

**MEN TARGETING MEN IN PAKISTAN FAMILY PLANNING PROGRAM  
: A BEHAVIOR CHANGE STRATEGY**

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## PREFACE

This thesis submitted for partial fulfillment of requirement for degree of Master in Public Health in Health System Development, proposes dynamic strategies in Pakistan, which target men in family planning services. Men's perceptions, as well as determinants of behavioral change and the socio-economic context in which high population growth become rife is reviewed. Thus this paper is an endeavour to identify behaviors which could be adversely affecting family planning, and to study and intervene change to reduce or prevent poor family planning outcome.

Issues of gender identity and tolerance as expressed through procreation have been amplified in the context of present risks. Researchers and Providers often ignore the social significance of men. This paper reviews the impact of male dominance as manifested through family planning decisions, against the background of present problems.

A research agenda that defines factors at both macro and micro levels that interact to adversely impinge on family planning outcome is proposed. Behavior specific influences in family planning decisions include the degree of interpersonal support toward prevention of unwanted pregnancy or maternal death. Perceiving efficacy and situational variables influencing male compliance use of family planning methods form part of this study that addresses men. This is followed up by well developed causal model of the determinants of the family planning behaviors.

A project for five years is proposed to target men through male workers. A behavior change strategy is suggested to target men, expecting that defined period and behavior change model will get the program at a self sustainable point. The program, then, be run as usual in its original shape targeting females.

In-depth interviews were performed with six of keystakeholders not only just to learn technique but also to get their opinion about the issue and to identify constraints regarding the project. Structured interviews with 20 Pakistani men were conducted in order to test and improve the suggested instrument for data collection about KAP of target population.

Though some useful information was collected during data exercise, but its generalization is highly unlikely due to a number of reasons including lack of proper sampling; and inability to interview with keystakeholders due to financial constraints. But the exercise helped to improve instrument for data collection about KAP of target population; and also emphasized the importance of qualitative research for KAP studies in family planning.

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Conducting this work was a huge task and all activities were accomplished on time only with the dedicated, relentless and devoted joint efforts of all the full time and part time academic staff of College of Public Health, Chulalongkorn University. All of my colleagues at the College; College administration; Rangnam Apartment administration; Population Division ESCAP, Bangkok; National Institute of Population Studies, Pakistan(NIPS); Population Council, Pakistan; and John Hopkins University, USA, have positively participated in one or another way. Many thanks to each one of them for taking an enormous amount of hardship in order to provide me support in maintaining the speed and efficiency of work during days of unexpected constraints.

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**I pay my attribute to that man  
Who is humble, noble and daring  
His qualities made me his fan  
And his name is Dr. Stephen King**

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**Dr. Tanvir Ahmad Zaver**

## ABSTRACT

Pakistan is a male dominated society and they dominate in each and every sphere of life including Politics, Cabinet, Parliament, Army, Police, Airforce and all other departments like Sports. National Family Planning Programs in Pakistan, on the other hand, have been female focused and female centered. But, as a result of male dominance in family decision making, a woman is unlikely to adopt a contraceptive method or continue its use for extended period of time in defiance of partner's opposition or disapproval. Failure to target men in family planning interventions, thus, has weakened the impact of the program.

A four years project (Jan, 1999- Dec 2002) has been proposed to target men in family planning through male workers. The project comprises three phases

1. Preperation and Training. from January, 1998 until May, 1998.
2. Implementation. from June, 1998 until Dec, 2002.
3. Evaluation. Two kinds of evaluations has been proposed, i. e. , regular observations and record analysis for process evaluation; and structured interviews with the workers with sample male population for outcome evaluation. A cost effectiveness analysis has been proposed through comparison with National Family Planning Program, by calculating cost/acceptor for two programs.

Data exercise at the end was performed just as an exercise for both qualitative and quantitative interviews. Though some useful information were collected and discussed but no way these could be generalized. However, this exercise emphasizes the importance and urgency for use of qualitative techniques to elaborate the real perceptions of men in Pakistan.

## ABBREVIATIONS

CBR:	CRUDE DEATH RATE
CMS:	CONTINEOUS MOTIVATION SCHEME
CPR:	CONTRACEPTIVE PREVALENCE RATE
ESCAP:	ECONOMIC & SOCIAL COMMISSION FOR ASIA AND PACIFIC
FHW:	FEMALE HEALTH WORKER
IEC:	INFORMATION; EDUCATION; COMMUNICATION
IMR:	INFANT MORTALITY RATE
IPPF:	INTERNATIONAL PLANNED PARENTHOOD FEDERATION
MMR:	MATERNAL MORTALITY RATE
NGOs:	NON GOVERNMENT ORGANIZATIONS
PCPS:	PAKISTAN CONTRACEPTIVE PREVALENCE RATE
PDHS:	PAKISTAN DEMOGRAPHIC HEALTH SURVEY
UCDC:	URBAN COMMUNITY DEVELOPMENT COUNCIL
UN:	UNITED NATIONS



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