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**EVALUATION OF INFORMATION  
EDUCATION AND COMMUNICATION  
(IEC) COMPONENT OF POPULATION  
WELFARE PROGRAMME OF PAKISTAN,  
1988-93**

**(FIRST REPORT)**

**BY**

***DR. ABDUL HAKIM***



**NATIONAL INSTITUTE OF POPULATION STUDIES  
HOUSE NO. 8, STREET NO. 70, F-8/3, ISLAMABAD.**

**MAY, 1996**



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## FOREWORD

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*Pakistan's population has been growing at a very fast rate since its independence. It was 32.5 million at the time of independence in 1947 and has reached 130 million in 1995. Keeping in view the fast growth of population and need to control it, the Government of Pakistan initiated a population welfare programme from the very beginning i.e. in 1960s. Inspite of Population Welfare Programme launched during the last several decades, its impact in reducing fertility has been minimal.*

*The Population Welfare Programme is implemented through several components and IEC has been an integral component of the Programme. The National Institute of Population Studies (NIPS) had earlier evaluated the IEC components of the Sixth Five Year Plan (1983-88). This report contains the findings of the NIPS in regard to the evaluation of IEC component of the Population Welfare Programme implemented during the Seventh Five Year Plan (1988-93). The results presented in this report still indicate a wide gap between knowledge and practice of family planning methods. There is a need to bridge this gap through appropriate messages to be adopted by IEC strategy for which this report would serve a useful guide.*

*I wish to acknowledge with gratitude the assistance provided by the Ministry of Population Welfare for arranging funds and providing encouragement to NIPS for undertaking this project. I am also grateful to Mr. Tawfiq Fehmi Ex-Executive Director, NIPS for supporting the project.*

*Thanks are due to Dr. Abdul Hakim, Director, NIPS the author of this report who has analysed the data and presented the results objectively. His contribution and guidance to the research teams in conducting the survey data are also commendable. This account will not be complete without appreciating the contribution of several individuals whose names are not mentioned in this report.*

IJAZ AHMAD

Executive Director

June, 1996



The first of the two main parts of the book is devoted to a general survey of the history of the subject. It begins with a brief account of the early attempts to explain the phenomena of life, and then proceeds to a more detailed consideration of the various theories which have been advanced from time to time. The second part of the book is devoted to a more detailed consideration of the various theories which have been advanced from time to time.

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## PREFACE

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*Keeping in view the importance of IEC in the Population Welfare Programme and large amount spent on this component, the National Institute of Population Studies (NIPS) undertook the evaluation of the IEC component of the Population Welfare Programme in 1994. This report is based on the primary data collected during June - October, 1994. Although the purpose of this survey was to collect information in regard to the Seventh Five Year Plan (1988-93) period, nevertheless the report also shed light on the first year of the Eighth Five Year Plan (1993-98). The survey data collected from the field was undertaken by teams of Female Interviewers led by Supervisors during June - October, 1994 under the immediate supervision of Dr. Khushnood Alam Khan who was the Principal Investigator of the project during 1994. After data collection Dr. Khushnood Alam Khan left NIPS for a job in his home town, Lahore. In his absence, Mr. Badar ud Din Tanweer, supervised the data processing.*

*The evaluation report provides data and indicators, which among others show changes which have occurred since the Contraceptive Prevalence Survey 1984-85 and the Pakistan Demographic Health Survey (PDHS) 1990-91. It also provides links between this survey and other surveys which have been planned for 1996-97.*

*Efforts of several individuals who worked in the field for the collection of data are commendable. Thanks are, in particular, due to teams of Female Interviewers who undertook the difficult task to interview and collect the data. The guidance and supervision provided by Dr. Khushnood Alam Khan are appreciated and acknowledged. The efforts of Mr. Mushtaq Ahmad, Programmer and his team in data processing are acknowledged. Thanks are, particularly, due to Mr. Badar ud Din Tanweer, Research Associate for assistance in producing several tables and formatting the manuscript. Assistance provided by Ms. Rabia Ahmad Syed, Research Associate and Mr. Faateh ud Din Ahmad, Assistant Programmer is also acknowledged. This account will be incomplete without acknowledging the typing earlier draft and the present manuscript by Mr. Tariq Khan, Mr. Muhammad Suba, Rana Muhammad Akbar and Mr. Muhammad Aslam.*



*The guidance and useful comments provided by Mr. Tewfiq Fehmi, Ex-Executive Director, NIPS and Mr. Ijaz Ahmad, Executive Director, NIPS are deeply appreciated. The comments of the Technical Committee, Dr. Sultan S. Hashmi, Resident Advisor and other senior researchers of NIPS are duly acknowledged which made it possible to evaluate the IEC component and produce this report.*

DR. ABDUL HAKIM

June, 1996

Director



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### INTRODUCTION

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#### 1.1. Background and Justification

Since the turn of this century the population growth has been fast in the area now constituting Pakistan. However, the speed of population growth has been very fast after the creation of Pakistan because of fast decline in death rates but constantly high birth rates. From 17.0 million in 1901 and 32.5 million in 1947, our population in 1995 stands at 130.0 million indicating nearly eight times addition since 1901 and four times since 1947 (1).

Our current growth rate around 2.8 per cent is very high compared to 0.3 per cent for more developed and 1.9 per cent for less developed countries. Thus we will double our population in 24 years. Because of high fertility, the age structure of our population is young comprising 41 per cent of children under age 15 years. This indicate a potential for future population growth. An average married woman in Pakistan still bears around 7 children (2). Most preferred behavior of majority of the married women towards child bearing still indicate above four children with at least two sons (3).

The fast growth of population has several implications for our socio economic development. Annually, now, we add 3.6 million persons to our population. The size is even larger than the size of two cities of Faisalabad. Hence to meet the requirement of education, employment, production of food and further enhancing standard of living of vast majority of our population has become a difficult task. All gains made in these sectors are being neutralized because of fast growth of our population (2).

To control the fast growth of population, the population welfare programme was launched almost three decades ago. Currently, the Population Welfare services are provided through different outlets such as Family Welfare Centres (FWCs), Reproductive Health Service Centres



(RHSC), Mobil Service Units (MSUs), Village Based Family Planning Workers (VBFPWs), Social Marketing of Contraceptives (SMC), Line Departments, Target Group Institutions (TGIs), Non-Governmental Organizations (NGOs), Registered Medical Practitioners (RMPs), Homeopaths, Hakeems, Traditional Birth Attendants (TBAs) etc. These are supported through research, training and Information, Education and Communication (IEC) components. The IEC has been an integral and important component of the Population Welfare Programme (4 & 5).

Population Welfare Programme in Pakistan is one of the oldest in Asia, however, it could not achieve the same success as the programme in other countries of the region. One of the major reason for not achieving a significant breakthrough in the reduction of fertility by the programme in the past had been the lack of organized research, evaluation and general monitoring of its various components.

The National Institute of Population Studies (NIPS) undertook evaluation of the communication component of the PWP of Pakistan for the Sixth Plan period 1983-88. The report was published in 1988 (6). The feedback provided to the Ministry of Population Welfare was incorporated in the 7th plan (1988-93).

During the Seventh Plan (1988-93) about Rs. 75 Millions were spent on IEC. All channels of Mass Media (TV, Radio, Press) and Print Media were utilized. The main objective was to narrow the gap between knowledge and practice and motivate couples for small families (7). The IEC strategy during this period as spelled out in the Seventh Plan aimed at :-

1. replacing pro-fertility norms with small family norms;
2. dispelling erroneous notions that a large family is necessarily an economic asset;
3. removing misgivings about the programme and its services;
4. minimizing the gap between knowledge and practice; and
5. highlighting the gap between population and resources.



The Mass Media Projected following six themes:

1. Breast feeding;
2. Lactation and Weaning;
3. Late Marriage;
4. Responsible parenthood;
5. Status of Women; and
6. Health of Mother, Child and Nutritional needs.

Major activities of IEC undertaken during the Seventh Plan period are summarized below:

- i. The T.V. network was used extensively and a variety of jingles of varying durations were telecast at prime time on a regular basis as part of normal motivational campaign. RAPID presentations by professionals, interviews and panel discussions by high dignitaries and specialists were telecast on different occasions. A number of social dramas were produced and telecasted. The Ministry of Information and Broadcasting extended full support and as a result, two jingles were being telecast daily at peak hours at a subsidized rate.
- ii. Radio being a powerful medium of communication reaching the rural population has also been used extensively. More than 1990 spots of different duration, in addition to interviews, drama serials, seminars, discussions, skits etc., were broadcast.
- iii. The press provided coverage to the programme through advertisements, editorials, articles, stories, special additions and supplements on different occasions. A series of advertisements with addresses of service delivery points of the programme were printed in the national and regional newspapers at regular intervals. Popular magazines also carried inserts and articles on family planning.



- iv. To encourage reporting and writing on population issues in the newspapers a package of annual awards was instituted. This solid effort is intended to mobilize the journalist community and elicit their support as a part of promotional campaign of the programme.
- v. The World Population Day was celebrated in 1991 and 1992. This event has now been institutionalized as a regular annual feature to highlight the population concern and consequences of rapid population growth for economic development of the country.
- vi. A national family planning exhibition was held in 1992 wherein the IEC materials produced and disseminated as part of promotional campaign of the programme by the Ministry, the Provinces and the NGO Sector, were displayed.
- vii. A series of "Walk a Cause" and rallies on population were launched in different cities of the country from 1992 onward. These walks and rallies were led by the Ministers and participated by prominent social workers and dignitaries, people from various walks of life, youth and children.
- viii. Large quantity of motivational material in the form of booklets, pamphlets, posters, handbills etc, was printed and distributed widely on different occasions, during group meetings, interpersonal contacts and through all the service delivery outlets.
- ix. Family planning stalls were set up regularly at the Annual National Industrial Exhibition and Lok Virsa Melas.
- x. The postal services were also involved to disseminate information about family planning. Commemorative stamps were issued by the Postal Department on the occasions of World Population Day in 1991 and 1992. Similarly, family planning messages were printed on 200 million postcards and envelopes sold by all the network of post offices through out the country.



The Provinces and NGOs too undertook their special IEC activities tailored to the regional and local requirements of different population groups. These included film shows through A.V.Vans, Videos, local radio programmes, bill boards, hoardings, neon signs, banners, direction boards, posters, booklets, give-away/utility items and participation in local cultural events. The district communication and training staff carried-out these activities including group meetings and inter-personal communication for motivation of the target population to adopt family planning and utilize the services of the programme. The Provincial Population Welfare Departments also used cinema slides and published addresses of FWCs and RH Centres.

Being an important component it was considered essential to evaluate IEC component of the Population Welfare Programme for the 7th plan period so that appropriate feedback is provided to the Ministry of Population Welfare for improving this component and over all direction of the programme.

## **1.2. Objectives of the Study**

The National Institute of Population Studies (NIPS) carried out the evaluation of the IEC component of the 7th Plan period (1988-93). The main objectives of the evaluation were:

1. To find out about the access to electronic and other media and knowledge of communication media conveying population welfare messages.
2. To determine the attitude of respondents towards the population welfare messages conveyed through different media.
3. To assess the effectiveness of the communication strategy in creating awareness and promoting use of family planning methods.







## STUDY DESIGN

---

### 2.1 Sample:

A national sample of 3300 households was selected from the country covering Punjab, Sindh, NWFP and Balochistan. The sample design for the survey was developed by the Federal Bureau of Statistics (FBS), Government of Pakistan. The universe consisted of all urban and rural areas of four provinces of Pakistan as defined in 1981 Population Census excluding FATA and military restricted areas, consisting 4 per cent of the total population. The sample design was selected in two stages. In the first stage 99 Primary Sampling Units (PSUs) were selected from urban blocks in urban domain and 121 (PSUs) from villages in rural domain. From each selected PSUs a systematic random sample of 15 households was selected. Thus there were 3300 sampled households as secondary sampling units in 220 sampled clusters.

Table-2.1 contains detailed information about sample and respondents at national and provincial levels. From 3300 households, 3544 currently married women (CMW) aged 15-49 years were identified. Out of these 3544 women, 3308 women were successfully interviewed who form the sampled respondents of this study. Thus coverage was 93.3 per cent at the national level. The response rate was highest for Punjab (97%) followed by NWFP (95%) and Baluchistan (94%). However, it was the lowest for Sindh (87%) which might be due to law and order situation.

Weighting factor for every cluster was applied as obtained from FBS to get reliable estimates at 95 per cent confidence level for the national, provincial and urban/rural.



**TABLE 2.1**  
**SAMPLE SELECTION AND ACTUAL COVERAGE OF PSU's (CLUSTERS),**  
**HOUSEHOLDS AND COVERAGE OF RESPONDENTS, IEC-1994**

	Cluster (PSU's)			Households (SSU's)			Respondents		
	Total	Urban	Rural	Total	Urban	Rural	Total	Urban	Rural
<b>PAKISTAN</b>									
Selected	220	99	121	3300	1485	1815	3544	1609	1935
Covered	220	99	121	3300	1485	1815	3308	1495	1813
Response Rate	100.0	100.0	100.0	100.0	100.0	100.0	93.3	92.9	93.7
<b>PUNJAB</b>									
Selected	102	44	58	1530	660	870	1535	671	864
Covered	102	44	58	1530	660	870	1504	650	854
Response Rate	100.0	100.0	100.0	100.0	100.0	100.0	97.9	96.9	98.8
<b>SINDH</b>									
Selected	56	29	27	840	435	405	1046	527	519
Covered	56	29	27	840	435	405	910	456	454
Response Rate	100.0	100.0	100.0	100.0	100.0	100.0	86.9	86.5	87.5
<b>NWFP</b>									
Selected	38	16	22	570	240	330	609	258	351
Covered	38	16	22	570	240	330	566	256	321
Response Rate	100.0	100.0	100.0	100.0	100.0	100.0	92.9	94.9	91.5
<b>BALUCHISTAN</b>									
Selected	24	14	14	360	150	210	354	153	201
Covered	24	14	14	360	150	210	328	144	184
Response Rate	100.0	100.0	100.0	100.0	100.0	100.0	92.7	94.1	91.5



## **2.2 Questionnaire:**

The questionnaire for the survey was prepared after detailed review of literature and looking into the messages of the IEC for the Seventh Five Year Plan. The questionnaire included :-

1. Household composition;
2. Background characteristics;
3. Fertility;
4. Knowledge and attitude regarding IEC programmes; and
5. Knowledge, attitude and practice of family planning.

The questionnaire was discussed at length, pretested and approved by the Technical Advisory Committee set up for this survey.

## **2.3 Recruitment and Training of Field Staff:**

Five teams were constituted for the field work in Pakistan. Each team had one supervisor and 3 female interviewers. Two teams conducted the survey in Punjab, one team each conducted the survey in Sindh, NWFP and Balochistan. The supervisors were qualified persons having at least Masters' Degree in social sciences such as, Sociology, Economic etc. The interviewers were all females and were also qualified, mostly graduate, and had past interviewing experience.

A fifteen days training Programme was conducted for the field staff in May, 1994.



## 2.4. Field Operation and Data Processing:

The survey was conducted from June to the end of October, 1994.

All completed questionnaires were checked by the supervisors in the field before sending to NIPS for further checking, coding, data entry and processing. After receipt of questionnaires in the NIPS, questionnaires were again checked and data was entered into the computer. After clearing of data, analysis has been carried out by using SPSS programme.



## CHARACTERISTICS OF RESPONDENTS

Detailed information was obtained from the respondents about their age, education and work status. These are briefly discussed here to give better understanding about the sampled respondents.

### 3.1 Age Composition:

It was found that Median Age of currently Married women (CMW) was 31.9 years, with 32.7 per cent in urban and 31.6 per cent in rural areas (Table 3.1). Rural respondents have still comparatively younger ages as compared to urban women.

TABLE 3.1

#### PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN BY AGE, IEC-1994

Age	Pakistan	Urban	Rural
	%	%	%
15-19	4.3	2.9	4.8
20-24	14.7	12.6	15.6
25-29	21.8	21.5	22.0
30-34	17.8	17.6	17.8
35-39	18.8	19.5	18.5
40-44	11.9	14.0	11.0
45-49	10.8	11.9	10.3
Total	100.0	100.0	100.0
Number of Women	3308	948	2360
Mean Age of Women	31.9	32.7	31.6



There has been consistent slight shift, from younger ages to older age groups as compared to the previous surveys (Table 3.2). However, still majority of respondents were found in younger age groups, that is, below 35 years of age.

**TABLE 3.2**  
**PERCENTAGE DISTRIBUTION OF CURRENTLY**  
**MARRIED WOMEN BY AGE, IEC-1994, PFPI-1993,**  
**PDHS 1990-91 AND PCPS 1984-85**

Age	IEC-1994	PFPI-1993	PDHS-1990-91	PCPS-1984-85
	Total	Total	Total	Total
15-19	4.3	4.5	6.5	7.7
20-24	14.7	15.4	16.0	19.2
25-29	21.8	22.7	22.6	22.6
30-34	17.8	18.8	18.0	15.6
35-39	18.8	17.8	14.8	15.6
40-44	11.9	12.2	12.8	11.7
45-49	10.8	8.6	9.3	7.7
Total	100.0	100.0	100.0	100.0
Number of Women	3308	8503	6611	7405

Note:

1. PFPI = Population and Family Planning Indicators, 1993 (8).
2. PDHS = Pakistan Demographic and Health Survey, 1990-91 (9).
3. PCPS = Pakistan Contraceptive Prevalence Survey, 1984-85 (10).



### 3.2. Education and Literacy:

According to the findings of this study still 76.1 per cent CMW have no education in Pakistan with 53 per cent in urban and 85.4 per cent in rural areas. Highest number of no education is observed for Balochistan, (97%) followed by NWFP (85%), Sindh (75%) and Punjab (74%). The Primary level education is 10.6 per cent, Middle level 4.6 per cent, Secondary 5.6 per cent and College 3.2 per cent (Table 3.3).

TABLE 3.3

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN BY EDUCATION, AGE, URBAN-RURAL AND PROVINCE OF RESIDENCE, IEC-1994**

Age Group/ Residence	No Education	Primary	Middle	Sec- ondary	College	Number of Women
15-19	74.0	12.2	7.5	5.4	0.9	141
20-24	67.7	12.0	6.5	8.6	5.2	487
25-29	74.5	9.7	4.3	8.0	3.4	721
30-34	74.2	14.8	4.8	3.6	2.6	588
35-39	78.2	10.4	3.9	4.7	2.8	622
40-44	80.9	6.1	4.1	5.4	3.5	393
45-49	85.8	8.2	2.3	1.7	2.1	356
Urban	53.0	13.9	10.2	14.5	8.5	948
Rural	85.4	9.3	2.3	2.3	1.0	2360
Punjab	73.6	13.0	4.6	6.1	2.8	1911
Sindh	74.5	8.9	4.1	7.0	5.5	833
NWFP	84.6	5.9	6.0	2.4	1.1	447
Balochistan	97.1	1.4	0.8	0.3	0.4	117
Pakistan	76.1	10.6	4.6	5.6	3.2	3308



The literacy rate for CMW is 22 per cent with 13 per cent in rural and 45 per cent in urban areas. Highest literacy rate is observed for Punjab (24%) followed by Sindh (23%), NWFP (15%) and Balochistan (3%) (Table 3.4).

TABLE 3.4

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN  
AGED 15-49 YEARS BY AGE, LITERACY, URBAN-RURAL  
AND PROVINCE OF RESIDENCE, IEC-1994**

Age/Residence	Illiterate	Literate	Number of Women
15-19	76.9	23.1	141
20-24	71.0	29.0	487
25-29	75.6	24.4	721
30-34	76.4	23.6	588
35-39	80.3	19.7	622
40-44	82.0	18.0	393
45-49	87.3	12.7	356
Urban	55.3	44.7	948
Rural	87.2	12.8	2360
Punjab	75.8	24.2	1911
Sindh	76.8	23.2	833
NWFP	85.1	14.9	447
Balochistan	97.1	2.9	117
<b>Pakistan</b>	<b>78.0</b>	<b>22.0</b>	<b>3308</b>

### 3.3. Employment and Work Status:

It is found that 14 per cent women are currently working with 10 per cent in urban and 17 per cent in rural areas. Highest number of working women is found in Punjab (21%), followed by Balochistan (18%), NWFP (7%) and Sindh (6%) (Table 3.5).



TABLE 3.5

**PERCENTAGE OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS  
BY WORK STATUS, AGE, URBAN-RURAL AND  
PROVINCE OF RESIDENCE, IEC-1994**

Age/Residence	Currently working	Not working	Number of Women
15-19	7.4	92.6	141
20-24	12.3	87.7	487
25-29	17.0	83.0	721
30-34	15.0	85.0	588
35-39	18.6	81.5	622
40-44	15.4	84.6	393
45-49	11.5	88.5	356
Urban	9.5	90.5	948
Rural	17.3	82.7	2360
Punjab	20.6	79.4	1911
Sindh	6.3	93.7	833
NWFP	6.8	93.2	447
Balochistan	18.4	81.6	117
<b>Pakistan</b>	<b>13.87</b>	<b>86.13</b>	<b>3308</b>

Among those who are not currently working 3.5 per cent indicated that they were looking for work (Table 3.6). Further more, among those who are not currently working 5.4 per cent indicated their desire for work (Table 3.7). It is interesting to note that desire for work is more prominent in Balochistan (9.8%) followed by NWFP (7.6%), Punjab (5.5%) and Sindh (3.4%).



TABLE 3.6

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN  
AGED 15-49 YEARS BY WORK STATUS OF LOOKING FOR  
WORK AND AGE, URBAN-RURAL AND PROVINCE  
OF RESIDENCE, IEC-1994**

Age/Residence	Looking for work	Not looking for work	Currently working	Number of Women
15-19	4.4	88.2	7.4	141
20-24	4.8	82.9	12.3	487
25-29	3.0	80.0	17.0	721
30-34	2.5	82.5	15.0	588
35-39	4.0	77.5	18.5	622
40-44	2.3	82.3	15.4	393
45-49	3.2	85.3	11.5	356
Urban	4.2	86.3	9.5	948
Rural	3.0	79.7	17.5	2360
Punjab	3.6	75.9	20.6	1911
Sindh	2.3	91.4	6.3	833
NWFP	4.4	88.8	6.8	447
Balochistan	3.5	78.0	18.4	117
<b>Pakistan</b>	<b>3.46</b>	<b>82.67</b>	<b>13.87</b>	<b>3308</b>

In Pakistan, majority of Women (76.6%) still work as house wife and 13.5 per cent are gainfully employed whereas 9.9 per cent work as unpaid family workers (Table 3.8). The proportion of house wife is higher in urban areas (86%), compared to rural areas (73%). The majority of women in NWFP have reported being house wife (92%).



TABLE 3.7

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED  
15-49 YEARS BY DESIRE FOR WORK AND AGE, URBAN-RURAL AND  
PROVINCE OF RESIDENCE, IEC-1994**

Age/Residence	Desire for work	No desire for work	Currently working	Number of Women
15-19	6.5	86.2	7.4	141
20-24	7.1	81.0	11.3	487
25-29	5.3	78.1	16.6	721
30-34	5.6	80.6	13.8	588
35-39	5.6	76.3	17.9	622
40-44	4.0	80.6	15.2	393
45-49	3.3	85.2	11.5	356
Urban	6.7	84.1	9.2	948
Rural	4.9	78.4	16.7	2360
Punjab	5.5	73.9	20.6	1911
Sindh	3.4	90.3	6.3	833
NWFP	7.6	89.0	3.1	447
Balochistan	9.8	71.7	18.4	117
<b>Pakistan</b>	<b>5.37</b>	<b>81.15</b>	<b>13.87</b>	<b>3308</b>

The percentage of gainfully employed women are highest in Balochistan (20.8%), closely followed by Punjab (18.2%). As regard unpaid family workers, as expected, it is higher in rural areas (13.2%) compared to urban areas (1.7%).



TABLE 3.8

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS, BY OCCUPATION, AGE, URBAN-RURAL, AND PROVINCE OF RESIDENCE, IEC-1994

Age/Residence	House wife	Unpaid family worker	Gainful employee	Number of Women
15-19	79.6	11.6	8.8	141
20-24	76.5	10.8	12.8	487
25-29	75.2	10.7	14.1	721
30-34	77.1	9.3	13.6	588
35-39	74.0	10.1	15.9	622
40-44	76.8	9.1	14.1	393
45-49	82.2	8.0	9.8	356
Urban	85.9	1.7	12.5	948
Rural	72.9	13.2	13.9	2360
Punjab	74.8	7.0	18.2	1911
Sindh	74.8	21.5	5.7	833
NWFP	92.1	2.1	5.7	447
Balochistan	73.7	5.5	20.8	117
<b>Pakistan</b>	<b>76.6</b>	<b>9.9</b>	<b>13.5</b>	<b>3308</b>

Among the provinces, the share of unpaid family workers is higher in Sindh (21.5%), followed by Punjab (7%), Balochistan (5.5%) and NWFP (2.1%).



## FERTILITY

### 4.1 Mean Number of Children Ever Born:

The analysis indicates that mean number of children ever born (MNCEB) is 4.4. (Table 4.1). A possible reason for higher MNCEB is due to shift in age structure of women in age group 15-49 years which shows a slightly older population or less younger population compared to previous surveys (Table 3.2). As expected mean number of children ever born increases with age. Women with age 45-49 years have 6.91 mean number of children ever born. This also indicate that completed fertility is around seven children in Pakistan which is still very high.

TABLE 4.1

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN  
BY NUMBER AND MEAN OF CHILDREN EVER BORN  
AND AGE, IEC-1994

Age	Number of Children Ever Born							Mean	N
	0	1	2	3	4	5	6+		
15-19	56.6	32.0	10.7	0.1	0.0	0.0	0.0	0.58	141
20-24	21.9	26.8	22.7	15.4	8.0	4.0	1.2	1.78	487
25-29	11.4	10.5	17.2	18.8	17.0	15.5	9.5	3.13	721
30-34	5.4	5.6	7.4	10.3	19.9	18.2	33.2	4.54	588
35-39	1.0	4.1	5.6	6.9	12.9	14.4	55.1	5.75	622
40-44	2.8	3.1	2.1	4.1	6.1	8.5	73.1	6.77	393
45-49	1.4	1.8	4.7	6.3	5.6	10.3	69.9	6.91	356
15-49	9.8	10.0	10.7	10.7	12.2	12.0	34.7	4.40	3308



#### 4.2. Mean Number of Living Children:

Mean number of living children is 3.76 (Table 4.2). This shows that overall decline in death rate of infants over a period of time. Another important finding is that infants survival is higher for low parity, but higher for those groups where mean number of children ever born has been 5 or more (Tables 4.1 & 4.2).

TABLE 4.2

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN BY  
NUMBER AND MEAN OF LIVING CHILDREN AND AGE, IEC-1994

Age	Number of Living Children							Mean	N
	0	1	2	3	4	5	6+		
15-19	57.6	34.4	7.4	0.0	0.0	0.0	0.0	0.54	141
20-24	24.1	29.6	23.9	14.3	6.2	0.8	1.1	1.56	487
25-29	12.1	13.0	21.5	19.0	18.2	10.8	5.4	2.75	721
30-34	5.5	7.3	10.3	14.4	20.8	19.3	22.4	3.99	588
35-39	1.6	5.5	8.1	8.8	16.2	15.4	44.5	4.96	622
40-44	3.6	3.2	3.7	4.8	10.7	12.4	61.6	5.76	393
45-49	2.1	3.7	6.7	11.5	12.3	13.4	50.4	5.42	356
15-49	10.6	11.8	13.0	12.3	14.2	11.7	26.5	3.76	3308

#### 4.3. Mean Age at Marriage:

Table 4.3 indicates that Mean age at Marriage has been noted 17.8 years for Pakistan, 18.1 years for urban and 17.3 years for rural. It is highest for Balochistan (18.2 years), closely followed by Punjab (17.9 years), Sindh (17.8 years) and NWFP (17.0 years). Rural urban differentials in age at marriage are in the expected directions in all the provinces indicating comparatively higher age at marriage for urban than in rural areas. However, in Balochistan age at marriage is higher for rural women compared to urban (Table 4.4). This may be probably because of dowry system which needs further probings.



TABLE 4.3

**MEAN AGE AT MARRIAGE OF CURRENTLY MARRIED WOMEN BY AGE,  
URBAN-RURAL, AND PROVINCE OF RESIDENCE, IEC-1994**

Age group	Pakistan	Urban	Rural	Punjab	Sindh	NWFP	Balochistan
15-19	15.40	15.70	15.34	15.77	15.02	15.65	14.88
20-24	17.25	17.78	17.08	17.41	17.30	16.79	16.65
25-29	17.88	18.58	17.62	18.21	17.63	16.67	18.55
30-34	17.87	18.78	17.52	17.87	18.33	17.06	18.36
35-39	18.09	19.02	17.70	18.08	18.40	17.58	17.94
40-44	18.15	18.29	18.08	18.25	17.63	17.98	21.78
45-49	17.90	18.50	17.62	17.79	18.56	16.85	19.94
15-49	17.76	18.09	17.28	17.90	17.76	17.01	18.18

TABLE 4.4

**MEAN AGE AT MARRIAGE OF CURRENTLY MARRIED WOMEN AGED 15-49  
YEARS BY URBAN-RURAL, AND PROVINCE OF RESIDENCE, IEC-1994**

Region	Total	Urban	Rural
Pakistan	17.76	18.09	17.28
Punjab	17.90	18.52	17.68
Sindh	17.76	18.46	17.16
NWFP	17.01	18.09	16.86
Balochistan	18.18	17.87	18.23

It has been noted that the mean age at marriage for girls as perceived by CMW is 20.64 for Pakistan, 21.10 for urban and 20.67 for rural areas, which indicate a change in the attitude of CMW for future generation. Highest perceived age at marriage for girls has been found in Punjab, followed by Balochistan, Sindh and NWFP (Table 4.5).



TABLE 4.5

MEAN IDEAL AGE AT MARRIAGE FOR GIRLS AS PERCEIVED  
BY CURRENTLY MARRIED WOMEN BY URBAN-RURAL,  
PROVINCE OF RESIDENCE AND AGE, IEC-1994

Age of women	Pakistan	Urban	Rural	Punjab	Sindh	NWFP	Balochistan
15-19	22.97	21.44	23.35	25.93	18.85	18.77	27.48
20-24	20.85	21.67	20.58	22.48	19.65	18.33	18.57
25-29	21.21	20.93	21.32	22.23	20.02	19.12	19.69
30-34	20.67	20.75	20.64	21.18	20.67	18.66	19.62
35-39	19.90	21.10	19.40	19.95	20.04	19.43	19.39
40-44	20.19	21.23	19.66	20.23	20.73	18.55	20.63
45-49	20.09	20.60	19.78	20.18	20.72	18.43	21.02
15-49	20.64	21.10	20.67	21.27	20.17	18.76	21.06

#### 4.4. Pregnancy Status:

It has been found that at the time of survey there were 13.6 per cent CMW who were pregnant with 11.1 per cent in urban and 14.6 per cent in rural areas (Table 4.6). This shows a marginal decline from previous investigations as it was 16.2 per cent in Pakistan Contraceptive Prevalence Survey (PCPS) 1994-95 and 15.5 per cent in the Pakistan Demographic and Health Survey (PDHS) 1990-91 and 14.2 per cent in Population and Family Planning Indicators (PFPI)



1993. This declining trend can be attributed to rising age at marriage and presumably enhanced contraceptive measures adopted by currently married women aged 15-49 years.

TABLE 4.6

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN  
AGED 15-49 YEARS WHO WERE PREGNANT BY PLACE  
OF RESIDENCE, 1994**

Pregnant	Pakistan		Urban		Rural	
	%	N	%	N	%	N
Yes	13.6	450	11.1	105	14.6	345
No	86.4	2858	88.9	843	85.4	2015
Total	100.0	3308	100.0	948	100.0	2360

#### 4.5. Ideal Number of Children:

It has been found that mean ideal number of children indicated is 3.94 with 3.59 in urban and 4.08 for rural areas. It is highest for Balochistan, followed by NWFP, Punjab and Sindh.



TABLE 4.7

**MEAN NUMBER OF IDEAL CHILDREN BY CURRENTLY MARRIED WOMEN  
AGE 15-49 YEARS BY PAKISTAN, URBAN-RURAL AND  
PROVINCE OF RESIDENCE, IEC-1994**

Region	Total	Urban	Rural
	(%)	(%)	(%)
Punjab	4.0	3.7	4.1
Sindh	3.5	3.3	3.7
NWFP	4.1	3.9	4.2
Balochistan	4.7	4.3	4.8
<b>Pakistan</b>	<b>3.9</b>	<b>3.6</b>	<b>4.1</b>

**4.6. Desire for More Children:**

It has been noted that in Pakistan 59.4 per cent women do not want more children, with 69.2 per cent in urban and 55.4 per cent in rural areas. Desire for no more children is highest for NWFP, followed by Punjab, Sindh and Balochistan.

TABLE 4.8

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGE 15-49  
YEARS WHO WANT NO MORE CHILDREN BY PAKISTAN, URBAN-RURAL  
AND PROVINCE OF RESIDENCE, IEC-1994**

Region	Total	Urban	Rural
	(%)	(%)	(%)
Punjab	60.6	72.3	56.5
Sindh	59.1	65.8	53.4
NWFP	63.1	70.9	62.0
Balochistan	27.0	41.5	25.2
<b>Pakistan</b>	<b>59.4</b>	<b>69.2</b>	<b>55.4</b>



## ACCESS AND EXPOSURE TO MASS MEDIA AND ITS IMPACT

### 5.1 Possession of Radio and Television:

Around 9.2 per cent women indicated possessing radio; 24.5 per cent Television and 23.0 per cent both radio and T.V. Thus there were 43.3 per cent currently married women (CMW) possessing neither radio nor T.V. The possession of either items is around 57 per cent, with 83 per cent in urban and 46 per cent in rural areas. As expected T.V. is more available in the urban areas, although there is a sizeable rural population having T.V. It is also found that Radio is more possessed in rural areas as compared to urban areas (Table 5.1).

TABLE 5.1

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS HAVING RADIO/TELEVISION BY PAKISTAN AND URBAN-RURAL, IEC-1994

Possession	Pakistan	Urban	Rural
	%	%	%
Radio	9.2	2.8	11.8
Television	24.5	46.8	15.5
Both (Radio/TV)	23.0	33.7	18.7
None	43.3	16.7	54.0
Total	100.0	100.0	100.0
Number of Women	3308	948	2360



## 5.2 Exposure to Radio:

The exposure to radio is 31 per cent. This is almost equally applicable for both urban and rural areas, with slightly higher proportion for rural listeners. The proportion of occasional listeners is higher than daily listeners (Table 5.2).

TABLE 5.2

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS EXPOSED TO RADIO BY PAKISTAN AND URBAN-RURAL, IEC-1994

Heard Radio	Pakistan	Urban	Rural
	%	%	%
Never	69.1	69.5	69.0
Rarely	19.7	19.8	19.7
Once a Week	1.9	2.8	1.5
Few Times a Week	3.9	3.1	4.2
Daily	5.4	4.9	5.6
Total	100.0	100.0	100.0
Number of Women	3308	948	2360

## 5.3 Exposure to Television:

The exposure to T.V. is higher, compared to radio. There are 55 per cent women who ever watched television with 44 per cent in rural and 82 per cent in the urban areas (Table 5.3). The daily viewers are significantly larger in number (36%), compared to occasional viewers (19%).

The possession of radio and T.V. is less compared to exposure because possible under reporting and also possibility of sharing these medias with others.



TABLE 5.3

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS EXPOSED TO TELEVISION BY PAKISTAN AND URBAN-RURAL, IEC-1994

Watched Television	Pakistan	Urban	Rural
	%	%	%
Never	44.9	17.6	55.9
Rarely	13.7	11.2	14.6
Once a Week	1.3	1.8	1.0
Few Times a Week	4.0	5.0	3.7
Daily	36.1	64.4	24.8
Total	100.0	100.0	100.0
Number of Women	3308	948	2360

#### 5.4 Exposure to Newspapers:

Because of higher illiteracy and lower level of education, as expected, newspapers are only ever read by 15.8 per cent, with 34.2 per cent in urban and only 8.4 per cent in rural areas (Table 5.4). Further, daily readers of newspapers are less (4.1%) compared to occasional readers (11.7%).



TABLE 5.4

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN  
AGED 15-49 YEARS BY STATUS OF READING NEWSPAPER,  
PAKISTAN AND URBAN-RURAL, IEC-1994**

Read Newspaper	Pakistan %	Urban %	Rural %
Never	84.2	65.8	91.6
Rarely	6.0	9.4	4.7
Once a Week	2.2	4.2	1.4
Few Times a Week	3.5	8.2	1.6
Daily	4.1	12.5	0.8
Total	100.0	100.0	100.0
Number of Women	3308	948	2360

**5.5 Awareness and perception about Family Planning:**

There are 88.3 per cent women who ever heard/watched/read about family planning programme in Pakistan with 96.4 per cent in urban and 85.1 per cent in rural areas (Table 5.5).

TABLE 5.5

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS  
WHO EVER HEARD/WATCHED AND READ ABOUT FAMILY PLANNING  
PROGRAMME BY PAKISTAN AND URBAN-RURAL, IEC-1994**

Suitable	Pakistan %	Urban %	Rural %
Yes	88.3	96.4	85.1
No	11.7	3.6	14.9
Total	100.0	100.0	100.0
Number of women	3308	948	2360



The perception of those who ever heard/watched/read about family planning indicated that the message of family planning according to their perception was mainly to limit the number of children (68.4%), followed by spacing of children (15.5%), welfare of family (7.0%), use of contraception (5.9%) and maternal and child health (2.0%). Almost similar pattern is followed in urban and rural areas except that message for use of contraception is better understood in urban areas (Table 5.6).

TABLE 5.6

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WITH SPECIFIC PERCEPTION ABOUT THE MESSAGE OF FAMILY PLANNING HEARD/WATCHED/READ BY PAKISTAN AND URBAN-RURAL, IEC-1994**

Perception	Pakistan	Urban	Rural
	(%)	(%)	(%)
Limit the Number of Children	68.4	64.9	70.1
Spacing of Children	15.5	17.2	14.8
Use of Contraception	5.9	7.1	5.4
Welfare of Family	7.0	7.0	7.0
Maternal and Child Health	2.0	2.7	1.7
Immunization	0.4	0.5	0.3
Other	0.1	0.2	0.0
Don't Know/No Idea	0.6	0.3	0.7
Total	100.0	100.0	100.0
Number of Women	2921	914	2007

### 5.6 Impact of Radio:

During the seventh five year plan (1988-93) certain radio programmes on the Population Welfare Programme were broadcasted from radio. Those women who had exposure to radio were asked to indicate whether they had listened to those programmes. It is observed that radio



programme 'Karam Dad Ki Bateen' was listened by 33.3 per cent; Masali Khandan by 27.3 per cent; Chacha Mashawara by 25.4 per cent; Meri Hamjolian by 20.6 per cent and Sohana Gharana by 19.5 per cent of CMW (Table 5.7).

**TABLE 5.7**

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO LISTENED TO SPECIFIC RADIO PROGRAMME (DRAMAS) BY PAKISTAN AND URBAN-RURAL, IEC-1994**

Radio Programme	Pakistan	Urban	Rural
	(%)	(%)	(%)
Karam Dad Ki Bateen	33.3	38.5	31.2
Masali Khandan	27.3	26.1	27.8
Chacha Mashawara	25.4	29.7	23.7
Meri Hamjolian	20.6	21.8	20.2
Sohana Gharana	19.5	21.9	18.6
Any other	2.8	1.3	3.4
<b>Number of Women</b>	<b>982</b>	<b>283</b>	<b>699</b>

Among those who listened to radio dramas regarding family planning, 97.2 per cent indicated being broadcasted at suitable time and 67.8 per cent indicated its frequency being adequate (Tables 5.8 and 5.9). It is evident that suitability of timing is adequate. However, there is still need to enhance frequency to make it more adequate, in particular for rural listeners.



TABLE 5.8

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO EVER LISTENED TO RADIO REPORTING THEIR OPINION ABOUT THE SUITABILITY OF FAMILY PLANNING PROGRAMME ON RADIO BY PAKISTAN AND URBAN-RURAL, IEC-1994

Suitable	Pakistan	Urban	Rural
	%	%	%
Yes	97.2	95.3	98.2
No	2.8	4.7	1.8
Total	100.0	100.0	100.0
Number of women	407	136	271

TABLE 5.9

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO EVER LISTENED TO RADIO ABOUT THE ADEQUACY OF FAMILY PLANNING PROGRAMMES FREQUENCY ON RADIO BY PAKISTAN AND URBAN-RURAL, IEC-1994

Adequacy	Pakistan	Urban	Rural
	%	%	%
Adequate	67.8	86.4	72.0
Inadequate	5.6	9.7	3.6
Not Sure/Don't Know	17.6	3.9	24.4
Total	100.0	100.0	100.0
Number of women	407	136	271



## 5.7 Impact of Television:

During the seventh five year plan (1988-93) three television plays on the theme of population welfare were telecasted. These included 'Nijat', 'Aahat' and 'Eik-hi-Rasta'. Table 5.10 indicates that among those women who had watched television, 75.4 per cent reported watching 'Nijat'; 67.7 per cent 'Aahat' and 74.8 per cent 'Eik-Hi-Rasta'. As expected proportion of urban viewers is significantly higher than rural viewers for all these plays.

TABLE 5.10

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO WATCHED SPECIFIC TELEVISION PROGRAMME (DRAMAS) BY PAKISTAN AND URBAN-RURAL, IEC-1994**

Suitable	Pakistan	Urban	Rural
	%	%	%
Nijat	75.4	91.4	63.7
Aahat	67.7	83.2	55.9
Eik-Hi-Rasta	74.8	90.0	63.3
Number of women	1791	774	1017

The main perceived message conveyed by 'Nijat' was limiting the family, (73.1%); and 4.9 per cent indicated health of mother and child; and only around 2 per cent indicated spacing or women need education. There were 16.4 per cent women who indicated that they did not remember which is also a sizeable proportion (Table 5.11).



TABLE 5.11

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49  
YEARS WITH PERCEIVED MESSAGE CONVEYED THROUGH  
SPECIFIC TELEVISION DRAMAS, IEC-1994**

Message Conveyed	Nijat	Aahat	Eik-Hi-Rasta/ Aaghosh
Son Preference	NA	79.3	NA
Limiting the Family	73.1	8.2	66.3
Higher Age at Marriage	0.5	0.3	0.5
Spacing	2.3	0.4	1.4
Health of Mother and Child	4.9	0.9	3.4
Women Need Education	2.0	2.1	7.2
Don't Remember	16.4	8.4	18.6
Other	0.8	0.4	2.7
Total	100.0	100.0	100.0
Number of Women	1350	1212	1340

The perceived message conveyed through 'Aahat' indicate 79.3 per cent being son preference, followed by limiting the family by 8.2 per cent, 'Eik-Hi-Rasta' viewers indicated 66.3 per cent limiting the family being the most perceived message, followed by 7.2 per cent indicating women need education. A sizeable proportion 18.6 per cent did not remember which need consideration (Table 5.11).

It is noted that majority of women indicated that these television plays were telecasted at suitable times as 91.2 per cent viewers of T.V.dramas with 96.7 per cent in urban and 86.8 per cent in rural areas indicated its timing being suitable (Table 5.12).



TABLE 5.12

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS INDICATING THE SUITABILITY OF TIMINGS OF FAMILY PLANNING PROGRAMMES (DRAMAS) ON TELEVISION BY PAKISTAN AND URBAN-RURAL, IEC-1994**

Suitability	Pakistan	Urban	Rural
	%	%	%
Yes	91.2	96.7	86.8
No	8.8	3.3	13.2
Total	100.0	100.0	100.0
Number of Women	1791	774	1017

Several T.V. adds regarding family planning were also telecasted from T.V. during the seventh five year plan period (1988-93). Majority of women who had exposure to television indicated watching these adds, both in urban and rural areas (Table 5.13).



TABLE 5.13

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS  
WHO WATCHED SPECIFIC TELEVISION ADVERTISEMENTS OF FAMILY PLANNING  
PROGRAMMES ON TELEVISION BY PAKISTAN AND URBAN-RURAL,  
IEC-1994**

TELEVISION ADVERTISEMENT	PAKISTAN	URBAN	RURAL
پاکستان کے پیارے لوگو -	87.1	90.3	84.7
دو پچے راج دلارے -	86.6	86.6	87.1
احمد لکھ میں دو بچوں کا باپ ہوں -	72.6	73.3	72.0
کسی بھی جگہ نہیں -	46.8	51.8	42.9
نہیں کشتی ڈوب نہ جائے -	67.0	74.5	61.4
نہر اپنا سہانا گھرانہ -	57.5	62.7	53.5
بچوں کو فوشیوں سے محروم نہ کریں -	59.4	63.8	56.1
آبادی میں اضافہ بیروزگاری میں اضافہ -	75.4	79.2	72.5
آبادی میں اضافہ ہنگامی میں اضافہ -	14.4	76.9	72.5
بڑا خاندان بڑی ضرورتیں -	77.2	80.1	75.0
والدین کی نادانیاں مستقبل کی پریشانیوں -	59.8	65.3	55.6
بچوں کی آئینہ فوشی -	55.9	62.2	51.1
ذرا سوچو -	62.9	73.4	54.8
نشادی کی عمر مناسب ہو -	62.7	74.2	53.9
کوئی اور - - - - -	2.6	3.7	1.7
کوئی اور - - - - -	0.8	1.3	0.5
کوئی اور - - - - -	0.4	0.7	0.2
Number of Women	1791	774	1017

Various T.V. adds regarding family planning were found being telecast at suitable times, as 82.5 per cent women with 90.6 per cent in urban and 76.3 per cent in rural areas indicated this (Table 5.14).



TABLE 5.14

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO HAVE EVER WATCHED TELEVISION, INDICATING SUITABILITY OF TIMINGS OF FAMILY PLANNING ADVERTISEMENTS ON TELEVISION BY PAKISTAN AND URBAN-RURAL IEC-1994**

Suitability	Pakistan	Urban	Rural
	%	%	%
Yes	82.5	90.6	76.3
No	1.9	2.6	1.3
Don't Know	15.6	6.7	22.4
Total	100.0	100.0	100.0
Number of Women	1791	774	1017

The frequency to T.V. ads was also found reasonably adequate, as, 68.4 per cent women with 77.5 per cent in urban and 61.4 per cent in rural areas indicated frequency being adequate (Table 5.15).

TABLE 5.15

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO HAVE EVER WATCHED TELEVISION, REPORTING ADEQUACY OF FAMILY PLANNING ADVERTISEMENT FREQUENCY ON TELEVISION BY PAKISTAN AND URBAN-RURAL, IEC-1994**

Adequacy of Frequency	Pakistan	Urban	Rural
	%	%	%
Adequate	68.4	77.5	61.4
Inadequate	6.5	8.5	4.5
Don't Know/ Not Sure	25.1	13.9	35.1
Total	100.0	100.0	100.0
Number of Women	1791	774	1017



### 5.8 Impact of other Media:

Besides mass media, the role of other media seems not significant. The analysis indicate that visit to Baby Show has only been reported by 2.6 per cent; those who have seen post cards/envelops has been only 15.8 per cent; and those who have seen family planning stall are 1.5 per cent (Tables 5.16; 5.17 and 5.18).

TABLE 5.16

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS BY VISIT TO BABY SHOW PAKISTAN AND URBAN-RURAL, IEC-1994**

Visited Baby Show	Pakistan	Urban	Rural
	%	%	%
Yes	2.6	4.5	1.8
No	63.5	71.9	59.7
Never heard of baby show	33.5	23.5	38.5
Total	100.0	100.0	100.0
Number of Women	2921	914	2007

TABLE 5.17

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS, WHO EVER SAW THE POST CARD/ENVELOPE WITH FAMILY PLANNING MESSAGE, PAKISTAN AND URBAN-RURAL, IEC-1994**

Seen Post Card/Envelops	Pakistan	Urban	Rural
	%	%	%
Yes	15.8	27.7	10.4
No	84.2	72.3	89.6
Total	100.0	100.0	100.0
Number of Women	2921	914	2007



TABLE 5.18

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS, WHO EVER SAW FAMILY PLANNING STALL AT ANY EXHIBITION OR IN LOK VIRSA MELAS, PAKISTAN AND URBAN-RURAL, IEC-1994**

Seen Family Planning Stall	Pakistan	Urban	Rural
	%	%	%
Yes	1.5	3.0	0.8
No	98.5	97.0	99.2
Total	100.0	100.0	100.0
Number of Women	2921	914	2007



## KNOWLEDGE AND USE OF FAMILY PLANNING

### 6.1 Knowledge of Contraception and its Source:

The specific knowledge of any family planning method is 83.7 per cent, with 93.9 per cent in urban and 79.6 per cent in rural areas (Table 6.1). Highest knowledge is for female sterilization (78.1%), followed by injection (77.4%), Pill (76.4%), IUD (74.3%) and condom (60.9%).

TABLE 6.1

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO HAVE KNOWLEDGE OF FAMILY PLANNING METHOD BY PAKISTAN AND URBAN-RURAL, IEC-1994

Method	Pakistan	Urban	Rural
Any Method	83.7	93.9	79.6
Pill	76.4	89.3	71.1
Condom	60.9	82.4	52.2
Vaginal Methods	14.2	20.5	11.7
Injection	77.4	90.5	72.2
IUD	74.3	87.8	68.8
Female Sterilization	78.1	91.1	72.8
Male Sterilization	33.5	46.0	28.4
Rhythm	14.8	17.4	13.7
Withdrawal	24.4	32.4	21.2
Abstinence	17.8	18.5	17.5
Others	1.0	0.9	1.0
Number of Women	3308	948	2360



In Pakistan neighbours, relatives and spouse communication is still major source of conveying knowledge of family planning methods. Spouse is more important source in urban areas followed by neighbours and relatives. However, in rural area neighbour is more important source followed by relatives and friends (Table 6.2).

TABLE 6.2

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED  
15-49 YEARS BY SOURCE OF BECOMING AWARE ABOUT THE  
FAMILY PLANNING METHOD, PAKISTAN AND  
URBAN-RURAL, IEC-1994**

Source	Pakistan	Urban	Rural
Family Planning Workers	8.1	6.0	9.0
Spouse	18.4	34.3	10.8
Friends	10.8	9.0	11.6
Relative	24.2	19.1	26.6
Neighbour	25.7	16.9	29.8
Printed material	0.4	0.8	0.2
Doctor	5.0	8.4	3.4
Radio	1.2	0.3	1.4
Television	2.4	1.9	2.7
LHV,Dai, Hakeem	3.9	3.4	4.3
Number of Women	2768	890	1878



TABLE 6.3

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO HAVE EVER USED ANY FAMILY PLANNING METHOD, BY PAKISTAN, AND URBAN-RURAL, IEC-1994**

Method	Pakistan	Urban	Rural
<b>Any Method</b>	<b>29.8</b>	<b>53.3</b>	<b>20.3</b>
Pill	7.1	11.7	5.8
Condom	8.7	22.2	3.3
Vaginal Methods	0.4	0.6	0.4
Injection	5.7	9.4	4.2
IUD	7.3	12.4	5.3
Female Sterilization	8.4	17.5	4.7
Male Sterilization	0.1	0.1	0.1
Rhythm	0.4	1.0	0.1
Withdrawal	3.3	5.2	2.6
Abstinence	0.4	0.7	0.3
Nor Plant	0.2	0.3	0.2
Others	0.6	1.0	0.5
<b>Number of Women</b>	<b>3308</b>	<b>948</b>	<b>2360</b>

## 6.2 Ever Use of Contraception and Motivation Source:

Ever use of any contraceptive method has been 29.8 per cent with 53.3 per cent in urban and 20.3 per cent in rural areas (Table 6.3). Motivation source for the ever use of family planning methods is more through spouse followed by family planning worker both in urban and rural areas of Pakistan (Table 6.4).



TABLE 6.4

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN BY SOURCE OF MOTIVATION FOR THE EVER USE OF FAMILY PLANNING METHOD, PAKISTAN AND URBAN-RURAL, IEC-1994

Motivation Source	Pakistan	Urban	Rural
Family Planning Workers	12.8	7.6	18.3
Spouse	50.2	59.9	40.0
Friends	7.2	5.7	8.9
Relative	9.9	6.2	2.8
Neighbour	6.2	6.1	6.4
Newspapers	0.0	0.0	0.0
Poster/Chart/Calendar	0.0	0.0	0.0
Pamphlet/Leaflet	0.0	0.0	0.0
Magazine/Periodical	0.0	0.0	0.0
Book/Booklet/Novel	0.2	0.1	0.3
Other printed material	0.2	0.5	0.0
Radio	0.8	0.1	1.5
Television	1.5	1.4	3.1
Traditional Media	2.2	1.4	3.1
Others (Specify)	8.7	10.3	7.8
Number of Women	985	506	479



### 6.3 Current Use of Contraception:

Current use of any contraceptive is 24.4 per cent, with 44.6 per cent in urban and 16.3 per cent in rural areas. Highest method currently used is female sterilization followed by IUD and condom (Table 6.5). In urban areas highest method currently used is female sterilization, followed by Condom and IUD. In rural areas female sterilization being the highest method currently used is followed by IUD and injection.

TABLE 6.5

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO CURRENTLY USED ANY METHOD BY PAKISTAN AND URBAN-RURAL, IEC-1994**

Method	Pakistan	Urban	Rural
Any Method	24.4	44.6	16.3
Pill	1.5	2.1	1.3
Condom	4.1	9.5	1.9
Vaginal Methods	0.1	0.1	0.1
Injection	2.3	3.1	2.4
IUD	4.6	7.6	3.5
Female Sterilization	8.3	17.5	4.7
Male Sterilization	0.1	0.1	0.1
Rhythm	0.3	0.6	0.1
Withdrawal	2.3	3.5	1.9
Abstinence	0.3	0.4	0.2
Nor Plant	0.2	0.3	0.2
Others	0.5	0.9	0.3
Number of Women	3308	948	2360



TABLE 6.6

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED  
15-49 YEARS WHO WERE CURRENT USERS BY AGE,  
PAKISTAN AND URBAN-RURAL, IEC-1994

Age	Pakistan		Urban		Rural	
	%	N	%	N	%	N
15-19	5.0	141	0.2	27	4.2	114
20-24	11.8	487	23.0	118	8.2	368
25-29	20.8	721	39.2	204	13.6	518
30-34	26.8	588	52.4	167	16.6	420
35-39	32.3	672	53.0	185	23.6	437
40-44	33.8	393	28.8	134	21.1	260
45-49	28.4	356	44.2	113	21.0	243
15-49	24.4	3308	44.6	948	16.3	2360



#### 6.4 Contraceptive use and Age:

As expected current use is positively related with rising age. As a woman grows older, she is likely to have more children and initiate use of family planning methods (Table 6.6).

**TABLE 6.7**

**PERCENTAGE OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO WERE CURRENT USERS BY LIVING CHILDREN BY PAKISTAN AND URBAN-RURAL, IEC-1994**

Living Children	Pakistan	Urban	Rural
0	0.0	0.1	0.0
1	4.5	5.7	3.2
2	10.1	10.4	9.8
3	14.2	17.1	11.1
4	18.3	18.3	18.4
5	16.1	16.5	15.7
6+	36.7	32.0	41.9
<b>Number of Women</b>	<b>3308</b>	<b>948</b>	<b>2360</b>

#### 6.5 Contraceptive use and Parity:

The most important factor associated positively with the use of contraceptives is the number of living children a couple had. The analysis shows that, use of contraceptive increases with an increase in the number of children. This is equally applicable in both urban and rural areas (Table 6.7).



## 6.6 Contraceptive use and Education:

Education for females is another important factor positively associated with the use of contraceptives. The analysis shows that with enhanced education, the use of contraceptive increases in all categories (Table 6.8). This is equally observed for both in urban and rural areas.

**TABLE 6.8**

**PERCENTAGE OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS  
WHO WERE CURRENT USERS BY EDUCATION, PAKISTAN  
AND URBAN-RURAL, IEC-1994**

Education	Pakistan		Urban		Rural	
	%	N	%	N	%	N
No Education	19.9	2517	39.6	502	15.0	2015
Primary or Less	32.3	350	48.0	131	22.8	219
Secondary	42.3	336	50.1	234	24.5	102
College	48.4	105	54.2	81	29.0	24
Total	24.4	3308	44.6	948	16.3	2360

## 6.7 Contraceptive use and Mass Media:

Listening to radio and watching television and reading newspapers also contribute to the knowledge and use of contraceptives. However, television seems playing vital role. Those who watch television are more likely to use contraceptives (33.6%), compared to those who never watched (13.0%). Similar differentials remain both in urban and rural areas (Table 6.9).



TABLE 6.9

**PERCENT DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS, WHO WERE CURRENT USERS BY EXPOSURE TO TV, RADIO AND NEWSPAPER, PAKISTAN AND URBAN-RURAL, IEC-1994**

Exposure to Media	Pakistan		Urban		Rural	
	%	N	%	N	%	N
<b>Television</b>						
Ever Watched	33.6	1823	47.9	782	23.0	1041
Never Watched	13.0	1485	29.2	166	11.0	1319
<b>Radio</b>						
Ever Listened	25.3	1022	40.7	290	19.2	732
Never Listened	24.0	2286	46.3	658	14.9	1628
<b>Newspapers</b>						
Ever Read	44.8	523	56.5	324	25.5	199
Never Read	20.6	2785	38.4	624	15.4	2161
Total	24.4	3308	44.6	948	16.3	2360

Radio appears to be contributing in rural areas to the use of family planning methods, but not in urban areas (Table 6.9).

Since newspaper reading is closely correlated with education level, its positive contribution to the use of family planning methods is understandable and has been found significant both in urban and rural areas (Table 6.9).



Even controlling for education level of women, indicates significance of television to the use of contraceptives. Exposure to television has independent effect on the use of contraceptives. Those who had watched television have almost double use compared to those who did not watch in all educational categories (Table 6.10).

TABLE 6.10

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 WHO WERE CURRENT USERS BY EXPOSURE TO MEDIA AND EDUCATION, IEC-1994**

Exposure to Media	Education Level			
	No Schooling	Primary or Less	Higher	Total
<b>Television</b>				
Yes	28.4 (1160)	35.9 (267)	48.6 (396)	33.6 (1823)
No	12.6 (1358)	15.7 (83)	21.0 (44)	13.0 (1485)
<b>Radio</b>				
Yes	20.2 (1826)	28.2 (145)	43.3 (184)	25.3 (2155)
No	19.8 (692)	33.4 (205)	47.8 (256)	24.0 (2286)
<b>Total</b>	<b>19.9 (2518)</b>	<b>32.3 (350)</b>	<b>43.8 (440)</b>	<b>24.4 (3308)</b>

### 6.8 Never Users with Reasons and Intentions:

Those women who had knowledge of any family planning method but never used any method were asked to indicate reason for non-use. It is found that major reason for never using



family planning methods is want more children (31%), followed by husband opposition (10.8%) and religion (6.9%). Similar pattern has been noted for rural areas. In urban areas want for more children is followed by husbands opposition and fear of side effects (Table 6.11).

TABLE 6.11

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS BY MAIN REASONS OF NEVER USING FAMILY PLANNING METHODS, PAKISTAN AND URBAN-RURAL, IEC-1994**

Reasons of Non Use	Pakistan	Urban	Rural
Want more children	31.0	28.8	31.7
Lack of knowledge	5.5	2.6	6.5
Husband opposed	10.8	10.0	11.0
Cost to much	0.9	0.2	1.1
Fear of side effect	3.8	5.2	3.4
Health concerns	2.3	2.5	2.3
Hard to get methods	3.1	2.0	3.5
Religion	6.9	4.9	6.8
Opposed to Family Planning	0.3	0.2	0.3
Fatalistic Attitude	0.7	0.9	0.7
Other people opposed	0.5	0.5	0.5
Infrequent sex	0.3	0.3	0.3
Difficult to get pregnant	5.9	6.0	5.9
Menopausal/had Hysterectomy (Removal of Reproductive System)	3.8	6.1	3.0
Inconvenient	0.1	0.1	0.1
Husband absent	2.1	0.8	2.5
Breast feeding	9.1	14.2	7.4
Others (Specify)	12.9	13.8	13.0
Number of Women	807	423	289



Among those having knowledge, but never used family planning method, there is large proportion of CMW (61%) who want to learn more about family planning. Similarly 54 per cent women having knowledge but never used any method of family planning, want to use family planning methods if services are provided at their door steps (Tables 6.12 and 6.13). It is also note worthy that a large proportion of women, 38% do not want to use family planning methods even if services are provided at their door steps. This is a big challenge for IEC campaign to be followed through mass media or through interpersonal channels.

TABLE 6.12

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN WHO WANT TO LEARN MORE ABOUT FAMILY PLANNING IEC-1994**

Want to Learn More about FP	Pakistan	Urban	Rural
Yes	60.84	58.86	61.63
No	39.16	41.14	38.37
Number of Women	*2615	744	1871

Not Applicable = Having No Knowledge + Sterilization Cases

TABLE 6.13

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN WHO WANT TO USE FAMILY PLANNING METHODS, IF PROVIDED AT THE DOORSTEP, IEC-1994**

Want to Use FP Method	Pakistan	Urban	Rural
Yes	54.06	55.92	53.82
No	37.9	40.19	36.97
Not Sure	8.04	4.61	9.71
Number of Women	*2615	744	1871

Not Applicable = Female Sterilization + Having No Knowledge + Not Sure



## CONCLUSIONS

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There are indications of improvement in the knowledge and use of contraceptives in Pakistan. However, still there is wide gap between knowledge and practice because knowledge of specific method is around 84 per cent while practice is around 24 per cent.

2. Other factors related to the programme indicate that family size norms, although slightly declining, is still high. Ideal number of children is still around four, while actual born (CEB) is still above four.
3. The role of mass media is important. Radio exposure is low, yet it is very important for rural population where its effect has been noted clearly. It should be continued to be used properly.
4. T. V. is the most important media both in urban and rural areas, although its coverage is more in the urban areas. T.V. related messages should be strengthened further to make it more focussed.
5. Messages conveyed through radio and T.V. campaigns have been properly understood by majority of the women which indicate the clarity of the message produced. This is a credit for those who have been involved in the IEC programme.
6. Timing selected for the dramas, slogans or adds also appears suitable and moreover its frequency is, to great extent, adequate.



### *Evaluation of IEC Component*

7. The role of newspapers is obvious. However, it is very much related to education level of the couples. Education/ Literacy itself is the most important factor contributing to the use of family planning methods and this study has confirmed earlier findings of various studies in this area.
8. Fixed and other print material seem have not played much role and need consideration.
9. Inter personal communication is lacking behind, perhaps because there were only few workers in the programme prior to 1994. The new cadres of Village Based Family Planning Workers (VBFPW) and National Health Workers need special skills in the interpersonal communication so that they can motivate eligible couples for small family norms.
10. The contraceptive users have high age and large number of living children, which indicate that most of the users only start contraceptive use for limiting their family size after they have certain number of children. There is need to emphasis use of contraceptives for spacing at a younger age and with low parity.
11. Desire for more children is the most prominent reason for the non-use of contraceptives in Pakistan. The IEC programme need to bring down this proportion through appropriate messages.
12. Another important reason for the non-use of contraceptives, particularly in rural areas, is religion. This is an area where IEC need to play vital role.
13. Fear of side effects is also still high and it is more in urban area. The programme personnel should be more considerate in providing quality services and proper follow up.



14. Husband opposition has also figured high among the reasons for non-use. It is important to provide appropriate counselling for family planning through IEC to the male segment of our population.

15. A large proportion of women (61 %) who had knowledge of atleast one of the programme method but were never users, want to learn more about family planning. Similarly 54 per cent of such women would like to use family planning methods if services are provided at their door steps. These are the healthy indications for the programme personnel to reach these women through appropriate IEC messages and contraceptive services. However there is a hard core group of women around 38% who had knowledge of FP but never used indicating not to use FP even if services are provided at their door steps. It means they need motivations and counselling.



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TABLE 1

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49  
YEARS HAVING RADIO/TELEVISION BY PAKISTAN, REGION OF  
RESIDENCE AND URBAN-RURAL, IEC-1994**

Region of Residence	Radio			Television			Both			None		
	Urban (%)	Rural (%)	Total (%)	Urban (%)	Rural (%)	Total (%)	Urban (%)	Rural (%)	Total (%)	Urban (%)	Rural (%)	Total (%)
Pakistan	2.8	11.8	9.2	46.8	15.5	24.5	33.7	18.7	23.0	16.7	54.0	43.3
Punjab	3.7	13.8	11.2	33.9	13.7	18.9	46.3	23.9	29.7	16.0	48.6	40.1
Sindh	1.6	4.8	3.3	65.3	22.1	41.9	16.3	7.6	11.6	16.8	65.6	43.2
NWFP	3.0	13.3	12.0	40.7	18.3	21.1	43.1	17.2	20.5	13.2	51.3	46.4
Balochistan	0.4	9.3	8.3	22.0	1.1	3.4	23.9	2.5	4.8	53.7	87.2	83.5



TABLE 2

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS  
EXPOSED TO RADIO BY PAKISTAN, REGION OF RESIDENCE  
AND URBAN-RURAL, IEC-1994**

Region of Residence	Never			Ever		
	Urban (%)	Rural (%)	Total (%)	Urban (%)	Rural (%)	Total (%)
Pakistan	69.5	69.0	69.1	30.5	31.0	30.9
Punjab	57.0	55.3	55.7	43.0	44.7	44.3
Sindh	83.6	91.5	87.9	16.4	8.5	12.1
NWFP	79.2	86.8	85.9	20.8	13.2	14.1
Balochistan	86.3	90.1	89.7	13.7	9.9	10.3



TABLE 3

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS  
EXPOSED TO TELEVISION BY PAKISTAN, REGION OF RESIDENCE  
AND URBAN-RURAL, IEC-1994**

Region of Residence	Never			Ever		
	Urban (%)	Rural (%)	Total (%)	Urban (%)	Rural (%)	Total (%)
Pakistan	17.6	55.9	44.9	82.4	44.1	55.1
Punjab	17.3	48.1	40.1	82.7	51.9	59.9
Sindh	16.2	58.8	39.3	83.8	41.2	60.7
NWFP	19.7	69.7	63.3	80.3	30.3	36.7
Balochistan	56.4	96.4	92.0	43.6	13.6	8.0



TABLE 4

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS  
EXPOSED TO READ NEWSPAPER BY PAKISTAN, REGION OF RESIDENCE  
AND URBAN-RURAL, IEC-1994**

Region of Residence	Never			Ever		
	Urban (%)	Rural (%)	Total (%)	Urban (%)	Rural (%)	Total (%)
Pakistan	65.8	91.6	84.2	34.2	8.4	15.8
Punjab	68.4	89.5	84.0	31.6	10.5	16.0
Sindh	60.2	94.6	78.9	39.8	5.4	21.1
NWFP	76.3	93.6	91.4	23.7	6.4	8.6
Balochistan	84.0	98.7	97.1	16.0	1.3	2.9



TABLE 5

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS, WHO EVER HEARD/WATCHED/READ ABOUT FAMILY PLANNING BY PAKISTAN, REGION OF RESIDENCE AND URBAN-RURAL, IEC-1994**

Region of Residence	Ever			Never		
	Urban (%)	Rural (%)	Total (%)	Urban (%)	Rural (%)	Total (%)
Pakistan	96.4	85.1	88.3	3.6	14.9	11.7
Punjab	97.3	92.4	93.7	2.7	7.6	6.3
Sindh	95.9	77.7	86.0	4.1	22.3	14.0
NWFP	94.8	77.9	80.0	5.2	22.1	20.0
Balochistan	82.0	44.5	48.6	18.0	55.5	51.4



TABLE 6

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO WATCHED (DRAMAS)  
SPECIFIC TELEVISION PROGRAMME (DRAMAS) BY PAKISTAN, REGION OF RESIDENCE  
AND URBAN-RURAL, IEC-1994

Television Programme	Nijat			Aahat			Eik-Hi-Rasta		
	Urban (%)	Rural (%)	Total (%)	Urban (%)	Rural (%)	Total (%)	Urban (%)	Rural (%)	Total (%)
Pakistan	91.4	63.7	75.4	83.2	55.9	67.7	90.0	63.3	74.8
Punjab	88.2	56.5	66.2	76.7	47.2	55.9	85.4	55.9	64.9
Sindh	95.6	82.4	90.8	91.5	74.9	85.4	94.9	80.5	88.9
NWFP	89.0	74.2	77.0	87.5	80.1	81.6	90.6	83.7	85.6
Balochistan	65.6	91.5	75.4	73.7	79.1	75.2	88.2	91.5	89.5



TABLE 7

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO HAVE KNOWLEDGE OF FAMILY PLANNING METHODS, REGION OF RESIDENCE AND URBAN-RURAL, IEC-1994**

Methods	Punjab			Sindh			NWFP			Balochistan		
	Total	Urban	Rural	Total	Urban	Rural	Total	Urban	Rural	Total	Urban	Rural
Pill	80.0	87.4	77.4	72.4	92.0	55.8	77.3	91.8	75.2	41.8	73.6	37.9
Condom	67.0	84.2	60.9	45.8	79.7	17.1	72.7	89.2	70.3	24.5	62.1	19.8
Vaginal Methods	21.0	32.0	17.2	2.7	4.9	0.8	7.3	22.4	5.1	11.3	32.6	8.7
Injection	79.9	90.3	76.2	77.4	91.2	65.8	77.0	92.4	74.8	39.1	72.2	35.0
IUD	78.5	86.9	75.5	72.6	90.0	57.9	75.0	89.6	72.9	14.8	51.6	10.3
Female Sterilization	80.5	89.3	77.4	81.3	94.7	69.9	74.4	88.3	72.4	30.2	67.9	25.5
Male Sterilization	42.6	60.6	36.3	21.2	28.3	15.2	22.8	40.4	20.2	11.7	35.6	8.7
Rhythm	1.9	27.3	14.6	1.6	2.6	0.7	28.7	30.7	28.3	5.1	15.8	3.8
Withdrawal	30.8	43.0	26.5	9.4	19.1	1.2	28.8	30.7	28.6	9.3	25.0	7.4
Abstinence	23.3	29.8	21.0	0.9	1.7	0.2	26.6	28.9	26.2	13.9	32.4	11.6
Other	0.7	0.5	0.8	0.9	0.8	1.0	0.1	0.2	0.1	7.8	21.8	6.1
Any Method	87.8	93.3	85.9	82.7	95.3	72.0	78.6	92.4	76.6	42.4	78.8	37.9



TABLE 8

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO HAVE EVER USED ANY FAMILY PLANNING METHOD, REGION OF RESIDENCE AND URBAN-RURAL, IEC-1994

Methods	Punjab			Sindh			NWFP			Balochistan		
	Total	Urban	Rural	Total	Urban	Rural	Total	Urban	Rural	Total	Urban	Rural
Pill	4.6	7.0	3.8	12.5	17.3	8.4	11.4	16.1	10.7	3.8	9.5	3.1
Condom	8.1	19.4	4.1	13.9	27.3	2.6	3.4	15.3	1.7	2.4	11.3	1.3
Vaginal Methods	0.2	0.3	0.2	0.6	0.9	0.3	1.0	1.1	1.0	0.1	1.0	0.0
Injection	3.4	6.0	2.5	8.6	13.0	4.8	10.9	14.2	10.5	2.3	11.1	1.3
IUD	5.2	7.6	4.3	13.0	18.7	8.2	7.7	14.5	6.7	0.1	0.7	0.0
Female Sterilization	6.1	11.6	4.2	15.4	27.3	5.4	7.2	7.8	7.1	1.0	1.7	0.9
Male Sterilization	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rhythm	0.4	1.7	0.0	0.0	0.0	0.0	0.7	0.7	0.7	0.0	0.0	0.0
Withdrawal	5.3	8.3	4.3	0.8	1.6	0.1	0.3	2.8	0.0	0.1	1.1	0.0
Abstinence	0.6	1.1	0.4	0.1	0.2	0.0	0.6	1.2	0.5	0.0	0.0	0.0
Nor Plant	0.2	0.6	0.0	0.0	0.0	0.0	0.8	0.0	1.0	0.0	0.0	0.0
Others	0.4	0.7	0.3	1.2	1.4	1.0	0.3	0.0	0.4	0.6	2.8	0.4
Any Method	25.3	44.3	18.7	38.7	62.3	18.8	33.4	57.7	29.8	8.9	27.8	6.6



TABLE 9

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO  
HAVE CURRENTLY USED ANY FAMILY PLANNING METHOD, REGION OF  
RESIDENCE AND URBAN-RURAL, IEC-1994**

Methods	Punjab			Sindh			NWFP			Balochistan		
	Total	Urban	Rural	Total	Urban	Rural	Total	Urban	Rural	Total	Urban	Rural
Pill	0.8	1.4	0.6	1.7	2.6	0.9	4.2	4.7	4.1	1.8	3.6	1.6
Condom	4.4	10.1	2.4	4.5	8.6	1.0	2.5	10.7	1.4	1.4	5.6	0.8
Vaginal Methods	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.8	0.0	0.1	1.0	0.0
Injection	1.0	1.4	0.9	3.2	4.3	2.2	8.5	9.9	8.3	1.4	5.8	0.8
IUD	3.4	4.8	2.9	7.5	10.6	4.9	6.1	14.1	5.0	0.1	0.7	0.0
Female Sterilization	6.1	11.6	4.2	15.4	27.3	5.4	7.2	7.8	7.1	1.0	1.7	0.9
Male Sterilization	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rhythm	0.3	1.1	0.0	0.0	0.0	0.0	0.7	0.5	0.7	0.0	0.0	0.0
Withdrawal	3.7	5.6	3.1	0.5	1.0	0.1	0.3	2.8	0.0	0.1	1.1	0.0
Abstinence	0.3	0.6	0.2	0.0	0.0	0.0	0.6	1.2	0.5	0.0	0.0	0.0
Nor-Plant	0.2	0.6	0.0	0.0	0.0	0.0	0.8	0.0	1.0	0.0	0.0	0.0
Others	0.3	0.7	0.2	1.1	1.4	0.7	0.3	0.0	0.4	0.1	0.9	0.1
<b>Any Method</b>	<b>20.6</b>	<b>37.4</b>	<b>14.7</b>	<b>33.0</b>	<b>54.0</b>	<b>15.2</b>	<b>29.5</b>	<b>50.3</b>	<b>26.5</b>	<b>6.0</b>	<b>19.8</b>	<b>4.3</b>



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