

# Vital Voice

## IMPROVING QUALITY HEALTHCARE FOR WOMEN AND CHILDREN

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



**39,000**  
Antenatal Care



**69,000**  
Children Treated



**136,000**  
Children Immunized



**18,000**  
Delivery Services

### Supporter's Message

On behalf of Soorty Enterprises, I urge your attention to the pressing issue of maternal and child health in underprivileged communities in Pakistan. The statistics reveal a stark reality: a maternal mortality ratio (MMR) of 178 deaths per 100,000 live births and an under-five mortality rate (U5MR) of 63 deaths per 1,000 live births.

Amidst these distressing figures, it is imperative to recognize the exceptional dedication of VITAL Pakistan Trust in Karachi. They provide essential healthcare services across 40+ locations in the city, empowering communities with vital resources and knowledge.

I wholeheartedly applaud VITAL Pakistan Trust for its unwavering commitment to addressing these alarming statistics. Let's join hands to support and appreciate their efforts for a brighter, healthier future for women and children nationwide.

Asad Soorty  
Director, Soorty Enterprises

“I applaud VITAL Pakistan Trust’s unwavering commitment to a healthier future for women and children.”



### Reckitt and JS Bank Visit VITAL Pakistan Trust's Health Facility at Rehri Goth

Representatives from Reckitt and JS Bank visited VITAL Pakistan Trust's health facility at KGH Gadap and KGH Taiser Town respectively. The purpose of their visit was to evaluate the organization's potential for future collaboration.



## VITAL Pakistan Trust Representatives Shine at International Maternal Newborn Health Conference 2023 (IMNHC) in Cape Town

Karim Jivani, Associate Director - Data & Digital and Nida Yazdani, Project Coordinator for Prisma & Research Specialist represented VITAL Pakistan Trust at the International Maternal Newborn Health Conference (IMNHC) 2023 that was held in Cape Town, South Africa in May. Over 1,500 experts from around the world gathered to discuss and develop initiatives that could aid in achieving the 2030 Sustainable Development Goals in the field of maternal and newborn health. At the conference, Nida presented on "Evaluating Pregnant Women's Experiences with Respectful Maternity Care in Midwifery-Led Antenatal Care Service in Karachi, Pakistan."



## Joint Effort for Improved Family Planning Services: Our Team Up With Sindh Government

VITAL Pakistan Trust signed a Memorandum of Understanding (MoU) with the Government of Sindh to provide family planning services through their counsellors in JPMC Karachi, Civil Hospital, CDF Hospital, and Bilawal Hospital Hyderabad. Mr. Akbar Rajani, CEO of VITAL Pakistan Trust, and representatives from the Sindh Government, including Mr. Zulfiqar Ali Shah, Secretary Health, and Dr. Azra Fazal Pechuho, Provincial Minister of Sindh for Health, were part of the signing ceremony. This is an important development for VITAL Pakistan Trust and a testament to its leadership and commitment to providing improved family planning services.



## Celebrating a Collective Effort

A formal appreciation ceremony was held to recognize and express gratitude to the field workers and all participants involved in the development of the Integrated Research Platform (IRP), a cutting-edge digital platform for front-line healthcare workers. We are thankful to our esteemed partners Aga Khan University and Koochi Goth Hospital for their invaluable contribution and continued support.

## Presentation of EPI and PEI Model at 2nd Annual Conference of VARN

Dr. Rakhshanda Ishaque, Senior Technical Lead presented a poster on the Expanded Program for Immunization (EPI) and the Polio Eradication Initiative (PEI) model of Ittehad Town at the 2nd Annual Conference of Vaccination Acceptance Research Network (VARN) 2023 Conference that was held in June in Bangkok.



## Launch of Free of Cost Family Planning Services with Great Success

The VITAL Pakistan Trust Family Planning Program in Pakistan offered family planning services to women who visited the Ulphat camps for other health-related matters. In total, 2520 women attended nine camps. Among them, 549 women were counselled on FP and 331 chose to adopt advanced family planning methods, becoming new users.



## Celebrating International Midwives Day with Training and Empowerment

To commemorate International Midwives Day which falls on May 5th annually, VITAL Pakistan Trust and Zhavia Healthcare Consulting held a training session at the VITAL Pakistan Trust Head Office. 72 participants were trained from all our projects and partner organizations.



## A Significant Milestone Achieved: Bank Al-Falah and VITAL Pakistan Trust Sign MoU

Bank Al-Falah and VITAL Pakistan Trust signed an MoU for the launch of an Online Giving Portal. Through this collaboration, donors and the public can now support VITAL Pakistan Trust's various initiatives with greater ease. Mr. Sarmad Ejaz Awan (Business Head), Mr. Waqas Jawaid Bukhari (Regional Business Head), Ms. Sabeen Wajih (Area Manager) and Ms. Rafia Fouz (Branch Manager) from Bank Al-Falah and Mr. Akbar Rajani (CEO), Mr. Nabeel Mustafa (Chief Financial Officer & Company Secretary) and Mr. Peter Lobo (Head of RD&C) from VITAL Pakistan Trust were part of the MoU signing ceremony.



## VITAL Pakistan Team Participates in FP2030 Sub-Groups Meeting

The VITAL Pakistan Trust team participated in the conference titled "Pakistan's Population: Ensuring A Brighter Future for All," an event hosted by Palladium Pakistan under DAFPAK-PSSD. The event was in partnership with the MoNHSR&C Islamabad, the provincial Health and Population Welfare Departments of Punjab, Sindh, and KP, in collaboration with UNFPA, PSI, MSS, DKT International, and M&C Saatchi.



## Revealing Hidden Talents and Realizing Aspirations

A 2-day training session titled "Leadership Development Program" led by Dr. Farhad Karamally, a Herrmann Certified Practitioner and CEO of Funverks, was held for all the senior leadership. It entailed using the Herrmann Brain Dominance Instrument (HBDI) to create VITAL Pakistan Trust's own leadership style and elevate synergy among leaders.



## Donating the Gift of Life: VITAL Pakistan Trust Holds First Blood Donation Drive

The first blood donation drive was held successfully at VITAL Pakistan Trust as both the field and head office staff came out to give the gift of blood to those in desperate need. It would be pertinent to appreciate Husaini Blood Bank for the excellent execution of the blood donation drive.



## VITAL Pakistan Trust launches Future Leadership Program for Interns and Trainees

VITAL Pakistan Trust launched its first-ever Trainee and Internship Program with the name "Future Leadership Program 23", in which they onboarded multiple fresh graduates from IBA, IoBM, Szabist and Habib University.



## Engaging Men in Reproductive Health Matters

Successful male community engagement and awareness sessions were organized and held in various communities, including Rehri Goth, Cattle Colony, Ibrahim Hyderi, and Ali Akbar Shah. During these sessions, participants were sensitized and educated about the important aspects of reproductive health and the significance of healthy timing and spacing of pregnancies. A total of 18 meetings were conducted in these communities, with a notable attendance of 299 males who actively participated in discussions regarding reproductive health and birth spacing.



## Appreciation for Platinum Brand Ambassadors

In recognition of their exceptional dedication and outstanding performance, out of a total of 426 participants, an impressive 98% earned the esteemed titles of Gold or Silver Ambassadors, and 18 individuals were acknowledged as VITAL's Platinum Brand Ambassadors. The selection of our Ambassadors was based on several factors, including their exceptional training assessment scores, active participation during training programs, and the demonstration of learned values in their daily lives.



## Ways to Donate

### From Pakistan & Globally

#### Cross-cheque Or Pay Order

Account title: VITAL Pakistan Trust

#### Call For Pick-up Service for Karachi Only

0304-8245165 | 0302-8240100

#### Online Transfer

##### For Zakat

Bank name: **Bank Al Habib**

IBAN No: PK36BAHL5001008102618201

##### For Donations

Bank name: **Bank Al Habib**

IBAN: PK74BAHL1262007102254802

Bank name: **Bank Alfalah**

IBAN: PK12ALFH067000100806946

### From USA

Zakat donations can be sent to VITAL Pakistan Trust through i-Care Fund America Inc., which is a 501(c)(3) tax exempt organization in USA. Receipts can be used to claim tax exemption from the IRS.

### Donate from USA

[i-care-america.org/charity/vital-pakistan-trust/donate](https://i-care-america.org/charity/vital-pakistan-trust/donate)

### Contact us

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