

# SDG 03

GOOD HEALTH &  
WELL-BEING

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29	Seminar on Language and Culture	37	Air pollution Awareness Campaign
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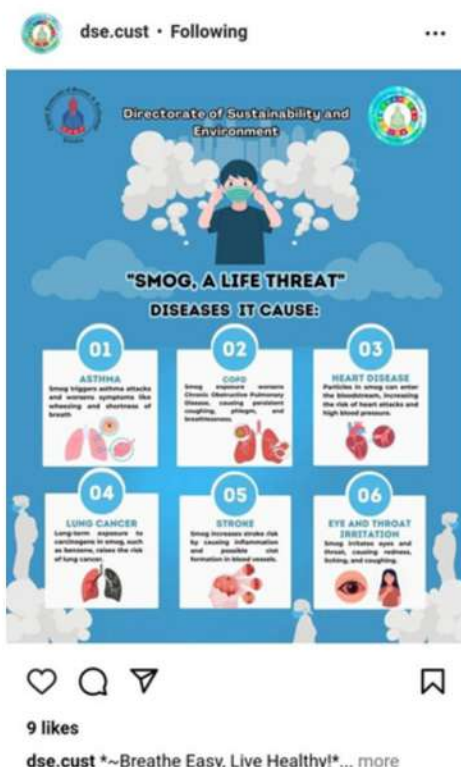


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## ACTIVITY 01: SMOG AWARENESS CAMPAIGN

Organized By:  
The Directorate of Sustainability and Environment



As part of our commitment to promoting a healthier environment, DSE has strategically placed smog awareness standees across campus. These standees highlight the reasons of smog which include deforestation, vehicle emissions, industrial pollution, burning trash, etc. along with ways to prevent it such as wearing masks, recycling, planting trees and choosing smoke free vehicles. Along with this, different social media platforms including Instagram, Facebook and WhatsApp has been used for smog awareness. By raising awareness about smog's impact on respiratory health and overall well-being, we are aligning with the United Nations' Sustainable Development Goal (SDG) 3: Good Health and Well-being. Specifically, this initiative targets SDG 3.9, which aims to substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water, and soil pollution by 2030.



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## ACTIVITY 02:

### BRUSHING AWAY SUBSTANCE ABUSE: PAINTING THE PATH TO ANTI-DRUG AWARENESS

**Organized By:**  
The Department of Pharmacy



This event perfectly aligns with SDG 3: Good Health and well being, specifically addressing Target 3.5, which emphasizes strengthening the prevention and treatment of substance abuse, including narcotic drug use and harmful use of alcohol. The painting competition brought together participants to creatively express the dangers of drugs and tobacco on health, showcasing the physical, mental, and societal toll of addiction through impactful artwork. Its significance lies in empowering youth to become advocates for a drug-free society, using their creative talents to inspire behavioral change. This initiative not only highlighted the dangers of substance abuse but also contributed to the broader vision of SDG 3 by promoting awareness, prevention, and healthier choices for sustainable well-being.





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## ACTIVITY 03: BREAST CANCER AWARENESS WALK

**Organized By:**  
The Department of Pharmacy



The event perfectly aligns with SDG 3: Good health and well-being for all, by promoting preventive health awareness, encouraging early detection, and educating participants on the importance of regular screenings. SDG 3 aims to reduce premature mortality from non-communicable diseases, including cancers, through prevention and treatment. Hosting a walk fosters a supportive environment, bringing students, faculty, and staff together to learn about breast cancer risks and the significance of a healthy lifestyle in reducing these risks. This awareness walk empowers individuals to make informed health choices, ultimately contributing to the goal of ensuring healthy lives and well-being for people of all ages.



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## ACTIVITY 04: BREAST CANCER AWARENESS DAY

**Organized By:**  
The Department of Pharmacy



The event aimed to raise awareness in the youth about breast cancer and about the importance of early detection and prevention of breast cancer, and was part of the Pink Ribbon campaign. The highlight of the day was the awareness desks placed at various locations in the university premises by the volunteer students who aimed at educating the students and faculty of university about the complications associated with the breast cancer disease and enlightening them about the importance as well as the step of detecting breast cancer at its early stages. Participants wore pink ribbons and carried banners with educational messages about breast cancer. To further engage the attendees, pink ribbons were also distributed among them, symbolizing solidarity with breast cancer patients and survivors. The event successfully fostered a sense of community and collective responsibility toward breast cancer awareness, leaving a lasting impression on everyone who attended.





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## ACTIVITY 05: WORLD HEART DAY

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**Organized By:**  
The Department of Pharmacy



This event perfectly aligns with SDG 3: Good health and well-being for all, specifically Target 3.4, which aims to reduce premature mortality from non-communicable diseases through prevention, treatment, and promotion of mental health and well-being. The discussion included the significance of cardiovascular health, emphasizing prevention, healthy lifestyle choices, and awareness about heart diseases. The importance of regular exercise, balanced diets, and routine health screenings in maintaining heart health was highlighted. By raising awareness and promoting healthy behaviors related to heart health, the talk contributed to advancing this global health goal.





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## ACTIVITY 06: WORLD MENTAL HEALTH DAY

**Organized By:**  
The Department of Psychology



The Psyverse Society of the Psychology Department celebrated World Mental Health Day on 10th October 2024 with impactful activities aimed at promoting mental well-being and reducing stigma in alliance with the target 3.4. The event included stress-relief tools like fidget spinners and stress balls, a popular "Take What You Need" wall for anonymous emotional expression and community connection, and a therapeutic "Color Out Your Stress" activity allowing creative emotional exploration. The event also featured an awareness walk, where participants carried signs with positive messages and mental health statistics, fostering solidarity and conversations about mental health. These initiatives left a positive impact and promoted a culture of mental well-being within the academic community.



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## **ACTIVITY 07: MENTAL HEALTH AND US- EMOTIONAL REGULATION**

**Organized By:  
The Department of Psychology**



As part of the Psychology's Department commitment to civic engagement and its strategic initiative of conducting seminars in local schools, Annum Tanweer, Senior Lecturer, was invited as a guest speaker to a one-day seminar on mental health awareness at The City School, PWD Campus, Islamabad. This impactful session aimed to empower students with the knowledge, tools, and strategies to recognize, prevent, and manage stressors, while highlighting the critical role of mental health in adolescence and academic life in compliance with the target 3.4. The key learning outcomes included identifying early signs of burnout, practicing mindfulness, engaging in physical activity, maintaining a healthy lifestyle, and building strong support systems. The seminar received positive feedback for its practical tips and relatable examples, reducing stigma and encouraging open dialogue about mental health.





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## ACTIVITY 08: MENTAL HEALTH AND US- EMOTIONAL REGULATION 2.0

**Organized By:**  
**The Department of Psychology**



As part of the department's strategic pillar initiative to promote civic engagement, Annum Tanweer, Senior Lecturer in the Department of Psychology, conducted a seminar on mental health awareness at The City School, DHA-2 Branch, Islamabad. The seminar aimed to equip students with tools to recognize, prevent, and manage stressors, emphasizing mental health's significance in adolescence and academic balance in compliance with the target 3.4. Key learning outcomes included identifying early signs of burnout, practicing mindfulness, and adopting healthy habits like balanced diets, physical activity, and strong support systems. The session received positive feedback for its relatable examples and practical strategies, reducing stigma and encouraging open dialogue about mental health. The school principal appreciated the effort and expressed interest in future collaborations.



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## ACTIVITY 09: BURNOUT AND COMPASSION FATIGUE

**Organized By:**  
**The Department of Psychology**



As part of the Department of Psychology's strategic pillar initiative on conducting seminars in local schools, Annum Tanweer, Senior Lecturer, delivered a one-day seminar on mental health awareness focused on teachers' mental health in accordance with target 3.4. The seminar aimed to equip educators with knowledge and strategies to recognize, prevent, and manage burnout and compassion fatigue while fostering a supportive work environment that promotes resilience and sustainable teaching practices. The key outcomes included recognizing early signs of burnout, self-assessment, effective coping strategies, and setting realistic goals for mental well-being. The workshop successfully addressed burnout and compassion fatigue, enhancing teachers' well-being and teaching effectiveness. The Director and Program Director of TCS Headquarters appreciated the department's efforts and expressed interest in future collaborations.





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## ACTIVITY 10:

### INDUSTRIAL VISIT TO SAFE CARE TRUST INTERNATIONAL, ISLAMABAD

**Organized By:**  
**The Department of Psychology**



As part of the Department of Psychology's strategic pillar initiative on industry integration, Annum Tanweer, and Asima Munawar collaborated with ORIC, CUST, to establish liaison with Safe Care Trust International (SCTI), a psychiatric and drug rehabilitation center. The visit included an orientation session on SCTI's holistic recovery approach, a guided tour of its facilities, and discussions with counselors on personalized treatment plans and the role of community support. A session featuring residents' recovery stories offered profound insights into addiction struggles and resilience. The visit concluded with an educational session encouraging participants to spread awareness about mental health and substance abuse prevention in alliance with the target 3.4 and 3.5. This eye-opening experience fostered understanding of addiction complexities and emphasized the importance of supportive recovery environments, aligning with the department's commitment to integrating with industry.



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## ACTIVITY 11: WORLD STRESS DAY CELEBRATION

**Organized By:**  
The Department of Psychology



The Department of Psychology organized a "World Stress Day Celebration" event under the umbrella of Directorate of Sustainability and Environment (DSE). The event aimed to promote mental well-being and raise awareness about stress management in accordance with target 3.4. Students organized creative activities like art therapy, mindfulness exercises, and stress-busting games, providing participants with practical ways to reduce stress. The event saw active participation from students and faculty, who visited the activity stations and engaged with organizers. It successfully highlighted the importance of mental health and offered attendees enjoyable techniques to manage stress in their daily lives.





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## ACTIVITY 12: CYCLE OF SUSTAINABILITY

**Organized By:**  
The Department of Psychology



The Psyverse Society of the Department of Psychology organized a "Cycling Event Promoting Sustainability" in collaboration with the Directorate of Sustainability and Environment (DSE). The event aimed to reduce carbon emissions by promoting cycling as an alternative mode of transportation to advocate for sustainable urban planning. In accordance with the target 3.4.1, regular cycling can help reduce the risk of non-communicable diseases such as heart diseases, stroke, and diabetes. The event began with an opening ceremony led by the Dean, emphasizing sustainability and eco-friendly practices. Participants engaged in activities like an endurance ride challenge, capture the flag, and treasure hunting, alongside creative hangings with cycling and sustainability quotes. The event concluded with a closing ceremony graced by the Dean and Vice Chancellor, where winners were awarded hampers and certificates, marking a successful and impactful event.



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## ACTIVITY 13:

### INTEGRATED MENTAL HEALTH IN PRIMARY HEALTH CARE" USING WHO MHGAP-IG

**Organized By:**  
The Department of Psychology



As part of the Training of Trainers initiative under Strategic Pillar-6 on expanding civic engagement, a four-day workshop on "Integrated Mental Health in Primary Health Care" using WHO mhGAP-IG was held at Ramada Hotel, Murree, in collaboration with WHO, Pakistan. It was attended by Dr. Sabahat Haqqani, HoD, Department of Psychology, and faculty members Ms. Asima Munawar and Ms. Annum Tanweer, the training covered evidence-based protocols for managing priority mental, neurological, and substance use disorders in low and middle-income countries in accordance with the target 3.4 and 3.5. The training was facilitated by Mr. Shahzad Alam Khan and Ms. Maimoona Saadi from WHO, sessions included roleplays, discussions, and practical demonstrations on managing depression, psychosis, substance use, dementia, self-harm, and epilepsy. Dr. Sabahat Haqqani highlighted academia's role in mental health integration, and the WHO team appreciated CUST's contribution. The workshop concluded with reflections, feedback, and hopes for future collaborations between academia and WHO initiatives





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## ACTIVITY 14: GENDER EQUITY WALK FOR MENTAL WELL-BEING

**Organized By:**  
The Department of Psychology



The Department of Psychology organized "Gender Equity Walk" under the umbrella of Directorate of Sustainability and Environment (DSE), with the aim of promoting gender equality and encouraging dialogue around equity. The event aligns with SDG 3, Target 3.4 (Promote mental health and well-being), by addressing gender-based stressors and discrimination that negatively impact psychological health. The walk fostered dialogue, challenged stereotypes, and encouraged a collective commitment to inclusivity and empowerment. Students actively participated by designing creative posters and charts to visualize various aspects of gender justice. Through this initiative, participants were encouraged to reflect on systemic barriers and contribute to a more mentally healthy and equitable society, leaving a lasting impact on both attendees and the wider university community.



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## ACTIVITY 15: DEVELOPMENTAL MILESTONES IN CHILDHOOD

**Organized By:**  
The Department of Psychology



The Department of Psychology organized a "Seminar on developmental milestones in childhood" under the umbrella of the Directorate of Sustainability and Environment (DSE). The seminar aimed to educate students on the importance of early developmental tracking and the roles of caregivers, teachers, and healthcare professionals in identifying and managing delays, aligning with SDG 3, Target 3.2 (End preventable deaths of children under 5). The speaker discussed key domains including physical development, cognitive functions, social-emotional growth, and language acquisition. She emphasized the need for parent awareness campaigns, teacher training, and policy-level changes for accessible early interventions. The session equipped participants with practical knowledge to support child well-being and encouraged ongoing collaboration among families, educators, and health professionals for optimal developmental outcomes.





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## ACTIVITY 16: GENDER AND MENTAL HEALTH

**Organized By:**  
**The Department of Psychology**



The Department of Psychology organized a "Seminar on Gender and Mental Health" under the umbrella of the Directorate of Sustainability and Environment (DSE). The seminar aimed to raise awareness about how societal norms, discrimination, and systemic inequalities affect psychological well-being, particularly in women, aligning with SDG 3, Target 3.4 (Promote mental health and well-being). The guest speaker emphasized the importance of trauma-informed care, gender-specific treatment for substance use disorders, hormonal considerations in therapy, and integrated programs addressing dual diagnoses. An interactive role play was also conducted to highlight the stigmas faced by women struggling with drug abuse.. The session was highly engaging and informative, encouraging participants to adopt gender-sensitive approaches in mental health services and deepen their understanding of the structural factors impacting well-being.



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## ACTIVITY 17: HEALTHY FOOD AND HEALTH MONITORING STALL

**Organized By:**  
The Department of Pharmacy



This event perfectly aligns with SDG 3: Good health and well-being for all, particularly Target 3.8, Universal Health Coverage. Social Welfare Club took charge of a health-focused stall offering crucial health screenings such as BMI checks, hemoglobin levels, and blood pressure measurements, highlighting the importance of regular health monitoring. This initiative not only educated attendees about their health status but also emphasized preventive care and early detection of health issues. Concurrently, the Culinary and Arts Club curated a stall showcasing a variety of nutritious options like wholesome salads, fresh sandwiches, revitalizing smoothies, and a vibrant array of fruits, underscoring the significance of balanced dietary choices in maintaining overall well-being. Together, these initiatives underscored the holistic approach to health, integrating both physical health monitoring and dietary awareness, thereby fostering a community committed to healthier lifestyles and sustainable health practices.





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## ACTIVITY 18: WORLD HEALTH DAY

**Organized By:**  
The Department of Pharmacy



This event perfectly aligns with SDG 3: Good health and well-being for all, particularly target 3.8, Universal Health Coverage. The Sports Club actively contributed to the celebration of World Health Day by organizing an engaging and energetic stall that emphasized both physical fitness and mental wellness. The stall featured a variety of interactive activities including arm wrestling, fitness training sessions, and push-up challenges that encouraged participants to test and improve their physical strength and stamina. In addition, mind games such as puzzles and word finders were set up to promote mental agility and cognitive health. The stall also included weight-checking facilities to help individuals become more aware of their physical status and fitness levels. Through this dynamic blend of physical and mental activities, the Sports Club successfully highlighted the importance of an active lifestyle and mental sharpness as key components of overall well-being, encouraging participants to incorporate regular exercise and brain-training activities into their daily lives for long-term health benefits.



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## ACTIVITY 19: BASIC LIFE SUPPORT TRAINING SESSION 2025

Organized By:  
The Department of Pharmacy



This event perfectly aligns with SDG 3: Good health and well-being for all, particularly target 3.8: Universal Health Coverage. This event was organized in collaboration with the Red Crescent Society Pakistan. This initiative aimed to equip students with essential first aid skills, fostering a culture of preparedness and responsiveness in emergency situations. The session witnessed active participation from students, faculty, and alumni, all eager to learn life-saving techniques such as CPR, wound management, choking relief, and emergency response protocols. Expert trainers from the Red Crescent Society provided hands-on demonstrations, ensuring that attendees could confidently apply these skills in real-life scenarios. The event also emphasized the importance of mental composure and quick decision-making in emergency decisions.





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## ACTIVITY 20: HEALTH TRIVIA GAME CHALLENGE

**Organized By:**  
The Department of Pharmacy



This event perfectly aligns with SDG 3: Good health and well-being for all, particularly Target 3.8: Universal Health Coverage. A “Trivia Game Challenge” was organized for celebrating World Health Day in which participants had to answer Health related questions after giving minimum registration fee and if they answer 3 questions correctly, double fee would be returned to them. The questions were related to general health, fitness, nutrition, body parts, etc. This trivia integrated fun with knowledge, and all the participants gained knowledge after visiting the stall. Everyone participated in the challenge enthusiastically and enjoyed the concept. Along with that, awareness was also given at the stall related to First Aid kit, Antimicrobial resistance, myths Vs facts regarding health, and the goals and aims of SDG 3.



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## ACTIVITY 21: BLOOD DONATION DRIVE 2025

**Organized By:**  
**The Department of Pharmacy**



This event perfectly aligns with SDG 3: Good health and well-being for all, particularly target 3.1: Reducing Maternal Mortality, 3.d: Emergency preparedness, and target 3.8: Universal Health Coverage. This meaningful initiative was conducted in collaboration with Jamila Sultana Foundation, and aimed to provide vital support to hospitals and patients in urgent need of blood, particularly those battling thalassemia, emergency situations, undergoing surgical procedures, or managing chronic illnesses. The event garnered an exceptional response from the university community, drawing active participation from students, faculty, and administrative staff alike. Over 100 units of blood were successfully collected. The entire process was carried out in strict adherence to health and safety protocols, ensuring a clean, safe, and supportive environment for both donors and medical staff.





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## ACTIVITY 22:

### AWARENESS SESSION ON WOMEN'S HEALTH AND EQUALITY

**Organized By:**  
**The Department of Bioinformatics  
& Biosciences**



The Department of Bioinformatics and Biosciences, GENIX society in collaboration with DSE, organized an awareness session on women's health and equality at Concordia College, focusing on Sustainable Development Goal 3.7 (Ensure universal access to sexual and reproductive health-care services, including for family planning, information and education). The event promoted a culture of inclusivity and respect, inspiring students to contribute to women's health and equality.



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## ACTIVITY 23:

### CLINICAL PHARMACY PRESENTATIONS IN FAUJI FOUNDATION HOSPITAL

**Organized By:**  
The Department of Pharmacy



Faculty of Pharmacy in collaboration with Directorate of Sustainability and Environment, organized “Clinical Pharmacy Presentations” on April 15<sup>th</sup>, 2025. This event perfectly aligns with SDG 3: Good health and well-being for all, specifically target 3.8, which aims to achieve universal health coverage, including financial risk protection, access to quality essential health-care services, and access to safe, effective, quality, and affordable essential medicines and vaccines for all. In these presentations, the students of Pharm.D program from semester 8 presented a case they took in different wards in Fauji Foundation Hospital focusing on clinical pharmacy, better health care outcomes, better medication management, preventing adverse events or side effects etc. Through our clinical pharmacy initiatives, we enhance health outcomes (SDG 3) by optimizing medication use and patient education, thereby supporting better healthcare delivery for healthcare professionals and patients alike. These efforts synergistically promote comprehensive healthcare and education, contributing to sustainable development goals on multiple fronts.





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## ACTIVITY 24:

## GETZ PHARMA CONFERENCE

**Organized By:**  
The Department of Pharmacy



Faculty of Pharmacy in collaboration with Directorate of Sustainability and Environment organized the volunteership of Pharm.D students for Getz Pharma Conference held on 31<sup>st</sup> May, 2025. The participation of CUST Pharm-D students as volunteers in the Mid-Summer Conference 2025 aligns directly with SDG 3: Good Health and Well-being, particularly with Target 3.4, which focuses on reducing non-communicable diseases (NCDs) through prevention and awareness. By contributing to diabetes prevention initiatives like CHAMPs and SMILE, the students played an active role in promoting community health education, especially among children and families. Their involvement in organizing interactive, educational activities supported early awareness and lifestyle interventions – crucial strategies in managing and preventing diabetes. Furthermore, their exposure to patient-centered care approaches and collaboration with healthcare professionals fostered a deeper understanding of public health practices.



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## ACTIVITY 25: RAMADAN REMINDERS INITIATIVE 2025

Organized By:  
The Department of Pharmacy



The Ramadan Reminders initiative organized by the Beyond Borders Club under supervision of Faculty of Pharmacy and in collaboration with Directorate of Sustainability and Environment, aligns meaningfully with SDG 3 (Good Health and Well-being), particularly under Target 3.4, which seeks to promote mental health and well-being. By sharing daily spiritual reminders rooted in Qur'anic teachings and Hadiths, the initiative provided a consistent source of inspiration, reflection, and motivation during the sacred month of Ramadan. This daily engagement supported emotional balance, reduced stress, and nurtured a sense of inner peace and mindfulness among students and faculty. Furthermore, the collective participation fostered a shared spiritual journey, enhancing social connectedness and a sense of community – both of which are crucial for mental and emotional well-being. Through its focus on self-improvement, unity, and spiritual revival, the initiative contributed to a holistic form of well-being that reflects the comprehensive vision of health promoted by SDG 3.



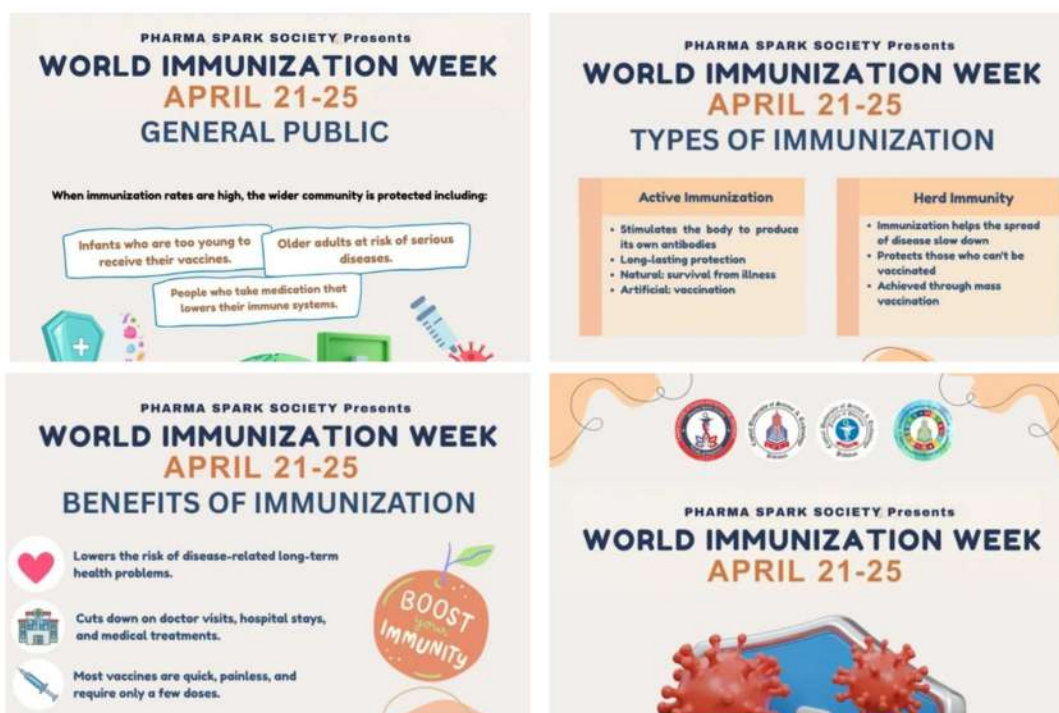


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## ACTIVITY 26: WORLD IMMUNIZATION WEEK

Organized By:  
The Department of Pharmacy



Pharma Spark society under the supervision of Faculty of Pharmacy and in collaboration with Directorate of Sustainability and Environment organized World immunization week from April 21<sup>st</sup> to April 25<sup>th</sup>, 2025. This week was highlighted by organizing a social media campaign to raise awareness about the vaccination and to inform general public about the facts and myths surrounded around the issue of vaccination. The campaign focused on raising awareness about the importance of vaccines in preventing infectious diseases and promoting global health. Through engaging posts, infographics, and posts, we highlighted the various types of vaccines available, their benefits in reducing disease burden, and their critical role in achieving SDG 3 (Good Health and Well-being), specifically targeting target 3.8 on achieving universal health coverage, including access to quality essential health services and access to safe, effective, quality, and affordable essential medicines and vaccines for all.

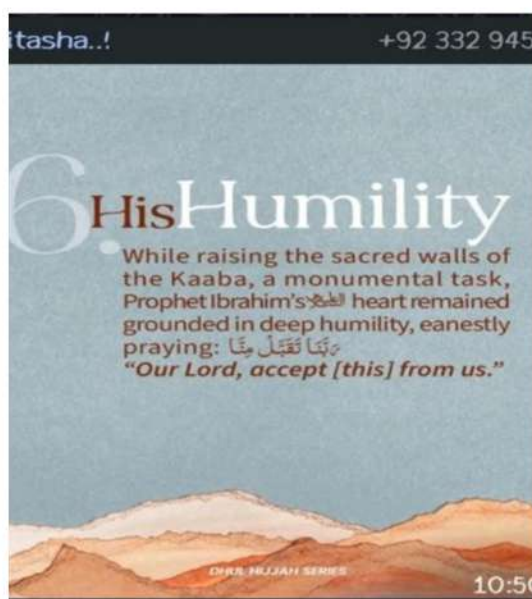


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## ACTIVITY 27: DHUL-HIJJAH REMINDERS

**Organized By:**  
**The Department of Pharmacy**



The Dhul-Hijjah Reminders organized by the Beyond Borders Club under supervision of Faculty of Pharmacy and in collaboration with Directorate of Sustainability and Environment, aligns significantly with SDG 3 (Good Health and Well-being) by promoting spiritual and mental well-being among university students and faculty. By focusing on the virtues and significance of Dhul-Hijjah, including worship, good deeds, and spiritual reflection, the initiative encourages individuals to engage in activities that contribute positively to their mental health and overall well-being. This aligns particularly with SDG 3.4, which aims to promote mental health and well-being. The initiative fosters a sense of unity and community spirit across departments, promoting values such as sacrifice, gratitude, and submission to Allah, which are integral to emotional and spiritual well-being. By delivering daily reminders through official batch WhatsApp groups, incorporating Qur'anic verses, Hadiths, and practical advice, the initiative provides participants with tools for personal growth and spiritual development, contributing to a holistic approach to health that includes mental, emotional, and spiritual dimensions.





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## ACTIVITY 28: BUILDING RESILIENCE IN YOUTH: PROMOTING PEACE AND MENTAL HEALTH

**Organized By:**  
The Department of Psychology



The Department of Psychology organized a seminar on “Building Resilience in Youth: Promoting Peace and Mental Health” under the umbrella of the Directorate of Sustainability and Environment (DSE). The seminar aimed to equip students with strategies for fostering emotional resilience and mental well-being, aligning with SDG 3, Target 3.4 (Promote mental health and well-being). Dr. Arooj Mujeeb discussed key approaches such as avoiding negative social comparison, promoting positive digital content, and becoming mindful of emotional and digital triggers. The emphasis was placed on self-awareness, emotional regulation, and the importance of healthy online and offline interactions. The session concluded with an engaging Q\&A segment where students shared experiences and received professional insights. The seminar encouraged a culture of mental health awareness and left participants with practical tools to enhance their well-being and build resilience in the digital age.



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## ACTIVITY 29: SEMINAR ON LANGUAGE AND CULTURE

**Organized By:  
The Department of Psychology**



The Department of Psychology organized a seminar on “Language and Culture” under the umbrella of the Directorate of Sustainability and Environment (DSE). The seminar aimed to explore the interconnection between language, culture, and human behavior, aligning with SDG 3, Target 3.4 (Promote mental health and well-being) by fostering psychological understanding through interdisciplinary learning. The guest speaker discussed how language reflects cultural norms, influences thought processes, and shapes identity. The session covered key concepts in psycholinguistics and language development, linking them with classical psychological theories such as Pavlov’s classical conditioning.





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## ACTIVITY 30: ENVIRONMENTAL INFLUENCES ON AUTISM IN EARLY CHILDHOOD

**Organized By:**  
The Department of Psychology



The Department of Psychology organized a seminar on “Environmental Influences on Autism in Early Childhood” under the umbrella of the Directorate of Sustainability and Environment (DSE). The seminar aimed to raise awareness about how environmental factors contribute to the onset and progression of autism spectrum disorder in young children, aligning with SDG 3, Target 3.2 i.e. End preventable deaths of children under 5 and promote child health and development. The speaker discussed prenatal, perinatal, and early life environmental risk factors, including exposure to pollutants, maternal health, nutrition, and stress. The emphasis was placed on early detection, preventive care, and the importance of creating supportive environments for children at risk.



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## ACTIVITY 31: AWARENESS SESSION ON POLYCYSTIC OVARY SYNDROME

**Organized By:**  
The Department of Bioinformatics  
& Biosciences



The Department of Sustainability and Environment (DSE), in collaboration with the Genix Society, Department of Bioinformatics and Biosciences, Capital University of Science and Technology, conducted an awareness session on Polycystic Ovary Syndrome (PCOS) at Punjab College on March 1, 2025. The session aimed to educate young women about PCOS's causes, symptoms, and long-term health implications, promoting early diagnosis and lifestyle management. Key objectives included raising awareness about hormonal imbalance, menstrual irregularities, and mental health issues associated with PCOS, while providing guidance on dietary and medical interventions. The interactive session empowered students to seek timely medical help and adopt preventive measures. This initiative contributed to SDG 3.4 (Promote mental health and well-being), fostering good health, well-being, and gender equality among young women.





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## ACTIVITY 32:

### IMPACT OF SOCIAL INFLUENCE, GROUP DYNAMICS, AND STEREOTYPES

**Organized By:**  
The Department of Psychology



The Department of Psychology organized a seminar on “The Impact of Social Influence, Group Dynamics, and Stereotypes on Everyday Decision Making and Interactions” under the umbrella of the Directorate of Sustainability and Environment (DSE). The seminar aimed to enhance students' understanding of how social and psychological factors shape behavior, aligning with SDG 3, Target 3.4 (Promote mental health and well-being). Ms. Nosheen Naseer, the guest speaker, discussed core concepts such as conformity, obedience, social facilitation, and social loafing. She explained how social pressures, group presence, and stereotypes influence everyday decisions, often unconsciously. The session explored emotional mechanisms like fear of rejection and guilt avoidance, highlighting how group dynamics impact personal reasoning and behavior.





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## ACTIVITY 33: PAINTING/POSTER EXHIBITION- HIGHLIGHTING SOCIAL ISSUES

**Organized By:  
The Department of Psychology**



The Department of Psychology organized an event titled "Mind's Palette – Highlighting Social Issues" under the umbrella of the Directorate of Sustainability and Environment (DSE). The exhibition aimed to raise awareness on mental health and social concerns through student artwork, aligning with SDG 3, Target 3.4 (Promote mental health and well-being). The displayed artworks addressed themes such as depression, bullying, abuse, child labour, gender inequality, body image, and societal stigma. Through visual expression, students highlighted the emotional and psychological impact of these issues. Faculty members visited the exhibition and appreciated the initiative for creatively advocating mental health awareness and social issues.





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## ACTIVITY 34:

### PERCEIVED BARRIERS TO ACCESSING MENTAL HEALTH CARE

**Organized By:**  
The Department of Psychology



The Department of Psychology organized a seminar on “Perceived Barriers to Accessing Mental Health Care” under the umbrella of the Directorate of Sustainability and Environment (DSE). The seminar aimed to highlight the cultural, psychological, and systemic challenges that hinder access to mental health support, aligning with SDG 3, Target 3.8 (Achieve universal health coverage, including access to mental health services). The guest speaker addressed key barriers such as stigma, misinformation, and limited accessibility, particularly within South Asian contexts emphasizing the need for awareness, education, and policy change, she encouraged inclusive dialogue around mental health.



**3** GOOD HEALTH  
AND WELL-BEING



## ACTIVITY 35:

### ROLE OF EMOTIONAL INTELLIGENCE IN PERSONALITY DEVELOPMENT

**Organized By:**  
**The Department of Psychology**



The Department of Psychology organized a seminar on “Role of Emotional Intelligence in Personality Development” under the umbrella of the Directorate of Sustainability and Environment (DSE). The seminar aimed to educate students on the impact of emotional intelligence on personal growth and psychological well-being, aligning with SDG 3, Target 3.4 (Promote mental health and well-being). The speaker discussed key elements of emotional intelligence including self-awareness, self-regulation, empathy, and social skills, highlighting their role in managing emotions and building healthy relationships. He emphasized the need for emotional education in schools, teacher training, and awareness programs to foster emotionally resilient individuals.





**3** GOOD HEALTH  
AND WELL-BEING



## ACTIVITY 36:

### TYPE 1 DIABETES: BUSTING MYTHS AND BUILDING A SUPPORTIVE CAMPUS

**Organized By:**  
The Department of Psychology



The Department of Psychology organized a seminar and exhibition on “Living with Type 1 Diabetes: Busting Myths and Building a Supportive Campus” under the umbrella of the Directorate of Sustainability and Environment (DSE). The event aimed to raise awareness about Type 1 Diabetes, address common misconceptions, and promote health literacy, aligning with SDG 3, Target 3.4 (Promote mental health and well-being, and reduce non-communicable diseases through prevention and awareness). The seminar featured a guest speaker from the Meethi Zindagi organization, who provided valuable insights into the realities of living with Type 1 Diabetes. She emphasized the importance of community support, early management, and education in reducing stigma.

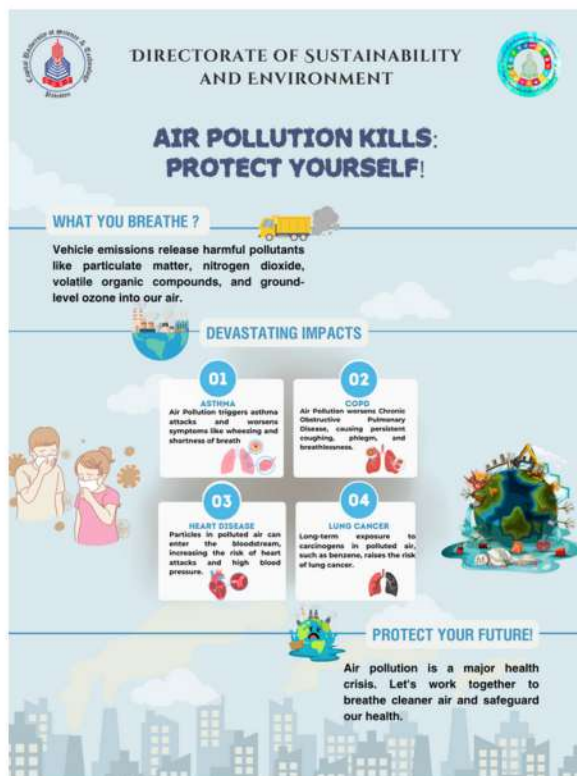


**3 GOOD HEALTH AND WELL-BEING**



## ACTIVITY 37: AIR POLLUTION AWARENESS

**Organized By:  
The Directorate of Sustainability  
and Environment**



Directorate of Sustainability and Environment organized “Air pollution awareness standees” outside main cafeteria and in main parking of the university. Aligned with Sustainable Development Goal 3: Good Health and Well-being—specifically target 3.9, which aims to substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water, and soil pollution and contamination—we organized an impactful awareness activity focused on air pollution. Standee displays were at strategic high-traffic locations on campus, including outside the cafeteria and near the main parking barrier. These standees were designed to educate about the sources and harmful effects of air pollution, such as respiratory issues, cardiovascular diseases, and long-term environmental damage.





**3** GOOD HEALTH  
AND WELL-BEING



## ACTIVITY 38: INTRODUCTION TO COGNITIVE NEUROSCIENCE

**Organized By:**  
**The Department of Psychology**



The Department of Psychology organized a seminar titled "Introduction to Cognitive Neuroscience" for MS Psychology students, led by Dr. Muhammad Aqeel, Assistant Professor at Foundation University Islamabad. The seminar explored the relationship between the brain and behavior, covering topics like brain structure and function, neural transmission, and the neural basis of cognition. Students gained insights into the latest research and its applications in understanding human behavior and treating neurological and psychiatric disorders. Dr. Aqeel emphasized the significance of cognitive neuroscience and encouraged further exploration of the field. The seminar concluded with an engaging Q&A session, fostering valuable discussions and providing students with a comprehensive understanding of cognitive neuroscience and its practical relevance.

