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Abstract The incidence of Diabetes in Pregnancy (DIP) is increasing and is reported to rise by 16 – 18% with the highest prevalence in Middle East and North African (MENA) region. A Pan-Pakistan Mass Media awareness Campaign (MMC) has been initiated by our research team, in collaboration with World Diabetes Foundation (WDF), Denmark (2015 – 2018). The main goal is to create awareness about DIP through Mass Media Campaign (MMC) for women, adolescent girls and community in the target areas of three provinces of Pakistan via training of Health Care Professionals (HCP). Based on our KAP survey of 415 HCPs; doctors, nurses and community midwives have been trained for DIP. Awareness talks for communities and messages via mobile phones have already been disseminated throughout Pakistan. Radio, TV shows and 60 seconds video emphasizing importance of screening in pregnancy was circulated via electronic and social media. Awareness material including colorful pictorial posters and brochures are made in local language and distributed in target areas. Mobile Marketing Unit activity was carried out in rural districts of each province, to provide the knowledge about diabetes in pregnancy. The essential part of this project is the postpartum follow up of mother and child which have not been addressed by other WDF projects in Pakistan. The project has achieved success not only in creating community awareness but also has initiated a popular demand for screening during pregnancy and it is expected that in future the screen positive women will be followed up with equal success.