



DIRECTORATE GENERAL HEALTH SERVICES
KHYBER PAKHTUNKHWA PESHAWAR

Communications should be addressed to the Director General Health Services Peshawar and not to any official by name.

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Dated: 29/06/2022

To

All District Health Officers,
Khyber Pakhtunkhwa

Subject: Support to Avoid Illegal Selling of Nutrition Supplements at District Level

It is brought to your kind notice that Provincial Nutrition Cell Department of Health Khyber Pakhtunkhwa in partnership with UN WFP and UNICEF is implementing various Nutrition program under Integrated Health Project, Integrated Nutrition Program, BISP Nashonuma Program and KP SPRING (through P&D) (CMAM & Stunting Prevention) in all districts of Khyber Pakhtunkhwa, aiming towards reducing burden of malnutrition in vulnerable segment of population i.e. Children and Pregnant and Lactating Women (PLW). It has been observed that some of Nutritional Food Supplements (Maamta, Wawamum Achamum, RUTF and High Energy Biscuits-HEBs) are being sold in local markets in bulk quantities.

It is for your kind information that selling of Nutrition Supplements are illegal. Therefore, all concerned district authorities are requested to be vigilant and if any selling is observed, report such activities to local administration to curtail such activities by initiation of investigation at district and health centre level, local market and share the report and initiate corrective measure against the defaulter and appropriate actions against the shopkeepers identified and involved in selling of Nutrition Supplements, under intimation to undersigned.

Your kind support would enable us to implement the much needed nutrition intervention for reduction of malnutrition in Khyber Pakhtunkhwa.

Will appreciate your timely support and action at your end.


ADDL. DIRECTOR GENERAL HEALTH
Services, Khyber Pakhtunkhwa, Peshawar.

CC:

1. DG Food Safety and Halal Food Authority Khyber Pakhtunkhwa.
2. PD Integrated Health Project Khyber Pakhtunkhwa.
3. All Deputy Commissioners Khyber Pakhtunkhwa.
4. Office In charge, WFP Peshawar.
5. Nutrition Specialist UNICEF, Peshawar.
6. PS to Secretary to Govt. of Health Department KP.
7. PA to Director General Health Services Khyber Pakhtunkhwa.