

GREENSTAR Pakistan's second-largest family planning provider

GREENSTAR Social Marketing Pakistan (Guarantee) Limited is a non-profit, non-governmental organization devoted to improving quality of life among low-income people.

A non-governmental organization, Greenstar works through the private sector and with the Government of Pakistan, empowering healthier choices and improving access to affordable, high-

quality health products and services.

Following the Government of Pakistan, Greenstar is the country's second-largest family planning provider.

Having achieved significant progress in building the country's network of private "trustworthy family planning service providers," in 2005 Greenstar launched a broader network of private "family healthcare providers" under the name "GoodLife."

Greenstar's Sabz Sitara portfolio has become synonymous with high quality, affordable family planning in Pakistan.

The GoodLife portfolio addresses a broader spectrum of family health needs - including maternal and child health issues such as safe water, nutrition and malaria, and infectious diseases such as HIV and TB

In Pakistan, where per-capita GNP is low and 70%

seek care in the private sector, affordability and access to quality health products and services are key challenges. Greenstar and GoodLife make quality health services and products available at places and prices that are accessible to low-income populations.

We harness private sector infrastructure and potential to increase both demand and supply, while providing requisite support services to reach

underserved Pakistanis. Greenstar touches millions of low-income Pakistanis every year through mass media, community meetings, and thousands of private-sector medical clinics and retail outlets nationwide.

Established in 1985-6 with a grant from USAID, Greenstar launched Pakistan's first social marketing product: Sathi condoms. Greenstar instituted a social franchise of private providers in 1995 to complement the condom program.

Today, 19 products and services are provided through the Greenstar Franchise of over 18,000 male and female doctors, female paramedics, and pharmacists.

GS family planning products or services protect 1 out of every 4 married couples who use modern methods.

The organization's mission is to improve the quality of life among low-income people through better health across Pakistan. In 2006,

•70% of GS clients reported a household income of less than Rs. 7,000/month

•75% of GS outlets were located in very low-income neighborhoods

•Sathi was widely available in urban slums and many rural areas

Social Marketing Products for Disease Prevention

Greenstar socially markets a range of disease prevention products. For details please follow the link:

1. Condoms for AIDS/STI prevention
2. Clear 7 for all STIs
3. Oral Contraceptives
4. Injectibles
5. IUCDs
6. PUR- Water purifier for all water borne diseases.
7. Baby Active for infants

8. Clean Delivery Kits for mother and the new born.

Social Franchising Private Health Services

Greenstar is also a global pioneer in the "social franchising" of private-sector health services, having trained more

protect 1 out of every 4 married couples who use modern methods.

Our cost per CYP (couple year of protection from unwanted pregnancy) is approximately \$5 - among the lowest in the world.

Greenstar is a global pio-

Summary of GS Training for Providers

Category	Trained Providers
Female Doctors (GreenStar-1)	6323
Female Paramedics (Greenstar-4 to1)	401
Male Doctors (Greenstar -2)	5092
Male Paramacist (Greenstar -3)	2791
Female Paramedics (Greenstar -4)	2930
Sexually Transmitted Infections	806
Post Abortion Care	676
Newly Wed Couple Counselling	511
Emergency Contraception	1664
Ante-Natal / Post-Natal	1225
Business Management Practices	102
EmOC & Normal Labour	621
Neonatal Care - Advanced	506
Child Care	429
Voluntary Surgical Contraception	58
Grand Total	24,165

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than 18,000 private health care providers since 1995.

Today, 19 products and services are available through the Greenstar Network of providers and 80,000 retail outlets.

Greenstar has national scale and reach. Our family planning products and services

neer in social franchising private-sector health services, having trained 24,000 male and female doctors, paramedics, and pharmacists between 1995 and 2006.

Summary of GS Training for Providers

The focus of Greenstar's communications is to motivate and create demand among low-income Pakistani women and men for health services and products.

This is achieved through mass media campaigns on television, radio, newspapers, billboards, public relations, Clinic Sahooalts (Free Clinics), mohalla (neighborhood) meetings, and seminars. These activities inform the public that where they see a Greenstar logo they can be assured of high quality, affordable, trustworthy family health services.

At the community level, Greenstar uses street theater and mohalla ("neighborhood") meetings to foster greater awareness of family planning and health issues, which leads to increase client flow to members of the Greenstar Network of providers.

For women, mohalla meetings have been designed to encourage open discussion of sensitive issues in a safe and conducive environment. Trained Greenstar providers, who are highly regarded within their community, lead the meetings to ensure that accurate medical information is provided.

Each year, thousands of low-income women are reached by such meetings. Studies have shown that as many as 25 percent of attendees subsequently seek a family planning consultation with a Greenstar provider.

A 2002 external evaluation identifies Greenstar as the only organization in Pakistan to have successfully increased client flow for providers.

To date GS IPC team has contacted over 1.3 million people to promote FP methods and conducted more than 5,600 Clinic Sahooalt.

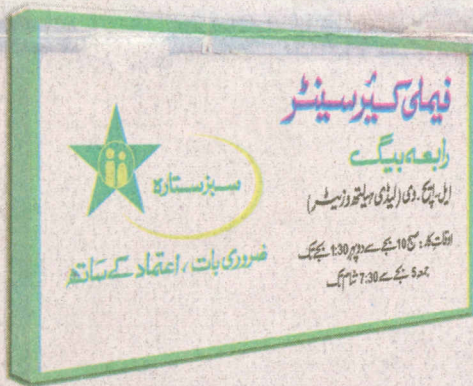
About 115,000 women participated in r "Clinic Sahooalt Activity" of which about 93,000 women adopted FP methods (81%).

Participation rate is about 20 women per CS. 65 % of women were new to clinic (visited the provider for the first time due to IPC intervention.

The Star that leads to a healthy life!



- ★ Serving since 1991
- ★ The second largest family planning institution after the Government of Pakistan
- ★ 19 family planning products and services available
- ★ A network of more than 6000 well-trained lady doctors



Staying healthy is the only way to lead a happy life. But this can only be possible through adequate spacing between children. Visit the Subz Sitara Clinic for specialized and trustworthy advice given by our well-trained experts and doctors. Take excellent care of your family and stay in the best of health!

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For more information and advice call free on our hotline: 0800-11171