed to continuing our mission and making sure that no woman or child goes without the healthcare they need.”

## Celebrating 100,000 Child Immunizations In 18 Months

The "Vital Victory" event was held on the 24th of February at the Marriott Hotel in Karachi. The event was a celebration of the successes of a public-private partnership between Vital Pakistan Trust, Expanded Programme on Immunization (EPI) and SINA Health, Education and Welfare Trust, in improving immunization coverage in disease hotspot areas and other high-risk urban slums. Over the last year and a half, the partnership has facilitated the immunization of over 100,000 children. The event was attended by the honourable Dr. Azra Fazal Pechuho, Minister of Health and Population Welfare Department, along with other notables such as Dr. Shershah Syed, Dr. Yasmeen Qazi, Ms. Shahnaz Wazir Ali and Mr. Qasim Soomro.



## Automating HR Functions and Elevating Productivity

An MOU was signed between Vital Pakistan Trust and Decibel on the 14th of January 2023 for HRIS integration to automate & organize daily HR functions, enhancing productivity.



## Vital Pakistan Trust Attracts Graduate Students for Better Career Prospects

Vital Pakistan Trust participated in career fairs at Habib University, Institute of Business Administration (IBA), and Institute of Business Management (IoBM) in January, garnering more than 450 CVs for Social Development, Data & Digital, and Finance roles.



## Improving Health-Seeking Behavior among Community Members

The Integrated Digital Health Research Platform (IRP) uses a digital platform to study women's antenatal/postnatal care. Through three community sessions in Koochi Goth Hospital on the 25th of January, 7th of February and the 2nd of March, over 60 leaders were engaged to raise awareness of services provided by VPT to improve health-seeking behavior.

## SIUT and Vital Pakistan Trust Unite to Offer Free Cardiac Care to Vulnerable Children.

The Sindh Institute of Urology and Transplantation (SIUT) was awarded a research grant by Vital Pakistan Trust to assess and treat cardiac anomalies in children in the local community for free. Dr. Anwar Naqvi and Mr. Akbar Rajani, representing SIUT and Vital Pakistan Trust, signed the grant agreement in January.

## Unlocking Better Care

The Integrated Digital Health Research Platform (IRP) has launched an emergency number, 0304-1110-878, and ambulance services in February to improve access to healthcare for pregnant women in the region. As part of the Care Coordination Model, emergency calls are handled by trained midwives, gynecologists and program managers. During the antenatal period, cash vouchers worth PKR 3,500 are provided to pregnant women. In addition, laboratory and pharmacy facilities are also being provided. It is pertinent to mention that the ambulance service, currently in operation in Gadap town, is used to transport pregnant women for delivery.



## Creating a Culture of Awareness

Sessions on reproductive health and timely spacing of pregnancy were conducted in Rehri Goth, Cattle Colony, Ibrahim Hyderi and Ali Akbar Shah, with 148 male participants. The topics discussed included family planning, safe motherhood, and the role of males in supporting family health. The takeaway message was that males should be supportive of their partners in making reproductive health decisions.



## Enhancing Clinical Practices Through Competency-Based Training for Midwives

The Integrated Digital Research Platform (IRP) conducted competency-based training for midwives, short sessions for sonographers, and regular sessions for community health workers (CHWs). In the first quarter of this year, Vital Pakistan Trust enrolled 2,083 pregnant women and provided 5,095 follow-up ANC visits, with 488 institutional deliveries.



## Vital Pakistan Trust Reaches Major Milestone in PRiSMA Study

Vital Pakistan Trust reached a major milestone in their PRiSMA study - 1,000 pregnant women were officially enrolled in the month of March. The project began in 2022 and aims to collect data on 6000 pregnant women over a three-year period to address gaps in maternal & newborn health research.



## Vital Pakistan Trust Receives Shariah Compliance Certificate

An MoU was signed between Vital Pakistan Trust and Al Hamd Shariah Advisory Services for Zakat Distribution on the 10th of March and is a significant milestone for both organizations.



## Vital Pakistan Trust Offering Convenient Giving Channels with the help of Bank Alfalah

An MoU was signed on the 16th of March between Vital Pakistan Trust and Bank Al-Falah. The agreement entails that all Bank Al Falah Cash Deposit Machines (CDM) will now have the option to donate directly to Vital Pakistan Trust. Other avenues for collecting donations for Vital Pakistan Trust are also in process.



## Vital Pakistan Trust, PNFWH and SINA Join Forces

On the 22nd of March, Vital Pakistan Trust, Pakistan National Forum on Women's Health (PNFWH), and SINA Health, Education & Welfare Trust signed an MOU to provide primary healthcare services, antenatal care, labour & delivery, family planning, and immunization services to the Sindh Government Hospital in Taser Town. Representatives of the three organizations, including Mr. Akbar Rajani, Ms. Ambareen Thompson, and Dr. Sher Shah Syed signed the agreement to provide quality healthcare services to mothers and children in Pakistan.



## Honoring Women Who Make a Difference

Vital Pakistan Trust celebrated Women's Day with zeal and enthusiasm. They held a "Mehndi Gala," attended by 500 women, and discussed the importance of women in society, their struggles and achievements. Interestingly, 88% of Vital Pakistan Trust's workforce is female!

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✉️ [giving@vitalpakistantrust.org](mailto:giving@vitalpakistantrust.org)

🌐 [vitalpakistantrust.org](http://vitalpakistantrust.org)

📍 9th Floor Al-Tijarah Centre, 32-1-A  
Shahrah-e-Faisal, Block-6 Block 6 PECHS,  
Karachi, Sindh 74000

### For Zakat

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### Cross-cheque Or Pay Order

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