



PAKISTAN YOUTH
CHANGE
ADVOCATES

ANNUAL REPORT 2023

Dream.

Strive.

Achieve.

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MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Friends and Supporters,

As we reflect on the past year, I am filled with gratitude and pride for the incredible work we have accomplished at Pakistan Youth Change Advocates (PYCA). Our commitment to improving the health and education of our communities has never been more critical, and I am proud to share our journey with you.

The TRANSFORM Pakistan campaign has made significant strides in advocating for a regulatory framework to limit industrially produced trans fats in our food supply. This effort aims to protect the health of every Pakistani, particularly our children, who deserve a healthy future.

Additionally, our Accelerated Learning Centers have expanded, empowering out-of-school girls with the skills and knowledge they need to succeed. The resilience and determination of our students inspire us daily, and I am thrilled to witness their growth.

Thank you for your continued support. Together, we can create a brighter future for all!

Areebah Shahid
Executive Director
Pakistan Youth Change Advocates (PYCA)

ACKNOWLEDGEMENTS

At Pakistan Youth Change Advocates, none of our achievements this year would have been possible without the unwavering support of our dedicated Board of Directors, partners, funders, and supporters. We would like to extend our heartfelt gratitude to all those who have contributed to our mission of empowering youth and improving public health and education in Pakistan.

We also extend our deepest appreciation to our partners in government, civil society, and academia. Your collaboration and shared vision have been instrumental in advancing the causes that PYCA stands for.

To the teachers, mentors, and staff at our Accelerated Learning Centers, we thank you for your tireless dedication to transforming the lives of young girls. Your commitment to nurturing the next generation has been inspiring, and your efforts are helping to break down barriers and create new opportunities for Pakistan's most vulnerable students.

A special thanks to the communities and families who have trusted us with their children's education and well-being. Your engagement and support are the foundation of our success.

To the students and youth participants in our programs, you are the heart of PYCA. Your resilience, creativity, and determination inspire us every day to keep working towards a brighter, more equitable future. We look forward to continuing this journey together.

Finally, a heartfelt thanks to the entire PYCA team who have worked tirelessly to ensure that the organization grows with every passing year!

Thank you all for being a part of the PYCA family. Together, we are building a better tomorrow for Pakistan's youth.

EDUCATION

Our Accelerated Learning Centers (ALCs) continue to be a beacon of hope for out-of-school girls in rural Islamabad. In 2023, we expanded our reach to start a new center in the neighbourhood of Naughazi.

The total number of centers now stand at 5 with a collective strength of 150 students,

Our centers also continue to provide not only academic education but also health and nutrition support, life skills training, and vocational skills, ensuring a well-rounded approach to learning.

Strong engagement with parents has played a pivotal role in ensuring that 70% of the students enrolled in our ALCs are retained and successfully transition to mainstream schools upon completing their 2.5-year accelerated learning curriculum.

Over 75% of our students demonstrated improved academic performance and socio-emotional skills, with many transitioning to mainstream schools.



PUBLIC HEALTH

The TRANSFORM Pakistan campaign was at the forefront of our advocacy efforts in the domain of public health and nutrition in 2023. Our initiative aims to limit industrially produced trans-fats (iTfAs) to 2 grams per 100 grams of fat in all foods, addressing a critical health issue facing Pakistan. Through collaborations with government bodies including the Ministry of National Health Services, Regulation & Coordination, health organizations, and civil society, we have successfully initiated a widespread public discourse aimed at ensuring safer food policies for all citizens.

01

76.6 million media

engagements through op-eds, press releases, videos, webinars, X/Twitter spaces, X/Twitter hashtag trends, and celebrity endorsements.

02

Ministry of National Health Services and the Punjab Food Authority

onboarded as campaign collaborators.

03

58 youth leaders from 10 universities mobilized 5,200 people

across Pakistan to demand the regulation of harmful industrially produced trans-fats in all dietary sources across Pakistan.



CAUSE - BASED FILMMAKING

in 2023, PYCA in collaboration with Cams & Comms produced, a message-driven short animation film, "Ruined: But It's Not My Fault." The animated movie explores the themes of climate, and gender justice in the backdrop of the 2022 Pakistan floods.

It was honoured with the Award of Commendation at the 2023 Canada Shorts – Canadian & International Short Film Festival. "Ruined – But It's Not My Fault" was also among the official selections at international film festivals in Russia, Iran, Turkey and Egypt.

RUINED

But It's Not My Fault

A **CAMS AND COMMS** PRODUCTION

A FILM BY **AFSHAR IQBAL**

SCRIPT **AREEBAH SHAHID** GRAPHICS AND ANIMATION **M.Z.ASHFAQ**

MUSIC **SHERRY KHAN** EDITING **ABDUL BASIT**

CONCEIVED, DIRECTED AND PRODUCED BY **AFSHAR IQBAL**

[#Ruined](#) [#ClimateChange](#) [#GenderJustice](#)
[#MentalHealthAwareness](#)



NEXT STEPS

As we look toward the future, PYCA remains committed to scaling up its programs and expanding our impact across Pakistan. Our focus in the coming year will include key initiatives aimed at empowering more students, advocating for healthier food standards, and fostering creative expression through filmmaking.

01

Expanding the ALCs

Building on the success of our current centers, PYCA plans to open at least five more Accelerated Learning Centers in the next year. This expansion will bring the total number of centers to 10, allowing us to increase the number of students enrolled in the program to 300. Our goal is to continue providing high-quality, accelerated education to out-of-school girls in underserved communities, ensuring that they complete their primary education within 2.5 years and successfully transition to mainstream schools. We will also continue our holistic approach, incorporating health, socio-emotional, and life skills education to ensure our students' overall well-being and long-term success.

Phase 2 of the TRANSFORM Pakistan Campaign

As part of our ongoing efforts to improve public health, PYCA will take the TRANSFORM Pakistan campaign to the next level by advocating for a legislative ban on the production, sale, and import of partially hydrogenated oils (PHOs) in line with international best practices. While our current focus has been on setting limits for industrially produced trans-fats, we recognize that a complete legislative ban on PHOs will be a more comprehensive and effective solution.

02

Exploring Avenues to Expand the Filmmaking Program

PYCA is committed to harnessing the power of storytelling to inspire change. Our program, which adopts both live-action and animated filmmaking techniques to create impactful films about social issues, will be expanded in the coming year. We hope to provide our team with greater access to capacity building opportunities to create cause-based films with a global impact.

03



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