

# Manual on Effective CRVS System in Pakistan



Zahid Hussain Jalbani  
Project Manager



## Background

- Pakistan has an average birth registration rate of 34% (DHS-2013) and an unknown death registration rate. Strengthening Pakistan's CRVS Systems and achieving universal coverage is critically important.
- Legal identity is essential to ensure access to public services, social protection, and human rights so that statistical information and health indicators can be generated on a continuous basis and be used for policy planning, implementation and monitoring.

## Objectives/purpose of the training manual

- The training manual is an important initiative for improvement of Civil Registration and Vital Statistics (CRVS) System in Pakistan.
- This manual will help in orientation of the senior govt. officers at federal and provincial levels.
- Resultantly, it will provide orientation and the required skills from top to bottom levels stakeholders specifically those involved in CRVS business.
- The manual will build up the overall capacities of registration and processing regarding births, deaths, marriages, divorces and adoption where necessary.
- The enhanced capacity of concerned stakeholders will ensure improvement in other social services including education enrolment, healthcare services like immunization and Polio eradication and nutritional status of children. This will ultimately address the SDGs targets and enable the nation to honor the international commitment, based on research, evidences and authenticated data of vital statistics.

## Modules & Methodology

- The training manual is comprised of total nine (9) modules.
- The participants will be trained through interactive teaching method and group exercises on CRVS.
- The handouts will be distributed to the participants as resource material and local CRVS examples will also be shared for better understanding.

# Modules

S. No.	Module	Content	Outcome
0	What is CRC?	<ul style="list-style-type: none"><li>• Discuss the Convention on the Rights of Children (CRC).</li><li>• Introduction of the components of CRC.</li><li>• Explanation of the articles of CRC.</li></ul>	<ul style="list-style-type: none"><li>• Participants will understand the importance of CRC and how it works for the protection of child rights.</li></ul>
01	Generating & meeting demand for vital statistics	<ul style="list-style-type: none"><li>• Introduction &amp; overview of CRVS system</li><li>• Discuss CRVS system stakeholders and roles</li><li>• Principles and uses of vital statistics</li><li>• SWOT analysis of current CRVS system</li></ul>	<ul style="list-style-type: none"><li>• Participants will become aware about the basic concepts and significance of CRVS system.</li></ul>
02	Major indicators of vital statistics	<ul style="list-style-type: none"><li>• Data sources: strengths and weaknesses</li><li>• Direct, derived and additional variables</li><li>• Standard tabulations</li><li>• Guidelines and template for a vital statistics</li></ul>	<ul style="list-style-type: none"><li>• Participants will learn about the data sources and analysis and generation of statistics reports.</li></ul>

# Modules

S. No.	Module	Content	Outcome
03	Collecting & processing data to produce vital statistics	<ul style="list-style-type: none"><li>• Steps involved in producing vital statistics</li><li>• Comparing national practices</li><li>• Practice coding, editing &amp; imputation</li></ul>	<ul style="list-style-type: none"><li>• Participants will become aware about registration systems and data generation.</li></ul>
04	Assessing quality of vital statistics	<ul style="list-style-type: none"><li>• Quality assurance procedures.</li><li>• Developing a quality assurance plan</li></ul>	<ul style="list-style-type: none"><li>• Participants will become aware about the quality assurance techniques.</li></ul>
05	Tabulation of data indicators	<ul style="list-style-type: none"><li>• Practice producing standard tables</li><li>• Vital statistics tabulation plans</li><li>• Develop a tabulation plan</li></ul>	<ul style="list-style-type: none"><li>• Participants will become proficient in producing tabulation plans for vital statistics.</li></ul>

# Modules

S. No.	Module	Content	Outcome
06	Presentation, dissemination and communication of vital statistics	<ul style="list-style-type: none"><li>• Do's and don'ts of presentation statistics</li><li>• Dissemination &amp; communication</li><li>• Reaching different audiences</li></ul>	<ul style="list-style-type: none"><li>• Participants will become skilled in presenting, disseminating and communicating data proficiently.</li></ul>
07	Monitoring & evaluation of vital statistics	<ul style="list-style-type: none"><li>• Achieving a well-functioning CRVS system by identifying key measures</li><li>• Available M&amp;E tools and methods</li></ul>	<ul style="list-style-type: none"><li>• Participants will learn about M&amp;E tools to assess the functionality of CRVS systems.</li></ul>
08	Making it happen: Summary & action plan	<ul style="list-style-type: none"><li>• Summary of training</li><li>• Develop an action plan</li><li>• Evaluate training</li></ul>	<ul style="list-style-type: none"><li>• Participants will become aware about the techniques of developing action plan for improving the production and use of vital statistics.</li></ul>



# Thank you

Zahid Hussain Jalbani, Plan International Pakistan  
[zahid.jalbani@plan-international.org](mailto:zahid.jalbani@plan-international.org)



# COMMUNICATION FOR BEHAVIOURAL IMPACT (COMBI) STRATEGY

STRENGTHENING CRVS  
IN PAKISTAN THROUGH  
APPROPRIATE USE OF  
DIGITAL TECHNOLOGIES  
PROJECT



COMBI stands for

# Communication for Behavioural Impact

COMBI= COM- Communication, B-Behavioural, I-Impact

Inspired by “**Integrated Marketing Communication**” of corporates

# Background Context

- People don't practice recommended behaviours. So far traditional communication approaches have not much successful in influencing people to adopt positive behaviours. i.e People still smoke despite having the knowledge that smoking is bad for health.
- There is gap between having knowledge and practicing recommended behaviour.
- Inspired by success of corporate companies to influence the behaviours of consumers to sell their products, development experts tried to incorporate **Marketing Communication** in development sector.
- In 1994, Dr. Everold Hosein offered the first “Integrated Marketing Communication for Behavioural Impact in Health and Social Development” course at New York University.
- WHO began applying IMC in 2000 and called it simply “COMBI”.

# Role of COMBI in Strengthening CRVS Project

- Currently, majority of parents in Pakistan don't feel it important to register the birth of their child
- To change this attitude, COMBI is being introduced for the first time in Pakistan under the Strengthening CRVS Project. The project COMBI Strategy was devised by international consultant, Dr. Everold Hossein, Professor of New York University.
- COMBI will create demand for birth registration by Improving knowledge, behaviors and attitudes of communities towards birth registration

# COMBI Key Features

- Situational Market Analysis
- Communication Key (For Birth Registration, Communication Keys are “Birth Certificate in 60 days (BC60)” and “Make Life Easier (MLE)”)
- Setting Behavioral Objectives
- Five Communication Actions

# COMBI's Five Integrated Communication Actions

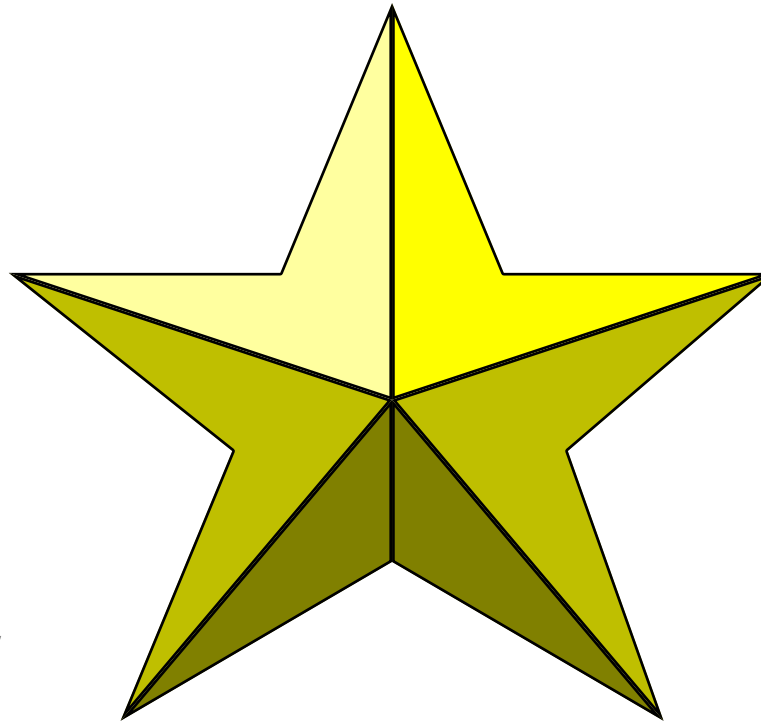
1. Administrative Mobilization/Public Relations/ Advocacy

2. Community  
Mobilization

3. Advertising

4. Personal selling/  
Interpersonal  
communication

5. Point-of-service-  
promotion



Thank  You