FAMILY BASED INTERVENTIONS
FROM EGYPT
IFFD

Maissa Shawky
Deputy Minister of Health and Population for Population
National Population Council
National Council for Childhood and Motherhood
Aim

Sharing Egyptian interventions and activities directed to families with mothers, children and youth as priority target groups at an international scale

Maissa Shawky, MD
National Plan for Health and Community Awareness

has indirect and direct approaches

and is planned to reach 90% of our population

with customized messages

according to each mode of delivery

Maissa Shawky, MD
National Plan for Health and Community Awareness
Thirty one topics were selected according to prevalence and seriousness of current health and social problems in Egypt.

Four training portfolios were developed with a think tank experts input:

- Health Services, Family Planning and RH
- Healthy nutrition with a life cycle approach
  (Nutrition for common NCDs)
- Prevention of common Communicable and Non-Communicable diseases
- Population Themes *
Population Themes *:
- Anti Female Genital Cutting
- Anti Early Childhood Marriage
- Anti Dropping out from school and reintegration in education
- Anti all forms of violence; family, women, children and gender based discrimination and women empowerment

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National Plan for Health and Community Awareness

Indirect Approach : Media Based

1. TV
2. Radio
3. Two National News Papers

- Experts and university professors were recruited from all specialties to attend orientation workshops and a data base was established with benefit of free airing in talk shows

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Workshops for Building Ambassadors of Population Council in Media

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Direct Approach:

- Face to Face health education and counseling are considered to be most effective at changing KAPs but are much more expensive and need detailed preparations and TOTs.

- Three different Initiatives were launched and enacted:
  - University Pioneers Initiative (UPI)
  - Extra Curricular School Teachers Initiative
  - Community Based Initiative (in 86 Red Districts or spots)

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University Pioneers Initiative (UPI)

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University Pioneers Initiative (UPI)

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UPIs
Family Planning and Reproductive Health Conference
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UPIs

Family Planning and Reproductive Health Conference

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Our Community is Egyptian Program
Religious leaders trained in One class

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Conference:
Role of Media in Supporting Population Issues

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Population Development Atlas (PDA)

- Research based prioritization tool
- PDA is based on a composite indicators research that statistically combined 64 indicators
- A grand mean ranked our 27 governorates from best to worst
- A decentralized mean ranked districts within each governorate from best to worst
- Ranked Governorates/Districts were divided into thirds which were coded in traffic light colors

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Population Development Atlas (PDA)  
Map for Egypt

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Maissa Shawky, MD

PDA Map for Egypt: 9 Priority Governorates
Kafr Al Sheikh Governorate in Lower Egypt
### Kafr Al Sheikh Governorate in Lower Egypt
### Action Oriented Policy Brief Tool

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**Maissa Shawky, MD**
School Based Activities
Early Marriage and Illegal Childhood Migration

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School Based Activities
Early Marriage and Illegal Childhood Migration

Maissa Shawky, MD
School Based Activities
Early Marriage and Illegal Childhood Migration

Maissa Shawky, MD
Parents Community Dialogue
Early Marriage – FGM – Illegal Migration

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National Council for Motherhood and Childhood
Managerial Meeting

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National Council for Childhood and Motherhood

- Childhood digest (UNICEF/CAPMAS)
- Policy papers based on 2016 national research (Prof. Magued Othman, 2016)
- National Strategy for Childhood and Motherhood (2016, UNICEF)
- Early Childhood Strategy (Currently being planned with UNICEF)
- National forum for children representing 27 governorates with representation of children with disabilities, orphans, rehabilitated children on the street and others

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National Fund Account for children

National fund account for children with disabilities (under establishment)

Special concerns are for:
- Children on the move
- Trafficking
- Children of mothers in jail

Integrating cases dropped out from school

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Child Protection Activities in NCCM:

- Child Help Line.....................................16000
- Family Counseling Help Line .............16021
- Children with Disabilities Help Line 08008886666
  All are call free lines

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National Council for Childhood and Motherhood

Child Protection Activities in NCCM:

- Child Help Line 16000 is a part of national childhood protection system connected with:
  - Central Child Protection Committees (CPCs / Governorate based)
  - Peripheral Protection Committees (PCPs / District Based)
  - NGOs

( NCCM is implementing National training for standardized CPCs and NGOs are currently working with UNICEF and Italian Fund in Egypt)

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Child Protection Activities in NCCM:

- Ending Violence Against Children Campaign:
  - "EVAC" is a cooperation between NCCM and UNICEF and is EU Funded
    - 60 Millions Viewership on social media
    - 181 Billboards
    - 500,000 printouts
  - Currently being introduced for integration in schools

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EVAC Campaign
EVAC Campaign
Law Expert Committee issuing Draft Law for Intensification of Penalty for FGM

Parliament Agreement in August 2016
Law Expert Committee issuing Draft Law for Intensification of Penalty for FGM
National Council for Childhood and Motherhood

- Supporting Families with disabled children:
  - Regular meetings with families
  - Supportive booklet for services delivered by different ministries nation wide
  - Shadow teachers training program for school based integration (Model in Alexandria to be upscaled soon / UNICEF)
  - Special help line (mentioned earlier)

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Community Development Program
Village and District Based
by National Population Council (NPC)

Our Community is Egyptian
“is a community based intervention based on:
Leadership skills
Mapping of community problems
Priority setting
Mobilization of community resources

Maissa Shawky, MD
Community Development Program
Village and District Based
by National Population Council (NPC)

- FGM
- Early Marriage
- School Drop outs
- Training of religious leaders
- Both Islamic and Christians in one and same class

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Achievements by end of 2016

- Community awareness campaigns: 38,972
- Population Convoys: 1,133
- Decline in total births till end of November: 77,234
- High political support and advocacy with the Family as a focus of attention and children and mothers as a priority
Thank You So Much
See you all soon in Cairo

Maissa Shawky, MD