The Multi Sectoral Nutrition Center, Planning and Development Department, in collaboration with the United Nations Children’s Fund Punjab, hosted the “Multi Sectoral Nutrition Strategy Prioritization Workshop” on 24th May 2017. The objective of the workshop was to prioritize interventions under the Punjab 2015 Multi Sectoral Nutrition Strategy, to incorporate relevant departments of the Government of Punjab that were overlooked in the Punjab MSNS 2015, and to set targets against the streamlined nutrition sensitive and nutrition specific interventions.

Multi Sectoral Nutrition Center
Planning and Development Department
Introduction

Development of the Punjab 2015 Multi Sectoral Nutrition Strategy (MSNS) marked a new era towards combating the prevailing dismal condition of malnutrition in the province. Contrary to the conventional belief that malnutrition is only a health concern, MSNS demands a collaborative effort by multiple sectors namely; Health, Education, Water Sanitation & Hygiene, Agriculture, Livestock, Fisheries, Social Protection and Food.

The strategy envisions a multi sectoral approach in which each sector contributes towards lowering malnutrition rates by either implementing or upscaling nutrition sensitive and specific interventions. After the launch of the strategy in 2015, all relevant departments of the Government of Punjab have been working towards implementing the strategy in the province through their annual development plans.

On 24th May 2017, the Multi Sectoral Nutrition Center (MSNC) in collaboration with United Nations Children’s Fund (UNICEF) Punjab, hosted the “Multi Sectoral Nutrition Strategy Prioritization Workshop” under the chairpersonship of Dr. Shabana Haider, Member Health Nutrition and Population (HNP) Planning & Development (P&D) Board, at the Avari Hotel Lahore.

The objective of this workshop was to prioritize interventions under the Punjab 2015 MSNS, to incorporate relevant departments of the Government of Punjab that were missing from the strategy, to highlight nutrition specific and sensitive interventions in each sector and to set targets against the streamlined interventions. The feedback obtained from this workshop is being incorporated in the revision of MSNS 2017.

Representatives from departments of Primary & Secondary Healthcare (P&SH), School Education, Agriculture, Food, Livestock, Fisheries, Literacy and Non formal Basic Education, Population Welfare, Saafi Pani, WASH/Housing Urban Development & Public Health Engineering (HUD & PHE), Labor & Human Resource, Civil Society Organizations (CSOs), and major development partners were amongst those who actively participated in the workshop.
Welcome address and Opening Remarks

Dr. Shabana Haider, Member (HNP), P&D Board inaugurated the session and welcomed the participants to the workshop. Dr. Shabana Haider has been the main force behind the Government of Punjab’s strong call for action against child malnutrition and has been instrumental in the establishment of MSNC at the P&D Department. In her opening remarks, Dr. Shabana Haider emphasized that each department present at the workshop has a very important role to play in the nutrition strategy.

“The future of our children is at stake as one third of children in Punjab are stunted which translates into reduced cognitive and physical development, lower productivity and less earnings in the future.”

She emphasized the importance of a joint multi sectoral approach to fight the war against malnutrition, stressed the requirement of incorporating missing sectors in the revised MSNS 2017 and highlighted the need to prioritize key nutrition activities for quick wins. She further stated that undernutrition is just one side of the coin, obesity and associated non-communicable diseases also contribute towards the prevalence of malnutrition thereby effecting morbidity and mortality and hence need to be addressed in the revised MSNS 2017.

Presentation by UNICEF

Dr. Tahir Manzoor, Health and Nutrition Specialist, UNICEF Punjab gave a detailed presentation on the achievements with regards to MSNS 2015. He highlighted that the Punjab 2015 nutrition strategy is a result of vigorous collaborative efforts both by the government and the development partners. He stated that the National Nutrition Survey (NNS) 2011 depicted a dismal situation of malnutrition in Pakistan as 23.9 million children under the age of 5 in Pakistan are undernourished and surprisingly 13 million of these children lived in the province of Punjab. This dismal situation called for an urgent action by the government and international organization along with a need for concentrated efforts to be made in the province.
In wake of the prevailing stunting rates and micronutrient deficiencies in the province, UNICEF and the Government of Punjab started to work in close collaboration from July 2012 to develop the Punjab 2015 MSNS by advocating for leadership and commitment and by initiating consultative process with multiple sectors. With the launch of the strategy the provincial government departments updated and finalized PC-1 by incorporating nutrition specific and sensitive interventions with MSNS as a guiding note.

Presentation by Acting Head Multi Sectoral Nutrition Center, P&D Department

Dr. Fatima Asim Shah, Acting Head, MSNC presented the major gaps of MSNS 2015. She stated that the strategy presently incorporates eight participating sectors namely; Health, Education, WASH, Social protection, Agriculture, Livestock, Fisheries and Food, whereas in order to address malnutrition and stunting with a more holistic approach, new participating and supporting sectors need to be incorporated in the MSNS.

Dr. Fatima further highlighted the gaps in provision of health and nutrition services in urban slums, uncovered areas and the sustainability of these interventions. Whereby departments like P&SH, School Education, Higher Education, HUD/PHED, Social Protection and Saaf Pani Company can potentially collaborate with CSOs and local NGOs to ensure 100% coverage of health, nutrition and WASH services.

She further emphasized that new sectors like Population Welfare, Women Development, Auqaf and Religious Affairs, Information Culture and Youth Affairs, Literacy and Non-Formal Basic Education, Labor and HR, Industries and Higher Education are also integral in fight against malnutrition. While presenting the gaps identified during the departmental review of nutrition specific and sensitive interventions under MSNS, Dr. Fatima stated that the strategy was unsuccessful in incorporating interventions to target adolescent girls, who are an integral part of our community and are our future mothers. In order to break the vicious cycle of intergenerational transfer of malnutrition, we must educate and empower our young girls to make safe and nutritious food choices for themselves and for their families. Young girls must be educated about reproductive health, nutrition and hygiene for which School Education and Higher Education department must play a key role.

Nutrition of malnourished adolescent girls can be improved through supplements such as multivitamin tablets, specialized nutritious food and biannual deworming, implemented through the P&SH department in collaboration with School Education department.
She also apprised the audience of the development of new PC1’s for districts of Southern Punjab in light of the gaps identified by MSNC under the Chief Ministers Stunting Reduction program. Addressing the session Dr. Fatima articulated that one of the major limitations of the strategy is lack of an integrated nutrition aligned communication framework. A holistic behavior change communication campaign targeting: diet diversity, hygiene & sanitation, family planning, breastfeeding, skilled birth and growth monitoring is essential for addressing malnutrition.

The need to incorporate interventions to strengthen the monitoring and evaluation mechanism was also stressed upon. She stated that the departments have missing standard operating procedures for M&E and at present implementation based monitoring is being carried out instead of result based monitoring. There is also non standardization of data collection, missing reliable data base systems and lack of M&E frameworks.

**Presentation by Nutrition Officer, UNICEF Punjab**

Ms. Uzma Khurram Bukhari, sensitized the participants regarding the aim and agenda of the group activity. Briefing the participants she stated that the main objectives of the group activity were to update, review, validate and prioritize the strategic actions under MSNS and to set targets for 2017-2018. Participants were distributed into six groups, whereby each group composed of representatives from relevant sector, team MSNC, CSOs and development partners.

**Group Work**

Results of the discussion included an update on ongoing activities under MSNS by sectors and identification of key priority areas. Details of the group activity are as follows:
Primary and Secondary Healthcare Department:

Health department plays a pivotal role in the Punjab 2015 MSNS and is responsible for most of the nutrition specific activities in the province. Primary and Secondary Healthcare Department last year launched IRMNCH and Supported Nutrition program to target mothers, infants, young children and adolescent girls. The department is also planning to launch a new nutrition project under the Chief Ministers Stunting Reduction program for 11 southern districts in line with the gaps identified during MSNC review. This new program is going to ensure 100% coverage of 11 southern districts with the nutrition and stunting package, aiming to reduce stunting prevalence annually by 1.5% in the selected districts.

P&SH Department has been going all out to promote nutrition activities and have made a major breakthrough in Punjab. After a very thorough and detailed discussion, key priority areas and brief sectoral progress update were presented.

**Sectoral progress as per activities listed under MSNS**

1. **To develop and promulgate rules for the implementation of Breastfeeding act 2009**
   The department has successfully notified breastfeeding rules and disseminated to all stakeholders. Infant Feeding Board has also been notified and technical working group has been formulated to finalize the roll out of breastfeeding implementation plan in order to promote breastfeeding in Punjab. Meetings with formula milk companies is under process to monitor the labelling and sale of formula milk in Punjab.

2. **Policy decisions to integrate nutrition as part of essential package of health services and revise the JDs of healthcare personals and School Health Nutrition Supervisors (SHNS)**
   Job description of SHNS have been revised to play a vital role in screening of school going children.

3. **Development of legislation on food fortification, Universal Salt Iodization (USI) and its implementation**
   P&SH department pointed out that these line items were now the domain of Punjab Food Authority (PFA) and should be reflected under appropriate sector.

4. **Establish nutrition treatment sites**
   The department informed that 804/1234 Outpatient Therapeutic Point (OPT) sites have been established and treatment of Moderate Acute Malnutrition (MAM) children has been initiated in two districts. Whereas, stabilizing centers have also been developed in all DHQ and teaching hospitals.

5. **Increased percentage of Severe Acute Malnutrition (SAM) identified, registered and treated children at Nutrition sites**
   The department highlighted that training of Lady Health Workers (LHWs) for effective growth monitoring has been completed and tools identified. Target setting for improved provision of MMS sachet to MAM identified children and ORS/Zinc to children suffering from diarrhea were also set.

6. **Promote healthy complementary feeding practices, optimal breastfeeding practices, birth spacing, increase coverage of antenatal care, counselling of pregnant women**
   The department highlighted that activities and training of health personals were being conducted to promote early initiation of breastfeeding and exclusive breastfeeding indicators in the province. Trainings to promote IYCF and other health related issues such as neonatal care, breastfeeding, immunization, diarrhea and ORS/Zinc supplementation are also being carried out vigilantly by the department.
7- **Provision of vitamin D and calcium supplements to Pregnant Lactating Women**
The department is still undergoing the process of procurement, however, provision of vitamin D is still not being managed and is expected to be covered through fortification of edible oil. This is one key area that needs to be highlighted in the revised MSNS as a key priority intervention, keeping in view the rapidly rising rates of vitamin D deficiency among PLW’s.

8- **Explore and establish protocols for nutrition screening of adolescent girls and development of training modules for different cadres**
This activity is still under development process.

9- **Develop linkages, consensus among stakeholders and create awareness**
The department and MSNC team will be closely working together to develop a holistic intersectoral communication strategy.

**Priority Areas:**

The department realizes the importance of prioritizing the key areas to achieve quick wins to address malnutrition, listed as follows:

- Improve nutritional status of women of reproductive age (15-49) through diet diversity, counselling, weight monitoring, antenatal checkup and provision of MMT
- Improve nutritional status of children under 5 by improving optimal breastfeeding practices, complementary feeding, weight and growth monitoring and provision of MMS
- Reduce prevalence of micronutrient deficiencies in PLW, adolescent girls, and children under 5 through micronutrient supplementation and deworming
- Improve access to quality nutrition services, strengthen referral mechanism, develop a national monitoring plan for nutrition commodities, improve prevention, management and control of diet related NCDs
- Advocate and create awareness on breastfeeding, food fortification, supplementation and dietary diversification through IEC material, seminars and trainings
- Monitoring and evaluation of nutrition management services through a well-developed Nutrition Management Information System (MNIS) and regular nutrition stock take
- Enhance evidence-based decision making through research

**Population Welfare Department**

Population Welfare Department (PWD) was not part of Punjab 2015 MSNS. But in view of the recognition and importance of fertility reduction to boost economic growth and to capture a demographic dividend, PWD will now be a key priority sector in the new revised MSNS 2017.

Global evidence shows that a well-organized family planning program with a well-developed IEC element can reduce fertility by 1.5 births per woman (Lancet 2014). Benefits of birth spacing are not only for the child and the mother but also for the family.
Through birth spacing a mother gets opportunity to replenish her nutrition and gains the ability to produce healthy babies along with limiting the fertility rate. In order to improve nutrition benefits, family planning services need to be strengthened and role of PWD revitalized. With this consensus, the department is already committed to initiate a number of activities and launch programmatic strategies in collaboration with World Bank and UNFPA.

PWD is presently expanding the family welfare centers and introducing the community based family workers to ensure universal coverage and improve access to FP services in 22 districts. Construction of family health clinics is also under process with franchising of clinical services to private sectors through NGOs in 6 districts.

Establishment of adolescent reproductive centers in divisional headquarter is currently under process. During discussion, key priority areas were highlighted under which the department is already working and mobilizing its resources. As such these activities with enhanced strategic objectives and target setting needs to be incorporated in the revised MSNS 2017.

**Priority Areas:**

*The department realizes the importance of prioritizing the key areas to achieve quick wins to address malnutrition, listed as follows:*

- Improving access to family planning services with Public Private Partnership (PPP)
- Reducing unmet needs by ensuring availability of quality Family Planning (FP) products and developing a social marketing and branding mechanism
- Integrating nutrition in PWD by promoting birth spacing, counselling of PLWs, adolescent girls and family members especially husbands
- Formulation of a multi-sectoral population policy for an integrated approach with other sectors
- Holistic communication strategy/implementation plan for behavior change based on research into consumer behavior to develop targeted strategies
- Counselling and improving access to family planning information and raising awareness about benefits of birth spacing on family and society (cross cutting with Information Department, Auqaf Department, Primary & Secondary Healthcare Department, Specialized Healthcare Department, Labor and HR Department)

**Food Department**

The Food department was initially established to distribute important food items. Under the current administration, however, its function has been limited to procuring Punjab’s staple grain, wheat, at a support price fixed by the Government, maintaining strategic reserves, and supplying wheat to flour mills to ensure that quality flour is available at a reasonable rate. The Government of Punjab established the Punjab Food Authority through the Punjab Food Authority Act 2011 to ensure the availability of safe
and wholesome food by laying out standards for food articles and to regulate their manufacturing, storage, distribution, sale and import.

**Sectoral progress as per activities listed under MSNS**

1- **To Increase in storage capacity and ensure access to food throughout the year the department**
Currently, silo storages are present in D.G Khan (30,000 metric ton), Bahawalpur (30,000 metric tons under completion), Bahawalnagar (30,000 metric tons under completion), Multan (40,000 metric tons), Faisalabad (50,000 metric ton) and Islamabad. A project for the construction of 200 silos under PPP mode has been launched.

2- **To strengthen lab facilities to ensure food safety and quality**
Two laboratories at Lahore and Bahawalpur were upgraded for testing of fortified flour.

3- **To improve the economic access to food by subsidies and price control and regulation mechanism**
This year the department has given Rs. 10 billion general subsidies and Rs. 5 million for Ramadan package. Similarly, Punjab Food Directorate is regularly monitoring the uniform distribution of wheat for the production of flour.

4- **To promulgate and implement, legislation regarding fortification of food**
Standards for Wheat Flour fortification (Iron in form of FeEDTA not less than 15ppm, folic acid not less than 1 ppm, Zinc not less than 30 ppm, B12 not less than 0.008 while for oil vit A 35,000 – 45000 IU & Vit D 3000 – 4500 IU) have been revised and now being notified by Punjab Food Authority. While through the forum of Fortification Alliance, food fortification’s policy framework, strategy and legislation is being drafted. Draft to be completed by July 2017. With the support of Provincial Fortification Alliance, Fortification Act for the legal coverage of all the fortification related activities has been drafted. Draft legislation of USI is currently with Punjab Food Authority.

Punjab Fortification Alliance policy framework, strategy and legislations to ensure Vitamin A and Vitamin D fortification in ghee and oil, wheat flour and USI draft is expected to be completed by July 2017. Standards for wheat and oil have been revised. This will be implemented initially in three districts i.e. Rawalpindi, Islamabad and Lahore in year 2017 and first quarter 2018 and to be scaled up to whole Punjab and Pakistan in later stages.

5- **To improve the food safety management systems by legislation, promulgate and implement**
Currently PFA amended act 2016 is being used. Under Food Fortification Program FSO’s & Millers will be trained on quality assurance / quality control for wheat and oil components only for three districts i.e. Rawalpindi, Islamabad and Lahore in year 2017 and first quarter 2018

**Priority Areas:**

- Improving access to food throughout the year for all targeted groups
- Provision of safe food with improved quality of food
- Food Fortification of flour, oil, salt and maize (large scale and small scale)
- Affordability of food: Cash Based transfer CBT and vouchers (cross cutting with Social Protection)
- Introduce home forticants and lipid based nutrient supplementation for short term immediate nutrition needs
The School education department plays a crucial role in decreasing malnutrition rates across the province. Malnutrition is a vicious cycle that affects generations, however, education is one of the strongest tools that can be used to break this cycle, with key focus on educating young girls. Adolescent girls, future mothers of the country, when educated not only make better decisions for themselves but also for their families, moreover educational attainment has also proven to delay the age of marriage lowering rates of underage pregnancies. Early Childhood Education (ECE) is also a key contribution towards reducing malnutrition rates. ECE has proven to stimulate the cognitive development of young children along with inculcating healthy habits such as hand washing and personal hygiene.

As yet the progress of Punjab School Education department towards implementing MSNS is slow. The department is not fully cognizant about the linkage between malnutrition and basic education. Apart from spearheading their efforts to address malnutrition, other departments like Higher education, Literacy and Non-Formal Basic Education Department should join forces with the School Education Department for broader enveloping approach.

**Sectoral Progress under MSNS**

1. **Expansion of existing school network and annual school enrollment campaign**
   Particularly focus has been given to increasing girl's enrollment which is currently in progress.

2. **Introduction of conditional cash transfer scheme to promote girls enrollment**
   This program is underway and has targeted 462,000 girls.

3. **Notification of a committee to develop training modules, dietary guidelines and curriculum**
   No progress has been made in this regard. This activity needs to be taken up by the department with a joint collaborative effort from HEC, Literacy and non-formal basic education department with technical assistance by WFP.

4. **Promotion of healthy food availability at schools while discouraging sale of junk food**
   No progress has been made in this regard.

5. **Ensure delivery of essential package of nutrition services to school going children on a quarterly basis and biannual deworming**
   No progress has been made in this regard.

6. **Ensure the provision of missing facilities e.g functional toilets with provision of soap**
   Presently all schools have only one functional bathroom per school, but provisions to enhance the number is under consideration.

7. **Ensure availability of safe/clean drinking water through installation of water filtration plants in schools with the assistance from HUD/PHE**
   No progress has been made in this regard.

8. **Provision of Micro-nutrient fortified high energy biscuits and dates in schools under CM Stunting program**
   The department is coming up with a new program for 11 southern districts.

**Priority Areas:**

- Equitable access to education especially targeting Adolescent girls
- Improve quality of education and integrate Nutrition & Hygiene in school curricula to enhance knowledge and improve perceptions about diet diversity, breastfeeding, malnutrition etc
The PHED/ HUD department is working to ensure an open defecation free Punjab by 2025, whereas the mandate of Saaf Pani company is to provide safe quality drinking water to the entire province. Together, both the PHED & HUD department and Saaf Pani company are presently implementing the nutrition interventions categorized under the water, sanitation and hygiene sector in MSNS 2015.

The PHED and HUD department is also introducing a new project under the CM stunting reduction program catering to 11 southern districts of Punjab with the aim to have an open defecation free south Punjab by the end of 2020. The PHED & HUD department has made commendable efforts towards improving the quality of life of people of Punjab by providing improved sanitation. The department plays an integral role towards lowering malnutrition indicators by linking nutrition with safe drinking water, sanitation and hygiene. Unsanitary conditions and/or intake of unsafe water leads to bouts of infection thereby undermining the nutritional status of a human being. However the scope of WASH/HUD-PHED department and align departments such as Saaf pani North & South and LGCD needs streamlining in line with departmental management structure for attainability, accountability and sustainability.

**Sectoral progress under MSNS**

1. **Develop Nutrition IEC material containing guidelines on health and hygiene with an integrated approach to conduct awareness campaigns and community sessions**
   The department has made little progress with development of IEC material to promote hygiene practices at crucial times and water conservation.

2. **Policy level actions regarding Punjab Drinking Water strategy, Punjab Sanitation Policy, BCC strategy, Punjab Municipal Water Act, WASH sectoral Nutrition strategy operational and implementation plan**
   Several essential policies still need to be formulated and notified after realigning them with the SDG’s.

3. **Provision of drinking water under Changa Paani program.**
   This activity now comes under the mandate of Saaf pani. Due to change in departmental management structure certain interventions and activities need to be realigned and revisited in the revised MSNS. Provision of clean drinking water by installation of filtration plants is also another mandate which need to be linked to Saaf Pani Company. Identification of filtration plant site is under process with target of covering 37 tehsils in phase 1.

4. **Rehabilitation of dysfunctional rural water supply schemes.**
   This scheme is ongoing. 1500 schemes are to be rehabilitated through this program with a target setting of 250 schemes per year.

5. **Water testing facilities and introduction of community based monitoring mechanism**
   Department has to establish regular water quality monitoring system.
6- **Piloting of Pakistan approach to total sanitation (PATS) in high risk districts**
This pilot project has been successfully completed with 2142 villages declared ODF. Now a new ODF program for 11 southern districts of South Punjab is being developed for 2017-2020.

7- **Installation of small scale solar sewerage treatments units in villages, improve solid waste management schemes and install composting plants in large cities to manufacture compost**
The department lacks clarity in this regard. This intervention needs to be aligned to the relevant department in the revised MSNS.

8- **WASH strategy in schools**
The strategy has been approved, but the department needs to come up with a roll out plan.

### Priority Areas:

- Improve equitable access to safe and clean drinking water
- Promote best practices and behavior change regarding hygiene & sanitation practices
- Improve equitable access to total sanitation with open defecation free villages and sustainability
- Improve quality of drinking water

### Agriculture Sector: Crop

Malnutrition has been traditionally categorized as a healthcare issue and the linkage between food security and Malnutrition still remains unclear. However with growing population, issue of insufficient food both in terms of availability and access needs to be taken into serious consideration. Growth from agriculture is twice as effective in reducing poverty, and in turn reducing hunger and under nutrition as growth in any sector.

### Sectoral progress under MSNS

1- **Mainstreaming Nutrition in agriculture**
Nutrition sensitive Provincial Agriculture Policy has been drafted.

2- **Enhance productivity of grains and pulses**
Seed Act 2015 has been approved by the Federal Government wherein punishments and fines have been enhanced. Under the new Seed Act, Provincial Governments are to register seed dealers only.

3- **Prioritize development of zinc rich wheat variety**
Zinc enriched Wheat variety, Zincol has been approved by Punjab Seed Council but no significant progress has been made afterwards. The department needs to come up with subsidization strategies to promote its cultivation and create market space.

4- **Promote kitchen gardening at household level**
Through Kitchen Gardening project 380040 seed kits were prepared and sold. Kitchen gardening scheme has been successful in the few districts it was launched, however now it needs scaling up to other districts for a combined effect on food availability and affordability.

5- **Create awareness on importance of food diversification and healthy dietary practices**
Various seminars have been conducted, and advertisement disseminated through print and electronic media. While commenting on the affordability of food items, food security and hunger, Member health
asked agriculture department that despite high production of wheat our indicator for food security is very low. The department responded that it is because of the unavailability of proper supply chain system. The department further mentioned that demand of consumer plays significant role. Currently, consumer demand is not overwhelming and needs to be addressed through awareness and media campaigns.

6- **Empowering women workers in the sector.**
15% women have been appointed as Agriculture officers. Development of social assistance schemes for women agriculture workers and small farmers needs to be developed in collaboration with social protection authority.

### Priority Areas:

- Improve access to safe nutritious agriculture products (improve pre and post-harvest practices)
- Increase productivity of nutritious food by developing and promoting high yield varieties of grains and pulses
- Addressing malnutrition through Bio-fortification; Wheat: Zinc and iron; Maize: Vitamin A
- Scaling up kitchen gardening to other districts

### Livestock & dairy department

Livestock department is an important extension of the agriculture and food systems, providing the best source of animal protein which is essential to fight Malnutrition.

#### Sectoral progress under MSNS

1- **Enhance productivity through improved genetics, balanced nutrition and careful husbandry**
Up to 100% of animals are being vaccinated and dewormed in Punjab to ensure they are disease free and fit for consumption.

2- **Promote better functioning markets and regulatory regime**
1st Livestock & Dairy Development Policy has been developed and Livestock Breeding Act (2014) is being enforced. Feed inspectors at division, district and tehsil level have been appointed to check adulteration and malpractices in food processing. Labs have been established in 36 districts for proper diagnosis and safety testing of meat and milk.

3- **Apply research and technology to provide quality products (dairy and meat) for domestic consumers and the export market**
In this regard, Camel research farm has been established where research is being carried out to promote camel milk consumption.

4- **Increase availability of livestock based products 10% annually and enhanced meat production**
Progress is ongoing, however questions about its safety and quality were raised especially in regards to increase use of hormones to increase meat and milk yield. Punjab Food authority role should be enhanced to monitor quality of food products.

### Priority Areas:

- Increase productivity through sustainable livestock farming and capacity development to combat protein energy malnutrition
- Increase accessibility and acceptability of dairy products in targeted groups
Fish is one of the best sources of protein. Fisheries department has been given the mandate to not only increase the fish production but also to ensure increased consumption by the public. The department has introduced many new varieties of fast-growing fish to increase production; however, consumption remains low.

**Sectoral progress under MSNS**

1. **Increase fish production**  
   Fish production has been increased from 89,000 tons to 93,000 tons against a target of 120,000 tons, with the number of hatcheries increased from 77 to 83 against the target of 90.

2. **Increase consumption of fish**  
   In this regard, there is promotion of tilapia culture through various development schemes, but presently, the department lacks a behavior change communication campaign to improve fish consumption.

3. **Improve supply chain process for fish from Farm to fork**  
   Fish quality control lab has been established and fish quality control rules are being developed.

**Priority Areas:**

- Strengthening the fisheries sector to increase productivity and improving consumption by public through BCC
- Increase acceptability and accessibility to fish products in targeted groups

**Challenges**

There is still a low level of understanding regarding the interlinkages between various departments with strategies in regards to nutrition. Furthermore, sectoral programmatic interventions need to be aligned with nutrition as an outcome indicator.

There is a need for organized coordination and collaboration of different sectors and government departments in relation to nutrition objectives. Sectors need to be apprised of their role to develop an active coordination link with MSNC. Moreover, some pieces of legislations, nutrition-related policies, strategies and guidelines need urgent review to align them with current government departmental structure.
Way Forward

In order to win this fight against malnutrition and to ensure the livelihood of our future generation there is a need for call for action by all relevant sectors. There is also a need to enhance the scope of activities already undertaken by the nominated sectors by prioritizing certain key actions for an immediate impact. It is imperative that the strategy is aligned with the Sustainable Development Goals, Pakistan Vision 2025 and Punjab Growth Strategy, whereas the current version is in line with the Millennium Development Goals (MDGs).

New sectors need to be added to the revised MSNS 2017 and sensitized regarding the causal link between malnutrition and sectoral outcomes, thereby motivating them to address malnutrition with an enhanced holistic approach.
Strategic Priorities for New supportive departments

1. **Women development department**
   - Integrate nutrition in their department
     - Upscaling day care centers
     - Establish breastfeeding corners in their institutes

2. **Labor & HR department**
   - Promote maternal, infant and young child nutrition in their Punjab employees social security institute hospitals and dispensaries
   - Promote child wellbeing through comprehensive healthcare program in their workers welfare board schools
   - Enhance nutrition & hygiene knowledge among female secured workers by arranging seminars
   - Integrate female workers friendly legislation and improving work environment in their industries
     - Establish breastfeeding corners
     - Establish day-care centers

3. **Higher education department**
   - Introduce nutrition modules
   - Mobilize youth to undertake community action services to promote nutrition through advocacy/social media or health camps

4. **Information department**
   - Assist departments in implementation of multisectoral communication strategy
     - Publication of nutrition based IEC
     - Mobilization of print electronic and social media to enhance nutrition knowledge
Making Nutrition a Priority

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