



PAKISTAN PETROLEUM  
EXPLORATION & PRODUCTION  
COMPANIES ASSOCIATION

## CSR NEWSLETTER

Quarterly Publication of Pakistan's E&P Companies

3rd Issue - Summer '07

Health

A healthy nation forms the foundation of a strong, progressive country. Three out of eight of the United Nation's Millennium Development Goals pertain to the health sector, thus directly linking health with national progress. As a developing country, Pakistan faces the challenge of solving a myriad of health issues with limited and overburdened national health services. Moreover, the majority of doctors and hospitals are located in cities and towns and the rural populace has much poorer access to health facilities than its urban counterpart.

Inclined towards promoting schemes of human welfare and advancement and being aware of the health care needs of their neighbouring communities, the PPEPCA member companies are involved in various health care projects in their areas of operation. These projects, carried out in partnership with the district administrations and communities have contributed towards bringing relief to rural dwellers.

Operating mainly in the far flung regions of the country, the Exploration & Production (E&P) sector sees itself in a position from where rural-urban gaps in the health sector can be tackled-be it in the form of improving existing health infrastructure, creating new facilities, or building capacity through training of local health workers and undertaking awareness campaigns.

This issue of the CSR Newsletter-with its focus on health-spotlights the Petroleum E&P Companies' various initiatives to bolster the health sector in the rural areas of Pakistan. We wish to share these initiatives with you and hope you find them illuminating.

—Editorial Team



This issue - Health

Training TBAs for Safer Births

Healthier Mothers - Happy Community

Caring for Communities

Investing in Community Health

Neighbourhood Needs

Seeing Life Again

Did You Know?

Avian Influenza, commonly known as 'Bird Flu', is a contagious disease of birds that was first identified in Italy more than a hundred years ago. Now occurring worldwide, the Type-A strain of Avian Influenza that has evolved into Bird Flu is spread by migratory birds such as wild waterfowl, sea birds, and shore birds, that can carry the virus for long distances.



Bird Flu has two forms: the first one only causes mild illness, ruffled feathers and reduced egg production in birds. However, the second form of the disease is highly pathogenic and can cause severe illness and rapid death. The virus endures in cool temperatures; it can survive in contaminated manure for at least three months in cold temperature and can live for more than thirty days in water at zero degrees centigrade. The Bird Flu virus is killed by heat at sixty degrees centigrade for thirty minutes and by common disinfectants such as formaline and iodine compounds.

Currently, there is no vaccine that works against H5N1-the strain of the virus that is transferred from birds to humans. However, several other measures can be undertaken to control the spread of the virus. These include the rapid culling of all infected or exposed birds, proper disposal of carcasses, and the quarantining and rigorous disinfection of farms. The virus can also be contained geographically by avoiding visits to high-probability areas and restricting the movement of live poultry, both within and between countries.



Ensuring Safer Maternal Care Through TBA Trainings

Training TBAs for Safer Births

Like any other remote area of Sindh, Badin Concession, too, lacks health facilities particularly those for women. Consequently, women suffer the most: illiteracy, tribal customs, cultural constraints, and the high cost of private medical treatment and transport all combine to limit women's access to modern health services.

According to a baseline health survey commissioned by BP Pakistan in District Badin, women in villages are given guidance and indigenous treatment for maternity-related problems by elderly women or Traditional Birth Attendants (TBAs). However, these TBAs have not undergone any formal training. Some traditional practices, such as applying ash to a newly cut umbilical cord, that are considered to be safe only serve to create complications. The problem is not just of inappropriate treatment; more than 70 percent of the women do not go for any kind of pre or post-natal checkups at all. Access to such care usually depends upon the advice of elder women in the family or village.

BP Pakistan recognises that the proper training of TBAs can greatly improve maternal health care, and is funding a project that trains TBAs over a period of six months. The training begins with a two-week course on basic health and reproductive care followed by a refresher course to determine how the trainees have practically applied their newly-acquired skills. The TBAs are also linked with a local doctor to whom they refer difficult cases. As a result, a greater number of expectant mothers now approach the TBAs for advice. The TBAs are able to offer safer reproductive services and advice on nutrition and basic health that has led to a reduction in mother and child mortality rates during childbirth. The project has been so successful and popular that BP Pakistan is replicating it in other parts of its concession area as well.

Contributed By:



Healthier Mothers - Happy Community

The residents of Bhit and Badhra Mountain were forced to travel several kilometers to Sehwan, Dadu, or Jamshoro to access even the most basic medical assistance. A baseline survey carried out by the Agha Khan University in 1998 identified a high maternal mortality rate as a critical health concern in the area. It was in this context that Eni Pakistan Limited took the initiative to address the healthcare needs of Bhit Badhra and its neighboring communities. Eni Pakistan launched its comprehensive Bhit Rural Support Programme (BRSP) in 2002 in partnership with a renowned NGO, Thardeep Rural Development Program (TRDP), to extend health services to communities living in and around Bhit and Badhra. The Programme laid particular emphasis on maternal and child healthcare and Eni Pakistan established a well-equipped Mother and Child Healthcare Centre (MCHC) in Jhangara with a pathological laboratory and ambulance service. Additionally, the BRSP established three Community Health Centers (CHC) and mobile clinics to provide out-patient services to neighboring communities at their doorstep. Moreover, the BRSP has begun supporting the District Health Department in polio vaccination.



Caring for Mother and Child

Eni Pakistan attributes the success of the Programme to active community participation through its Village Development Organizations. In 2006 alone, over 130 babies were delivered at the MCHC and approx. 22,000 patients were benefited from the MCHC and CHCs. Over 2,800 investigations were carried out in the diagnostic laboratory, while more than 200 patients were transferred in the ambulance. In the same year, the MCHC started working round the clock to cover emergencies.

"Safe delivery close to home was a dream, and the MCHC has made it come true," says 40-year-old Fatima after giving birth to her baby in the MCHC Jhangara. "In the past, a number of women died before getting any medical attention but a significant decrease in maternal mortality cases has now been observed", she adds with smile. "This centre is a beacon of light and gives us hope of a safe and secure life."

Contributed By:



PPEPCA Workshop, Karachi



Participants Deliberating at PPEPCA Workshop

As part of a series of workshops organised to create awareness about the Exploration and Production (E&P) business, a one day workshop was organised by the Pakistan Petroleum Exploration & Production Companies Association (PPEPCA) on April 12, 2007 at the Pearl Continental Hotel, Karachi.

Titled 'Community Development by the E&P Companies', the workshop introduced the E&P business, covered the social welfare obligations & policy and implementation issues faced by E&P companies, and solicited suggestions for a better mechanism for the effective delivery of these obligations.

The workshop was attended by Government representatives, DCOs, departmental heads from various districts and representatives from partner NGOs in Sindh, intellectuals, and members of the Expert Committee on Community Development of PPEPCA. The participants discussed institutional arrangements for the effective delivery of social welfare initiatives in districts.

Speaking on the occasion, the Director General Petroleum Concession appreciated the efforts of PPEPCA for developing a better understanding of social welfare obligations and related issues amongst stakeholders, and hoped that efforts for a better working atmosphere would continue and expand under PPEPCA.

The workshop concluded with a word of thanks by the Vice President of the Expert Committee, who expressed hope that the workshop would strengthen mutual understanding and joint efforts towards poverty reduction and the betterment of the communities of Pakistan.

Caring For Communities

The Oil and Gas Development Company Limited (OGDCL) endeavours to be a responsible corporate citizen of the Exploration and Production community. Fully aware of its social obligations, the OGDCL believes in the proactive promotion and development of social welfare facilities and schemes for the local communities affected by its work and presence. In the area of



Establishing Health Facilities for Social Welfare

health, the OGDCL has been successfully running various medical welfare programs to provide free health care to the residents of its lease areas.

The OGDCL established a public dispensary at Tando Alam Oil Complex in 1989, providing free medical services to 148 villages in the vicinity. The Tando Alam Oil Complex Out-Patient Department has an average turnover of over 6,800 patients per month. A tuberculosis clinic established in the area in 1994 provides free treatment to more than 200 patients a month, and has the highest rate of cure in the region.

Under OGDCL's Health Outreach Program, a mobile dispensary at Norai Jagir was set up to address the needs of Union Council Sari in Nim Block. The dispensary, wholly funded by the OGDCL, started functioning in March 2003 with vehicles, medical staff, dispensers, and medical supplies. In August 2006, a Malaria Control Program was launched in the Union Council of Tando Fazal to cover its population of over 32,000 people. In addition to establishing medical facilities in its lease areas the OGDCL also arranges free medical camps to benefit out-patients.

One of OGDCL's on-going projects is a PKR 16.5 million Trauma Centre being built in Ghotki, Sindh under the Government's Special Uplift Scheme. Such undertakings evince OGDCL's long-term commitment to improving health facilities in its concession areas in years to come.

Contributed By:



Investing in Community Health

At Orient Petroleum International Inc. (OPII), community development is an integral part of the company's overall corporate social responsibility.

OPII's community development initiatives are geared towards improving the quality of life for the people living in its remote concession areas. In line with its commitment to the improvement of health facilities in the area, OPII has been making substantial contributions to the health sector. In terms of services, OPII has organised free eye camps to conduct surgeries and examinations of thousands of patients in Dhurnal, Bhangali, and Ratana in Punjab; Mirpurkhas and Khipro in Sindh; and Karak in the NWFP. OPII has also administered Hepatitis-B vaccination to thousands of children in Mirpurkhas and Khipro Blocks. Under another initiative, OPII undertook the training of traditional birth attendants in its lease areas to better equip them with obstetrical skills to deal with pregnancy and childbirth-related complications. Additionally, OPII has sponsored and supported health care facilities for orphans and elderly people with disabilities. In terms of facilities, OPII has provided various hospitals and medical centres in its lease areas with medical equipment and utilities such as wheelchairs, eye-operating microscopes, bronchoscopes, and air-conditioners.



An OPII-Supported Vaccination Campaign

OPII strongly believes in the uplift and empowerment of the underdeveloped and disadvantaged communities in which it operates, and intends to invest in the health sector to address the needs of communities living within its concession areas in future as well.

Contributed By:






**PPEPCA Workshop, Lahore**

A workshop on 'NGO Partnership for Successful Community Development' was held from 2-3 March 2007 at Lahore. The workshop was organized by PPEPCA's Expert Committee on Community Development. Thirty five participants representing national and multinational Exploration and Production (E&P) companies, the Government, and NGOs attended the workshop.

The objective of the workshop was to deliberate upon key indicators of successful partnerships between NGOs and E&P companies for community development (CD). According to the participants, the criteria that selected partners should fulfil included organisations with whom the company shares its vision and approach towards development, and a feeling of mutual trust. They felt that partners should be judged on the basis of their experience of working in the area and influence in the field of work, and among other qualities, the chosen partner should possess the required institutional capacity and have a proper governance structure in place.

The participants identified the characteristics of a successful CD partnership. They felt that among other indicators, a successful partnership has a working relationship with all stakeholders including the Government, has benchmarking mechanisms in place, and has clearly defined TORs and financial terms and conditions. They also stressed upon the need for shared perceptions of standards to be achieved among all parties involved.

Participants also highlighted project execution indicators and discussed the burden of responsibility for security issues in operational areas. The workshop concluded with the presentation and approval of the final recommendations.

 Feedback and CommentsEmail: [mail@ppepca.org](mailto:mail@ppepca.org)**Seeing Life Again**

Pakistan Petroleum Limited (PPL) aims to promote universal health care under its slogan "Health for All". According to an estimate, there are approximately 1.5 billion blind people in Pakistan and 80% of them can be cured of their blindness. Realizing the need, the PPL Welfare Trust collaborated with Al-Shifa Eye Trust Hospitals to organise four eye camps in PPL's operational fields at Kandhkot, Mazarani, Adhi, and Sui in District Dera Bugti starting December 2006. Free for all, the camps were geared towards improving the quality of life for the visually impaired by treating curable eye diseases.

Over 3,700 patients were treated for eye diseases and provided free medicines during these eye camps. More than 400 intraocular lens and five extra-capsular extraction surgeries were carried out. Some 828 patients were provided free spectacles while another 857 patients suffering from refraction were referred to Al-Shifa Hospitals at Sukkur and Rawalpindi for detailed check-ups.

Holding eye camps are a regular feature of the PPL Welfare Trust's activities. These camps are fully supported by the local health departments and highly appreciated by the communities, public representatives and the local administration. These camps have given hope to those people who are suffering from various eye diseases and have enabled them to lead normal lives.

Contributed By:

**Neighbourhood Needs**

Tullow Pakistan (Developments) Ltd, aims to be a responsible operator and a good neighbour. Corporate Social Responsibility is a key element of Tullow's culture. At Tullow we aim to conduct our business to the best industry standards in a manner that is safe, environmentally acceptable, and sensitive to the needs and concerns of local communities. Our empathy to neighbouring



Reaching out Just in Time

communities is reflected in our contributions towards the health needs of our concession areas, concentrated in the Sara/Suri gas fields at District Ghotki and Chachar gas fields in District Kashmore in Sindh.

Tullow's well-equipped clinic at its gas plant, set up with the objective of attending to its own employees, also greatly benefits the local community. Tullow's Suri field is situated fifty kilometres from Suri town and the Tullow medical clinic is the first resource in emergencies for the residents of the surrounding areas. Local people contact Tullow doctors for advice and initial stabilization of emergency patients, before the doctors arrange for patients' hospitalization. The local contractors approach Tullow field doctors for medical services for their families, saving them from travelling miles to get medical assistance.

In addition to direct medical aid, Tullow participates actively in awareness campaigns. Meso-endemic Malaria in Tullow's locality Chachar is the target of Tullow's latest campaign. Carried out in collaboration with the Malaria Control Board of the Ministry of Health, this drive aims to enhance awareness through lectures and printed material, and to enable the community to protect itself. Tullow is providing the community with spray units, chemicals, and bed nets. Additionally, medical assistance and transportation facilities are extended to support the local administration when Anti-Polio campaigns are undertaken in Tullow's adjoining areas. Tullow's multi-pronged approach towards providing solutions for health problems occurring in its operation areas as part of its CSR initiatives has contributed to the success of our business as well as earning the company stakeholder appreciation.

Contributed By:



PPEPCA Office  
House # 1, Street 49, F-6/4, Islamabad 44000.  
Ph: +92 51 2823928 / 2826105, Fax: +92 51  
2276084

Editorial Team  
Haris Siddiqui (BHP Billiton)  
Sadaf Zaidi (Tullow Pakistan  
DL)  
Muzna Mubashir (OMV)

Nazimuddin A. Khan (Tullow Pakistan  
DL)  
Azka Tanveer (Consultant Editor)

**Disclaimer**

Reasonable endeavors have been made by PPEPCA to ensure the validity and authenticity of information provided in this newsletter. PPEPCA assumes or bears no responsibility or liability for any omissions, errors, inaccuracies, or fitness of information for any purpose or any third party claims, if any. Any copying, redistribution or republication of CSR newsletter, or the content thereof, for any purpose whatsoever is strictly prohibited.