



News Release



Office of Public Affairs

U.S. Embassy

USAID-Funded Project For Better Health Outcomes Launched In Mansehra

Mansehra, 24th April: A project to improve health outcomes in Mansehra District following the tragic earthquake of October 2005 was launched here today by the PRIDE Project (Primary health care Revitalization, Integration and Decentralization in Earthquake affected areas) as an initiative of USAID’s efforts to “build back better” in Mansehra (NWFP) and Bagh Districts (Azad Kashmir).

Governor NWFP, Lt. General (Rtd.) Ali Muhammad Jan Orakzai was the chief guest on the occasion. Also present were U.S. Embassy’s Chargé de Affairs, Peter Bodde, USAID Pakistan Mission Director, Jonathan Addleton, USAID Reconstruction Officer, Robert Macleod, PRIDE Director, Bruce Rasmussen, Minister for Health, NWFP, and Mansehra District Nazim.

In his remarks delivered to a gathering of over 300 people, Mr. Bodde commended PRIDE for its work in establishing healthcare systems in Mansehra and Bagh. “Effective development isn’t just about money,” he said. “It’s also about integrating lessons learned and applying them to program design. In that regard, I’m particularly proud of what USAID and PRIDE are doing.”

Explaining PRIDE’s objective to create a revitalized health system at the district level, Project Director, Bruce Rasmussen, said there had been a remarkably effective emergency response to the earthquake. “However,” he added, “We should not lose sight of the fact that basic health indicators related to disease and death of children and mothers remain unacceptably high in Pakistan—mostly due to factors that are preventable.”

PRIDE is working in close collaboration with a wide range of stakeholders, including policy makers, district-level managers, health professionals and non-governmental organizations—many of whom were represented in the launch event.

While much of the focus and public attention in the earthquake-affected areas has been on building new schools and health facilities, USAID is partnering with the Government of Pakistan to help ensure that what happens in those schools and health facilities is also improved.

U.S. Agency for International Development’s (USAID) \$200 million Earthquake Reconstruction Program over the next four years includes building hundreds of schools and health facilities, as well as supporting better quality health and education services and improved economic activities.

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