



# RIGHT START

Improving the survival and health  
of pregnant women, newborns  
and young children

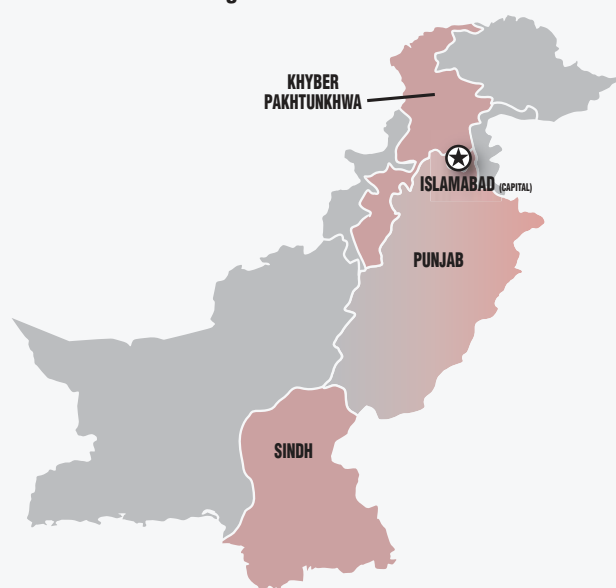
## Providing pregnant women, newborns and young children with better nutrition and healthcare in Pakistan

The “Right Start Initiative” is a comprehensive program reaching nine countries in Asia and Africa, designed and run by Nutrition International (formerly the Micronutrient Initiative) in order to improve the quality of nutrition for 100 million adolescent girls and women of reproductive age. In Pakistan, Nutrition International will invest \$4.9M (CAD) over five years to 2020. The program has multiple parts. Through it, Nutrition International will: (1) support the provision of iron and folic acid supplementation for pregnant women in three provinces to combat anaemia and help reduce the risk of low birth weight for their babies; (2) strengthen the capacity of frontline health workers in these three provinces to provide better healthcare services to mothers and newborns during and immediately after birth – ensuring safer pregnancies and deliveries and improving the survival and health of newborns; (3) and reach hundreds of thousands of children in Punjab and Khyber Pakhtunkhwa provinces through the promotion of exclusive breastfeeding for the first six months of life, and of complementary feeding practices for children aged six to 24 months.

### The Need

In Pakistan, more than half of all expecting mothers do not undergo at least four checkups during pregnancy<sup>1</sup>, putting themselves – and their newborns – at risk of potentially deadly complications. Three out of five newborns are not exclusively breastfed<sup>2</sup>, and 85% of all children six to 23 months are not getting the diversified diet they need to develop normally and fight disease<sup>3</sup>. For every 10 children who are born in Pakistan, one will die before the age of five<sup>4</sup>, and close to half of all children under

Right Start in Pakistan



- Interventions targeted at women and newborns
- Interventions targeted at infants and young children

five are moderately or severely stunted<sup>5</sup>. This can have long-term effects on their cognitive development, school achievement and economic productivity in adulthood.

### Our Goal

The program aims to improve the survival and health of pregnant women, newborns and young children by reducing anaemia, complications during pregnancy and

delivery, and low birth weight. It also seeks to reduce stunting in children under five years old. Well-nourished women have safer pregnancies, healthier children and are more productive members of society and the workforce. Well-nourished infants and young children have stronger immune systems, and have a better chance of becoming contributing members of society. The program will have positive social and economic impacts by eliminating obstacles that malnutrition imposes on some of the most vulnerable populations, preventing them from reaching their full potential and that of the next generation.

## Interventions and impact by 2020

- ➔ **275,000 pregnant women and 298,000 newborns** living in 19 districts spread out through Punjab, Khyber Pakhtunkhwa and Sindh provinces will receive improved healthcare before, during and immediately after delivery. The program will help to ensure expecting mothers are encouraged to attend at least four checkups during their pregnancy, and receive and take iron and folic acid supplementation. Through additional training, Nutrition International will strengthen the capacity of frontline health workers to provide nutrition counselling and antenatal care for pregnant women – and to promote interventions that will improve newborns' health and survival such as cord care, kangaroo mother care and early initiation to breastfeeding.
- ➔ **546,000 infants and young children** in Punjab province will have improved nutrition. Nutrition International will work with policy makers, pediatric associations, and other stakeholders to sensitize them to the importance of Infant and Young Child Nutrition guidelines – and of effectively implementing the International Code of Marketing of Breast Milk Substitutes. Training will also be given to frontline health workers to increase their capacity to promote and encourage exclusive breastfeeding for infants under six months old and complementary feeding practices for children six to 24 months. For the first time, multiple micronutrient powders will be provided to health facilities for distribution by frontline health workers, helping to increase the consumption of these supplements by young children to achieve up to 60% coverage. Caregivers will be educated on adequate infant and young child nutrition and its benefits.

1. The State of the World's Children 2016, UNICEF  
2. The State of the World's Children 2016, UNICEF  
3. The State of the World's Children 2016, UNICEF  
4. Global Nutrition Report 2015  
5. The State of the World's Children 2016, UNICEF

## Expectations from the project by 2020

**Avert at least 314,000 cases of anaemia** in pregnant women and young children.

**Avert 14,000 cases of stunting** in children under five.

**Avert 4,200 deaths.**

**Reduce the number of low birth weight newborns by 11,000.**

## The Right Start Initiative: A catalytic platform for change

The Right Start Initiative is based on five pillars: high-impact programs, resource mobilization, new strategic partnerships, technical leadership, and advocacy. With \$75M (CAD) in anchor funding granted by the Canadian government, Nutrition International is launching programs in Bangladesh, India, Indonesia, Ethiopia, Kenya, Pakistan, Philippines, Senegal and Tanzania, aiming to reach 50 million women and adolescent girls by 2020. These programs include packages of interventions adapted to each country: weekly iron and folic acid supplementation for adolescent girls, food fortification, iron and folic acid supplementation for pregnant women, as well as solutions to improve nutrition for infants and young children. Building on the anchor funding, Nutrition International is reaching out to donors, foundations and the private sector working for global nutrition to leverage this investment with the objective of doubling its reach to 100 million women and girls.

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The Micronutrient Initiative has become Nutrition International. This change will be implemented in Pakistan over the coming months.

## About Nutrition International

Founded in 1992, Nutrition International is a global organization dedicated to delivering proven nutrition interventions to those who need them most. Working in partnership with countries, donors and implementers, our experts conduct cutting-edge nutrition research, support critical policy formulation, and integrate nutrition into broader development programs. In more than 60 countries, primarily in Asia and Africa, Nutrition International nourishes people to nourish life. [www.NutritionIntl.org](http://www.NutritionIntl.org)