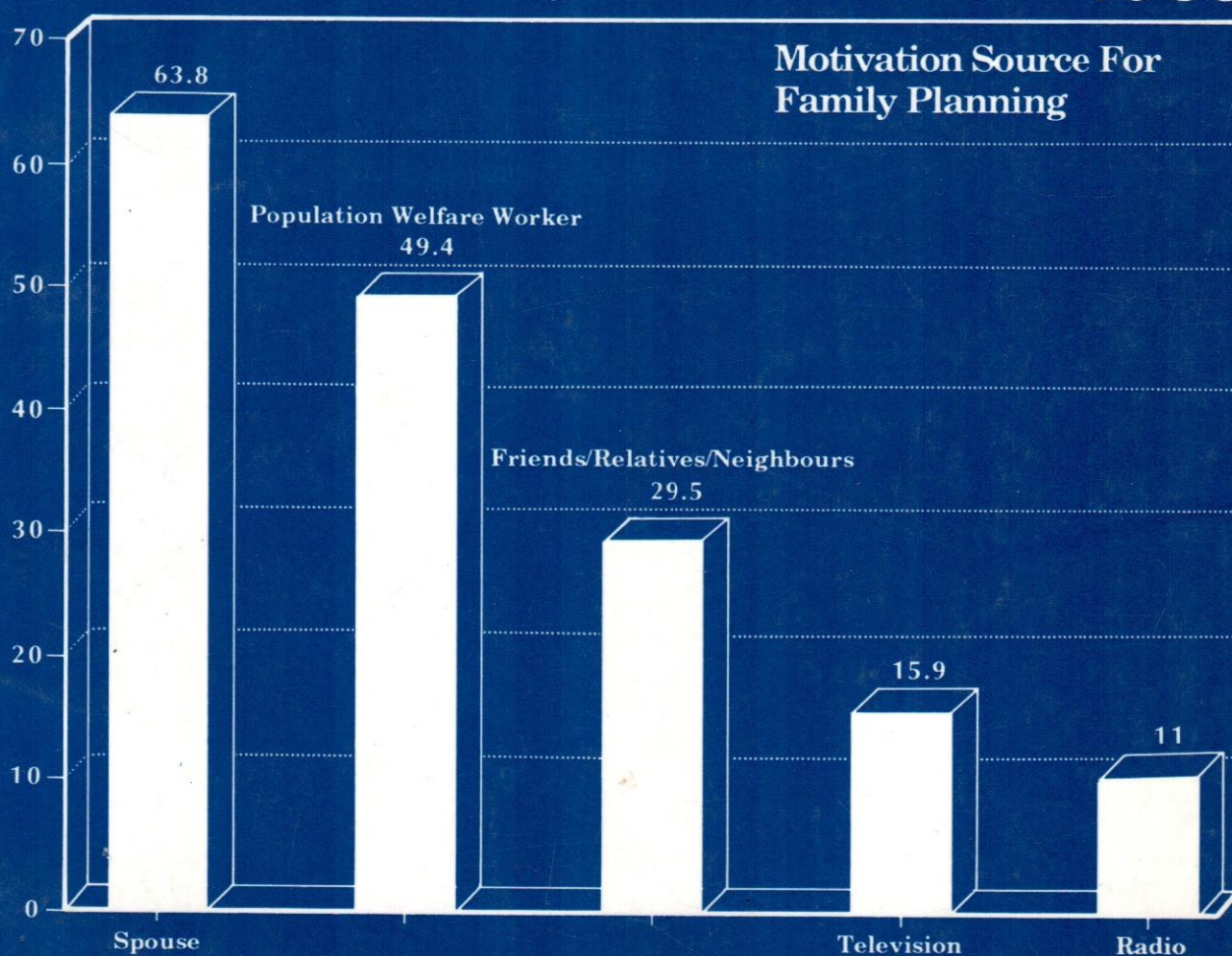


EVALUATION OF COMMUNICATION COMPONENT OF POPULATION WELFARE PROGRAMME OF PAKISTAN

1988



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population studies

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**EVALUATION
OF
COMMUNICATION COMPONENT
OF POPULATION WELFARE
PROGRAMME
OF PAKISTAN, 1988**

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1991

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FOREWORD

Evaluation of various components of the Population Welfare Programme is one of the major activities of the National Institute of Population Studies. The present study on the evaluation of the Information Communication and Education (IEC) component was undertaken at the request of the Population Welfare Division in 1988.

The study was undertaken in three phases. In the first phase attempt was made to take account of detailed documentation of all communication activities which had been undertaken or were currently being carried out by the IEC Component of the Programme. This involved collection of information from various sources and agencies who participated in various segments of the IEC component. Thanks are due to M. Allauddin Consultant to NPS for this undertaking.

In the second phase data were collected from a sample of married females and a sub-sample of their husbands on the extent of their awareness of IEC activities and their understanding of various media messages.

In the third phase information was collected from programme personnel on their familiarity with IEC objectives and activities along with their practice of contraception. This is the first time that such information about the population programme workers was obtained.

The first (preliminary) report of the study was completed in June 1989 and was made available to the Population Welfare Division for use. This is the revised and edited version of the original report which incorporates some of the comments received from various quarters. The financial support provided by Ministry of Population Welfare and USAID and the technical assistance in the production of the present version provided by Dr. Sultan S. Hashmi Resident Advisor NPS are gratefully acknowledged.

September, 1991

M.S. Jillani (Ph.D)
Executive Director
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PREFACE

In 1988, at the request of Population Welfare Division of Federal Government of Pakistan, National Institute of Population Studies undertook detailed evaluation of Information, Education and Communication (IEC) component of Pakistan Population Welfare Programme. The evaluation work consisted of a detailed documentation of all the IEC material produced by the programme, interviews of a sub-sample of currently married women and a fraction of their husbands regarding knowledge of IEC media, perception of the effectiveness of media messages and their impact on the knowledge and use of contraceptive methods.

Also a sub-sample of programme personnel was interviewed with a view to determine the objectives of IEC component, knowledge and effectiveness of media messages and their impact on contraceptive knowledge and use as perceived by them. Based on their experience the Population Welfare Workers made suggestions for improving the implementation of IEC activities.

The preliminary report of the project was prepared in 1989 and was submitted to Population Welfare Division. In the present version comments received from Population Welfare Division and USAID, Islamabad have been duly incorporated. Several personnel, participated at various stages of the development of this project. Foremost amongst them are Dr. Mohammad Anwar Hassan, Director Audio-Visual Communication, National Agriculture Research Centre (NARC), Islamabad for his assistance in developing the questionnaire, Dr. Sultan S. Hashmi, USAID Resident Adviser in NIPS, who went through the earlier draft and made several valuable contributions. The authors are grateful to Mansoorul Hassan Bhatti, Fellow in NIPS, who actively participated in the development of survey questionnaires and coordinated various field activities. Sajjad Latif Awan, Computer Programmer in NIPS, was very instrumental in processing the survey data on micro computers.

Our thanks are also due to all our colleagues at NPS who worked untiringly as a team both in the office as well as in the field. Mr. Ghulam Safdar, Stenographer and Mr. Asif Amin Khan, Stenotypist, cheerfully typed the whole manuscript using the word processor. The funding for the IEC evaluation study were provided by the Federal Ministry of Population Welfare And Health, Population and Nutrition Section of USAID in Islamabad.

September, 1991
Islamabad

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CHAPTER 1

INTRODUCTION

The National Institute of Population Studies, in response to an urgent request from Population Welfare Division has attempted to undertake the evaluation of the population Information, Education and Communication (IEC) component which is an integral part of Population Welfare Programme. The main focus in this evaluation is on communication and information. However, the concept of communication and the abbreviation IEC are used interchangeably.

This component after a decade of inoperative communication activities, was examined on the basis of findings of the 1975 Pakistan Fertility Survey and was revised, developed and re-installed in April, 1985 as a part of the Population Welfare Programme of Sixth Five Year Plan, 1983-1988 [1].

The 1983-1988 Programme was regarded as a multi-dimensional and multi-sectoral and was aimed at integrating population welfare activities with the socio-economic development process of the country. As such in this programme, communication was considered as an essential component to bring a change in the demographic behaviour of the population of a country which has one of the highest

population growth rate (about three percent) in the world and in which traditions, customs, social norms and beliefs are strong.

In this society a continuous and dedicated Information, Education and Communication (IEC) campaign at both micro and macro levels was urgently needed for changing the attitudes and behaviour of couples towards small family norm.

In order to determine its effectiveness and further improvement, it was considered necessary that an assessment of the present activities of the IEC component be carried out. Thus the overall needs of the target audience, viewers, and readers were assessed in the light of its main objectives.

Besides indicating the objectives, justification and the methodology of the study, the level of effort, the input of the IEC material and its impact on the target group population are reviewed and evaluated. Also evaluated in this study are the knowledge, attitude and practices of family planning programme personnel. Based on the results of the study, attempt is made to make some recommendations for the future IEC strategy.

I.1. OBJECTIVES OF THE STUDY

The objectives of this study are to make an assessment of various activities and their impact on the target group as envisaged by the Programme. The study also aims at the assessment of the overall needs and preferences of the target groups (currently married women 15-49 years of age and their husbands) with respect to the types of media and modes of message delivery adopted in the communication strategy. The specific objectives are:

- i) To determine the effectiveness of the communication strategy in creating large scale awareness and behavioural changes for small family norms;
- ii) To find out specific reasons for non-use of contraceptives;
- iii) To estimate the IEC project output and its comparison with the achievements of planned targets as stated in PC-1 of the Communication Strategy Project; and
- iv) To analyze the knowledge, attitude and practice of family planning by source of interviewed married women 15-49 years of age and their husbands;
- v) To analyse the knowledge, attitude and practice of family planning by programme personnel and their effectiveness in the IEC component.

I.2. JUSTIFICATION OF THE STUDY

Specifically, the main objective of the communication component is to bridge the gap between awareness and practice of the contraceptive methods. To what extent this component has been instrumental in achieving this goal may be determined by providing answers to the following questions:

- What are the levels of awareness of Population Welfare Programme among the target groups?
- What is the nature of media preferences of target groups with respect to types, modes, timing and language?
- What is the impact of communication strategy on the relationship between knowledge, attitudes and practices of family planning?
- What are the reasons of practice and non-practice of Family Planning?
- What are the levels of non-users, current users, ever-users, and continuous users of various family planning methods?

From the answers to these questions the extent of efficiency of the communication strategy will be judged which will provide bases for measures to be taken for its

further strengthening and improvement and for achieving its objectives.

REFERENCE

1. Planning Commission, The Sixth Five Year Plan, 1983 - 1988, Government of Pakistan, Islamabad, 1983.

CHAPTER II

METHODOLOGY

II.1. STUDY DESIGN

The study was administered in two different phases. In the first phase, this study has dealt with detailed documentation of all communication activities undertaken or currently being carried out by the IEC component of the Programme by type of activities and modes of information, dissemination as well as the intended target groups and area coverage.

Data on various media inputs of the programme activities at various points in time were collected from the agencies, units or individuals who participated in various media programme, namely interpersonal communication, participatory communication, printed materials, radio, television, press, film/audio visual, and traditional media, by types of material used and the level of efforts mobilized.

In order to achieve the desired objectives stated earlier, in the second phase two approaches were adopted for conducting this study. The first approach was concerned with the determination of the extent of awareness of IEC

activities undertaken among the target groups. The other approach was to assess their understanding of the various media message and the effectiveness in communicating the Programme objectives. This approach was administered in the community, to currently married women of reproductive ages and their husbands through a specially designed questionnaire (Module I) given in Annex I.

In addition to obtaining demographic and socio-economic characteristics of the respondents, detailed information was also obtained about their reaction to IEC messages with the ultimate objective of assessing the impact of the component in the community. Moreover, the data on knowledge and practices of contraceptives and attitudes towards family size were also obtained from the respondents.

The second approach dealt with the collection of information on sample bases from both married and unmarried personnel engaged in Population Welfare Programme field activities by using questionnaire (Module II) shown in Annex II. The detailed documentation of these activities included the objectives of IEC activities, knowledge of media used, familiarity and agreement with the media messages and their effectiveness, time duration and frequency of radio and TV jingles as well as problems encountered in the implementation of IEC activities and suggestions made for the improvement of such activities.

Information on knowledge and practice of contraception and attitude towards family size was also obtained from both the currently married respondents and the Programme personnel. Apart from the acquisition of socio-economic and demographic characteristics, information about the reasons for non use of contraception was also obtained from the married respondents.

II.2. SAMPLE DESIGN

Originally a national sample survey was designed and a sub-sample of the Pakistan Demographic Survey of approximately 2,300 households was considered to be desirable for interviewing the eligible respondents in reproductive ages. But due to the budget and time constraints, floods in Punjab province as well as political situation in the country, it was thought appropriate to curtail the sample to the extent that it could provide the results of the study which are more or less representative at the national as well as at rural and urban levels. Thus the sampling design for this study had to be redesigned.

On the basis of systematic sampling procedure and randomness the revised sampling frame for the study consisted of 10 tehsils (six in Punjab, two in Sindh and one each in NWFP and Balochistan) in the rural areas of four provinces, four sample areas in the major urban areas (two in Punjab, one in Sindh and one in Balochistan)

and five sample areas from the remaining urban centres (three in Punjab, one in Sindh and one in NWFP). For the finally selected sample, a new listing of households was prepared. The rural-urban break down of the respondents is given in Table II.1

TABLE II.1

RURAL-URBAN DISTRIBUTION OF SAMPLED CURRENTLY MARRIED FEMALES 15-49 YEARS OF AGE AND THEIR HUSBANDS, PAKISTAN, 1988

Sex	Rural	Urban	Total
Total	915	418	1333
Male	339	157	496
Female	576	261	837

Ten interview teams consisting of two persons in each team (one female and one male) conducted interviews to cover sample households.

In each sampled household, Module I questionnaire (Annex I) was used for each married woman aged 15-49 years of age and the relevant portion of the same questionnaire was also used to obtain relevant information from the sample of husbands of the interviewed women.

The Module - II questionnaire (Annex II) was administered among the Population Welfare Workers in the districts and local offices from which the sample areas were selected and the interviews were conducted by the field supervisors.

TABLE 1.1

POPULATION DISTRIBUTION OF SAMPLED HOUSEHOLDS BY SEX AND AGE GROUPS, 1974

Sex	Urban	Rural	Total
Total	418	311	729
Male	187	133	320
Female	231	178	409

The interview team consisting of two persons in each team (one male and one female) conducted interviews to cover the households.

In each sampled household, Module II questionnaire (Annex II) was used for each married woman aged 15-49 years and the relevant portion of the same questionnaire was also used to obtain relevant information from the sample of husbands of the interviewed women.

CHAPTER III

COMMUNICATION PLAN AND LEVEL OF EFFORTS

The Communication component included in the Population Welfare Programme of the Sixth Five Year Plan, 1983 - 1988 was approved for 48 months duration (1984-1988) with a budget of Rs. 150.1 million. However it was initiated in April, 1985.

III.1. OBJECTIVES OF THE COMMUNICATION COMPONENT OF THE PROGRAMME, 1984-1988

The ultimate aim of the Population Communication Component was to provide support to the achievements of the Population Welfare Programme's goal of bridging the gap between awareness and practice of family planning and thus raising the continuous users rate from 6 percent to at least 20 percent by the end of the plan period in 1988; mobilizing favourable opinions and attitudes among planners and authorities for promoting population planning practices; mobilizing local (mohalla and village) action groups; removing socio-psychological barriers or causes of resistance; making the attitude of masses favourable towards the concept of small family norm and to minimize the gap between knowledge and practice.

More specifically, the communication component was designed:

- To increase public knowledge of population problems, to motivate people to adopt measures to promote family planning practices;
- To create awareness about the quality of life both material and spiritual and to inculcate responsible parenthood;
- To lay emphasis on age at marriage, spacing of child births and to promote literacy of women-folk, both through formal and adult literacy programmes;
- To reach the target groups eligible couples and the community at large, through interpersonal approaches;
- To encourage greater participation of community groups in the programme implementation and management of family welfare activities as part of the overall community development;
- To improve family planning services and performance through continuous training of volunteers on information, education, and communication;
- To develop coordination links with the grass-root level workers of line departments and to involve them in the overall scheme of inter-personal communication; and

- To increase overall programme efficiency through communication in programme planning, evaluation and management.

The target groups identified for the communication component were:

- All fertile married couples;
- Young people of marriageable age;
- Potential innovators, opinion leaders and influential persons in grass-root communication, mohallas, and villages;
- Field workers and other authorities in the society as well as government;

The communication component is based on three basic types of multi-media programmes, namely:

- Those focussing on family and mother and child welfare, deal with topics aimed at improving lives at the grass-root level, adult functional literacy and the education of children, health and hygiene, family and community relations.

- Those recognizing that family planning awareness is widespread (about 61.5 percent) with very limited family planning practice (around 9.1 percent) address themselves to the causes of resistance in family planning and the causes of non-practice where the willingness or intention to practice family planning does exist.

- Those who are involved with creating a favourable climate of opinion and more effective support from the concerned authorities, motivation and training of field workers and action groups. In other words, communication for mobilizing favourable opinions and attitudes among planners and authorities to exert themselves in promoting population welfare planning and mobilizing local action groups with active person-to-person communication through a combination of mass media communication of field workers.

The communication component is to project the following seven themes and messages:

- Importance and nourishing quality of mother's milk for feeding children, lactation, weaning and spacing of childbirths;
- Mother and child health;
- Nutrition of the growing child;
- Raising age at marriage;

- Responsibility of the father for the welfare of his wife and children;
- Raising the status of women;
- Female literacy, both through formal education and adult literacy. Specifically appealing to culturally related messages which will be derived from the above themes.

The media selected for the multi-media tasks are:

- Interpersonal communication;
- Participatory communication;
- Printed material (verbal and non-verbal);
- Radio;
- Television;
- Film;
- Audio-visual; and
- Traditional media.

The Communication component is directed by Communication Directorate of the Population Welfare Division with required coordination at the federal level by Ministry of Information and Broadcasting and other units of the Population Welfare Division and a similar collaborative effort at provincial level.

III.2 PAST AND CURRENT IEC INPUTS OF THE PROGRAMME AND THEIR EMPHASIS

A project for the preparation of "An Inventory of Information, Education and Communication (IEC) Material" produced by the Population Welfare Programme and the private sector during the last two decades or more was carried out by the NIPS. The ultimate objective of the project was to establish a library of all the published population related IEC material in the form of archives so that the said material could be used by all the private and public sectors interested in the related subject [1].

The immediate objective of this project was to collect and categorize whatever was produced and left of the massive IEC material during the last two decades or more. More than 2,000, such materials produced so far have been catalogued. This collection is expected to help the planners, donors and managers of the programme in avoiding the weakness and short-comings in the IEC materials produced so far.

As the present collection of materials indicates, there have been rather long periods of communication freeze of specific media. This apparently has been due to the absence of political support to the communication programme as well as through major financial cuts or delays in the release of funds. The Hurdles included the assumption that the mass

media could not be used due to political unrest in the country and the non-cooperative policy of mass media agencies in many phases.

After a long spell of suspension the current IEC component of the Programme was initiated in April, 1985.

III.2.1 IEC Inputs

The provisions in the Annual Development Plans (ADP) for the communication activities were as follows:

Table III.1

**BUDGET PROVISION FOR COMMUNICATION ACTIVITIES
IN THE ANNUAL DEVELOPMENT PLAN, 1984-1985 TO 1987-1988**

Year	Rs. [In Million]
1984-1985	18.0
1985-1986	52.9
1986-1987	35.3
1987-1988	43.9
TOTAL	150.1

Communication activities during the four years from 1984-1988 after a lapse of a decade, have developed and made a variety of media available to the programme functionaries.

The programme from the radio stations included:

- "Ik Tey Ik Gyara" (in the Punjabi language it means one and one makes eleven). One piece presented in a rustic gossipy style, taunting exhortation to observe sanitary measures and spacing and ensure the growth of a healthy baby. Another piece exhorted people to self-reliance, coaxing them in a gossipy sequence to plan for themselves and their own family.

The jingles (in Urdu) conveyed the following messages;

- Small family and girl's education;
- Healthy children;
- Spacing for children's and mother's health;
- Two children, with health and education;
- Proper age at marriage;
- Couplets with emphasis on small family and MCH education;

In addition to the above, radio programmes in regional languages also broadcast such messages.

Television programmes also included jingles and tellops similar to the radio messages which were telecast from all stations.

Newspaper advertisements were carried by almost all the national dailies along with photographs which projected the following messages in Urdu:

- With just two children, one can afford to provide health and education facilities as well as a house and a tractor to the family;
- The only way out of difficulties is to have two children;
- Basic needs are satisfied only in small families;
- Small family ensures better facilities;
- Four years spacing ensures happiness;
- Small family is happy even with a smaller income;
- Small family makes life easier; and
- Two children bring a thousands joys.

Leaflets were published separately in each district projecting the demographic situation of the country. These messages were also about small family norm and included the addresses of the services available at the local Family Welfare Centres.

Special supplements were issued through selected national dailies in English and Urdu languages:

- Five Billion World Population Day - Supplement in "The Muslim", July 18, 1987 (English);

Printed materials were produced on large scale at the federal, provincial and district levels in English and Urdu.

Publications addressed to mothers and eligible couples included the following:

- Child and Solid Food (Urdu), Population Welfare Division/Adult Basic Education Society (ABES);
- Instructions to Pregnant Women (Urdu), Population Welfare Division/Adult Basic Education Society;
- Deworming Your Child (Urdu), Population Welfare Division/Adult Basic Education Society;
- Diet and Your Health (Urdu), Population Welfare Division/Adult Basic Education Society;
- Guarding Against Flies (Urdu), Population Welfare Division/Adult Basic Education Society;
- Adjusting with Your Husband (Urdu), Population Welfare Division/Adult Basic Education Society;
- Oral Pills (Urdu), Population Welfare Division;
- 'Mofeed Mashwarey' - A set of folder on six contraceptive methods (Urdu), Population Welfare Division;
- 'Mofeed Mashwarey' - one folder on six - contraceptive methods (Urdu), Population Welfare Division;

- Need for a Small Family (Urdu), folder, Punjab Population Planning Department;
- Objectives of Population Welfare Programme - folder (Urdu/English), Punjab Population Planning Department;
- Consequences of a Crowded Pakistan - folder (Urdu/English), Punjab Population Planning Department; and
- The Problem of High Population Growth in Pakistan - folder (Urdu/English), Punjab Population Planning Department.

Publications for teaching, training information of the functionaries included:

- Prospectus for Family Welfare Workers (Urdu);
- Population Welfare and NGOs (Urdu);
- Measuring Malnutrition (Urdu);
- Instructions to Motivators (Urdu);
- Population Welfare and Media (Urdu);
- Population Welfare Programme and the Provincial Agencies (Urdu);
- Population Welfare and the Hakeems (Urdu);
- Reference Book for Deputy District Population Welfare Officers (Urdu);
- Booklet for Motivator Couples (Urdu);

- Family Health and Manpower Development Project (English);
- Perspectives of Population Planning Programme - Reprint of a supplement of "The Muslim", December 9, 1985 (Urdu/English);
- Pakistan Reproductive Health Services (RHS) - Project Handbook for Extension Services (English);
- Guide for Voluntary Workers (Urdu);
- Population Education (Urdu);
- Welfare Centres - An Operational Manual (Urdu);
- Text Book for Family Welfare Workers (English);
- Check List for Family Welfare Counsellors (English); and
- Syllabus for Traditional Dais (Urdu).

Publications addressed to the general public include:

- Islam and Family Planning, Akhtar Hameed Khan (Urdu); and
- Population Imperatives for the 1980's, Mahbub-ul-Haq (English).

Punjab Population Planning Department published 2.73 million folders in English which were supplied to the district offices for distribution. They also produced stickers for mini buses, school note books, cabinets/almirahs in homes, hospitals, general stores and

family welfare clinics as well as 3,100 posters with Quranic Ayats were distributed to RHSCs, FW Centres, hospitals and NGOs.

Greeting cards for Eid were issued by Punjab and Sindh Population Welfare Departments to ministers, senior government officials, members of assemblies and other dignitaries.

About 100,000 calendars were issued every year from the federal and provincial headquarter.

During 1987 - 1988, Punjab produced 5,000 copies of Telephone Index Booklets for distribution to the Population Welfare offices, clinics, satisfied clients and the participants of training courses. Dairies were also distributed.

Printed Polyethylene shopper's bags were produced by the Punjab Population Welfare Department to mark the Five Billion World Population Day.

A number of give-aways were arranged by the Population Welfare Departments in the four provinces - including tea sets, mugs, plastic glasses, key chain rings, ladies purses, flower vases, ash trays and shopping bags.

A number of seminars were held at each district headquarter - generally one-day seminars - on communication, motivation and training for ladies, elected representatives and operational personnel.

Stalls were set in many districts in the Melas and Exhibitions e.g. at 'Jashne Baharan' in Bhakkar, Mela Mawaishian in Jhelum, 'Baisakhi Mela' in Muzaffargarh and National Industrial Exhibition at Islamabad.

'Sukhi Ghar' Mehfiles were held in selected places such as Toba Tek Singh, Bhawalnagar and in Lahore.

Some baby shows were held in places like Gojra and Kamalia in Toba Tek Singh district.

Audio visual vans remained mobile all over the country. Absence of new family welfare films was partly compensated by the purchase of popular commercial films and the purchase of a very large number of film strips with popular film songs. These were supplemented by strips on jingles produced for TV and acquisition of some family welfare films. In addition, the family planning films produced in seventies in Urdu, Punjabi, Sindhi, Pushto, Brahui, Baluchi, Saraiki and Hindko were also shown and the leaflets indicating addresses of clinics were distributed. The film shows were followed by IUD camps. In Punjab alone, during

the 12 months of 1987-1988, there were 1341 shows arranged in 26 districts. These were attended by around 700,000 persons, both males and females.

The net-work of interpersonal communication operated everywhere, with Family Welfare Centres providing the nucleus. Each centre operated under a trained para-medical female who was assisted by a Female and a Male Assistant - clinic's helping hands for home visits, for motivational and follow-up purposes.

An innovative scheme of mohallah motivating couples was initiated. It was to be launched in six specified districts, viz. Lahore, Karachi (south), Peshawar, Pishin, Sukkur and Sialkot. The couples had to be husband and wife, from the local community who were already practicing family planning. In each district one hundred motivating couples were recruited and mobilized as local promoters and community activists.

III.3 A BRIEF REVIEW OF THE IEC INPUTS

In spite of an impressive multi-media effort mentioned above, the intended changes in family planning knowledge base and behaviour modifications are not clearly articulated and it seems difficult to identify, for example:

- Which traditional misconceptions and prejudices, of

which segment of the society have been tried to be removed.

- How the population welfare concept has been linked to education, nutrition, health, MCH or development?
- How any awareness about the quality of life has been attempted to be created besides except through jingles and brief advertisements?
- How responsible parenthood has been induced?
- What efforts have been made to raise age at marriage of females?
- How the concept of spacing has been promoted?
- How female literacy has been promoted?

Many of these issues required pre-planned surveys at micro level followed by experimental application of IEC approaches which has been lacking. This may be due to the fact that after a long spell of suspension of IEC activities it had to be re-activised on an immediate basis. Communication efforts are visible in pursuit of many other immediate objectives. Their directions, however, could have been clearer if they were preceded by some analysis of the

context in which they were going to operate. There would be no great harm if some segments of the society were relatively excluded from these hardy operations. With the macro , all inclusive approach, being followed at present, it is difficult to ascertain:

- That one is not trying to increase the knowledge of the knowledgeable ones and ignore those who are still ignorant; and
- That one is not motivating the already motivated ones.

Identification of target groups could have been simplified by dividing them into intermediate and ultimate or main target groups. Communities, opinion leaders, planners and field workers could be included in intermediate target groups that are mobilized to operate on the main target groups of "fertile couples" and "young people of marriageable age".

The plan of multi-media projection of specific messages is also ambitious. In fact, there was little scope of such a wide range of message coverage in this mini-plan period. One finds it difficult to discover, except in mono-syllabus or passing reference, anything substantive about :

- Breast-feeding - lactation and weaning;
- Spacing;
- Nutrition (except a couple of books and a measurement card);
- Father's responsibility for the welfare of wife and child;
- Female literacy;
- Raising the age of marriage of the female; and
- Raising the status of women.

Reports, records and publications produced so far leave several key issues unexplained. For example it is not clear whether for radio, T.V. and newspaper advertisements, there was any pre-production plan which could classify the message components and their projections, phase by phase, evaluate the projections after some time and modify or redirect the style or contents of the message for a progressive assimilation.

It is not clear for how long and at what frequency a particular message was repeated and it was followed by which one.

It is not clear whether leaflets published from district headquarters included anything specific about those separate districts (apart from the addresses of clinics). This mode of decentralized projection offered a great

opportunity to the local IEC planners to relate themselves to the pressing problems of some selected segments of the society which offered themselves as target groups within a large variety of economically backward territorial units.

It is not clear whether this mini-plan period was to be utilized mainly for the production of training/teaching/information aids to the functionaries of the programme and their operational allies. There is a need for solid contribution in this field for different levels of trainees and field operators.

It is difficult to understand why publications addressed to mother/fertile couples are comparatively so few. If one takes out from the list the 2.7 million folders published in English and Urdu by Punjab Population Planning Department, very little is left. Punjab's folders on "Objectives of a Crowded Pakistan" and "The Problems of High Population Growth in Pakistan" were certainly not meant for the major part of their target population which consisted of women who were not urban, not really educated, not residing in two-three bed-room housing units and not of high parity. They must have, however, helped in reinforcing the realization of the intermediate target groups.

It is not clear whether in the absence of new films any slides have been produced, and audio cassettes have been improvised for use by Audio Visual Vans and in the cinema houses, as recommended by the World Bank Supervisory Mission in March 1988 [2].

It is not clear why, in the absence of new family welfare films yet to be produced, new prints have been ordered of the films produced in the past in half a dozen languages.

It is a high time that one should identify the major segment of the population which includes a major part of the prospective clients so that their concerns and receptivities should determine the main style and approach of the communication component.

The population of Pakistan is not a homogeneous mass of people. There are wide differences in terms of education, income, occupation, place of residence, socio-economic and cultural background and language.

Therefore, through group-specific and period - specific strategies based upon integrated and segmented micro-studies the IEC activities can be planned with the following objectives:

- To change attitudes toward better nutrition and home hygiene;
- To promote and improve practices of breast feeding and weaning;
- To dispel ignorance about immunization;
- To break traditional resistance against the use of the formal health system, in terms of medicines and practitioners of medicines; and
- To re-inforce an existing demand or to create new demand for family planning.

III.4 SUMMARY OF FINDINGS

An unmanageable ambiguous plan, coupled with a lack of pre-planning preparation, made the component less effective and without clear directions for the key-operators. There was little evidence of any classification of message contents, their re-direction, or rejections and replacement.

Two main target groups were identified "Fertile couples" and "Young people of marriageable age", but not much of material was developed for "Young people of marriageable age", possibly because of existing cultural constraints in the overall environment.

More than half of the "Immediate objectives", have been barely touched. "Traditional misconceptions and prejudices" have not even been spelled out. Strategies for "Raising the

age of marriage of females" have not been worked out. "Spacing in child-birth" and "Responsible parenthood" have been hammered only through jingles and newspaper advertisements.

There is hardly any trace of pre-planned surveys at micro-level.

There was no experimental project carried out except possibly in the innovative scheme of Mohallah Motivator Couples.

Leaflets published from different districts are devoid of any local touch.

Training/teaching materials have been very systematically planned and produced during this brief span of institution-building.

There have hardly been any production of films or slides during this period.

With rare exceptions, no efforts seem to have been made to learn about the social, economic and cultural environment of the different segments of the society to which one could have specifically addressed.

No efforts have been initiated to re-adjust the focus to changing times.

The target groups addressed are assumed to be monolithic and compact in their composition. They are also presumed to be un-changing through time.

REFERENCES

1. Allauddin, M. and Akhtar Hussain Rana, Inventory of Information, Education and Communication Materials Produced by Population Welfare Programme of Pakistan, National Institute of Population Studies, Islamabad, (under publication).
2. World Bank, "World Bank Supervisory Mission Report" Washington D.C., 1988.

CHAPTER IV

IMPACT OF COMMUNICATION COMPONENT ON THE COMMUNITY THROUGH AUDIENCE RESEARCH

As stated earlier a national sample survey was conducted to assess the effectiveness and impact of the Communication component of the Population Welfare Programme in the community through audience research and ultimately to evaluate the overall effectiveness and impact of the IEC in the country. This target group population for audience research was broadly restricted to a sample of currently married females of reproductive ages (15-49 years) and a fraction of a sample of their husbands with the aim to:

- Analyze the socio-economic and demographic correlates of familiarity, agreement and perceived effectiveness of various media;
- Help determine the effectiveness of the communication strategy in creating large scale awareness and behaviour change to adopt small family norms: and
- Find out the level of contraceptive practice and the media sources of their use.

The findings presented in this chapter focus on selected background characteristics of the respondents. The specific issues discussed, besides background information, include their habit of listening/watching radio/television, proportion possessing these gadgets, listening to family planning messages and understanding their contents. Also covered in this chapter is the general

awareness and familiarity with various family planning communications media as well as agreement of the respondents with the family planning messages of these media timings on both radio and television. An attempt is also made to discuss the extent of knowledge with respect to family planning methods, the sources to which respondents attribute their gaining this knowledge, the extent of use of contraceptive methods, reasons for non-use as well as their motivation to adopt contraceptive use.

IV.1. BACKGROUND INFORMATION OF TARGET POPULATION

Through Module I questionnaire information was collected from 1,333 respondents and their background information is presented in Table IV.1.

Table IV.1

RURAL-URBAN DISTRIBUTION OF SAMPLED CURRENTLY MARRIED FEMALES, 15-49 YEARS OF AGE AND THEIR HUSBANDS, PAKISTAN, 1988

Respondents	Rural	Urban	Total
Total	915 (100.0) (68.6)	418 (100.0) (31.4)	1.333 (100.0) (100.0)
Male	339 (37.0) (68.3)	157 (37.6) (31.7)	496 (37.2) (100.0)
Female	576 (63.0) (68.8)	261 (62.4) (31.2)	837 (62.8) (100.0)

Note:- The rural-urban distribution was derived after giving proper weightage according to the sampling frame of Pakistan Demographic Survey (PDS), 1987. Keeping the overall totals of males and females the same.

This table shows that of the total respondents, 62.8 percent were females and 37.2 percent were males, 68.6 percent belonged to rural areas and the remaining 31.4 percent belonged to urban areas. Almost the same proportion of male and female respondents lived in rural and urban areas.

The other characteristics of (837) currently married women indicated that only 24 percent of them were literates. Almost one-third (32 percent) of the women had a monthly household income of less than Rs. 1000 per month. Slightly less than half (47 percent) had monthly household income in the range of Rs. 1000 to 2999. While the remaining 21 percent of the female respondents had a monthly household income of Rs. 3000 and above.

Around 45 percent of the female respondents were below 30 years of age and almost three-quarters (76 percent) of them belonged to ages under 40 years. As far as the distribution of male respondents is concerned, 28 percent were under 30 years of age and 55 percent of them were below 40 years of age, while 86 percent belonged to the ages under 50 years.

The distribution of women by number of living children indicates that almost half (49 percent) of these women had four or more living children, two out of five women (40 percent) had one to three living children, while 11 percent women had no living children. As age is positively correlated with parity, therefore in the subsequent analysis, number of living children (parity) will be used as proxy for age of women.

IV.2. THE EXTENT OF FAMILIARITY, AGREEMENT AND PERCEIVED EFFECTIVENESS OF THE VARIOUS COMMUNICATION MEDIA

The main questions dealt with in this section include;

- What proportion of the target population listens to radio and television and what proportion owns these electronics media?
- What proportion of the target population ever heard/watched or read anything about population/family planning and those who knew what they think of it?
- To what extent male and female target population is familiar with the family planning messages in various communication media?
- To what extent do those who receive family planning messages through various media agree with them? Does this agreement vary by type of media?
- What is the target population's assessment of the effectiveness of family planning messages in each of the various media?
- How they perceive the suitability, duration and frequency of timings on radio and television and their perception towards gifts?

To investigate these issues the respondents were questioned about the frequency of listening to radio,

watching television and also possessing these items in their housing units. They were also extensively and intensively questioned about their familiarity with the family planning messages through the following media sources:

- **Interpersonal Communication**
 - Visit by a Population Welfare Programme Worker
 - Spouse
 - Friends/Relatives/Neighbours
- **Newspapers**
 - Articles/Letters
 - Advertisements
 - Special Supplements
 - Puzzles
- **Posters/Charts/Calendars**
 - Posters/Charts
 - Calendars
- **Pamphlets/Leaflets**
 - Pamphlets/Leaflets
- **Magazines/Periodicals**
 - Articles/Letters
 - Advertisements
 - Puzzles
- **Books/Booklets/Novels/Short Stories**
 - Books/Booklets/Novels/Short Stories
- **Other Printed Materials**
 - Others
- **Radio**
 - Dramas
 - Jingles
 - Poems/Songs
 - Educational/Informative/Doctor's Advice
 - Forums
 - Advertisements
- **Television**
 - Dramas/Plays
 - Jingles

- Poems/Songs
- Discussions/Forums
- Educational/Doctor's Advice
- Tellops
- **Stage Dramas**
 - Stage Dramas
- **Cinema**
 - Jingles
 - Slides
- **Films**
 - Educational/Teaching/Training
 - Documentary/Publicity
 - Features (with FP Insertion)
- **Fixed Publicity**
 - Billboards/Hoardings
 - Bus Panels
 - Neon Signs
 - Slogan Written on Rocks
- **Public Meetings/Gatherings**
 - Audio Cassettes
 - Video Cassettes
 - Audio Visual Vans
 - Folders
- **Seminars**
 - Seminars/Workshops
- **Traditional Media**
 - Traditional Media

According to the audience research survey, the frequency of listening to radio and watching television among currently married males and females in rural and urban areas of Pakistan is given in Table IV.2

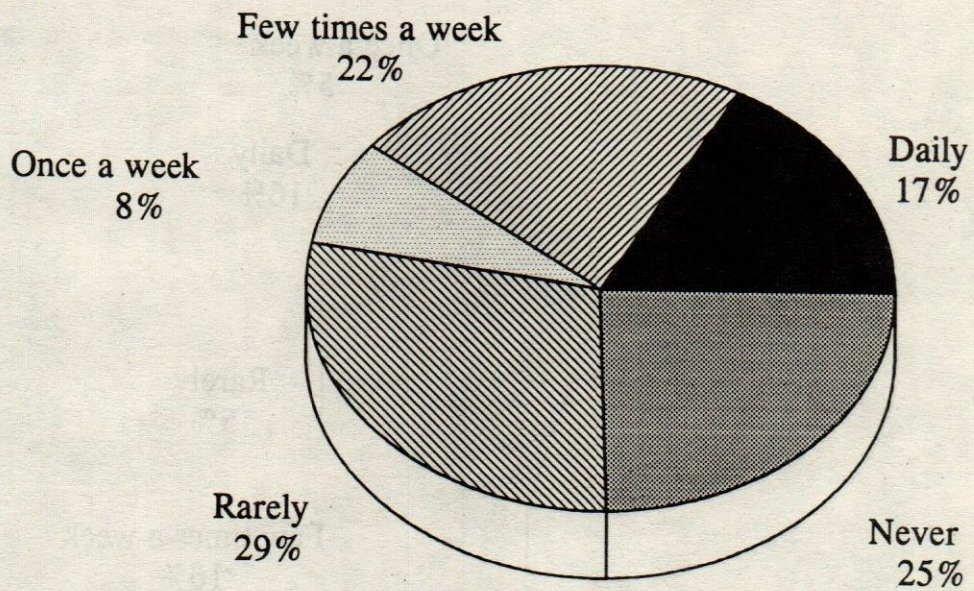
TABLE IV.2

PERCENTAGE OF RESPONDENTS BY FREQUENCY OF LISTENING TO RADIO
AND WATCHING TELEVISION BY RESIDENCE AND SEX,
PAKISTAN, 1988

Frequency of Listening Radio	Listening to Radio								
	Rural			Urban			Pakistan		
	Males	Females	Total	Males	Females	Total	Males	Females	Total
Daily	17.3	16.2	16.6	12.4	19.7	16.9	15.7	17.2	16.7
Few times a week	21.9	15.9	18.1	20.9	14.9	17.2	21.6	15.5	17.8
Once a week	7.7	5.3	6.2	2.0	4.2	3.4	5.9	5.0	5.3
Rarely	28.5	5.0	13.7	46.8	24.1	32.6	34.3	11.0	19.6
Never	24.6	57.6	45.4	18.0	37.1	29.9	22.5	51.3	40.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of Respondents (N)	339	576	915	157	261	418	496	837	1333
Frequency of Watching Television	Watching Television								
	Rural			Urban			Pakistan		
	Males	Females	Total	Males	Females	Total	Males	Females	Total
Daily	12.3	13.2	12.9	48.6	57.4	54.1	23.8	27.0	25.8
Few times a week	11.2	8.3	9.3	17.4	9.1	12.2	13.2	8.5	10.2
Once a week	14.0	7.4	9.8	3.7	0.9	1.8	10.7	5.3	7.3
Rarely	20.4	5.5	11.0	16.8	12.2	13.9	19.2	7.6	11.9
Never	42.2	65.5	56.8	13.6	20.6	18.0	33.1	51.5	44.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of Respondents (N)	339	576	915	157	261	418	496	837	1333

Figure IV.1

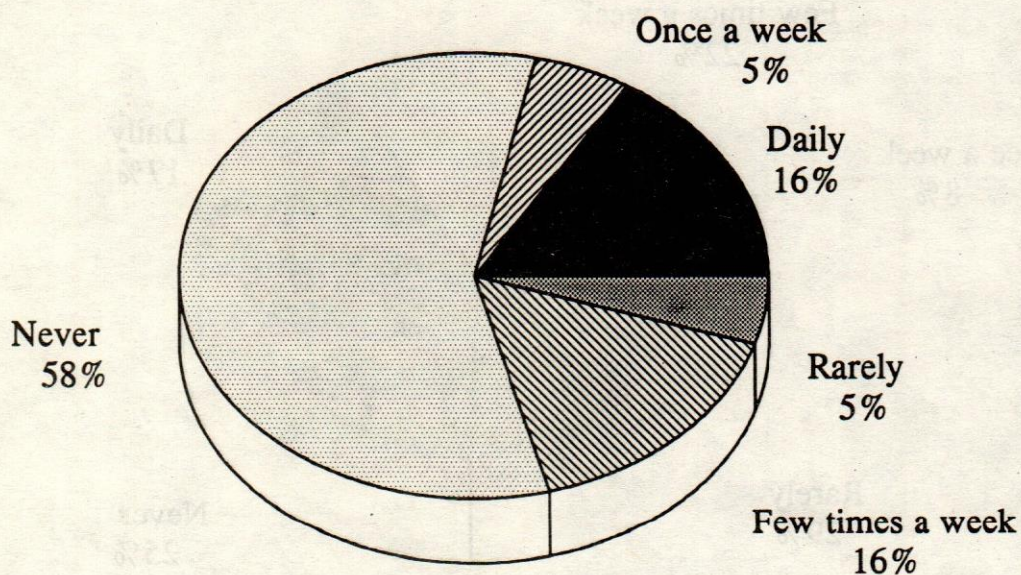
LISTENING TO RADIO CURRENTLY MARRIED RURAL MALE, 1988.



Source: Table IV.2

Figure IV.1

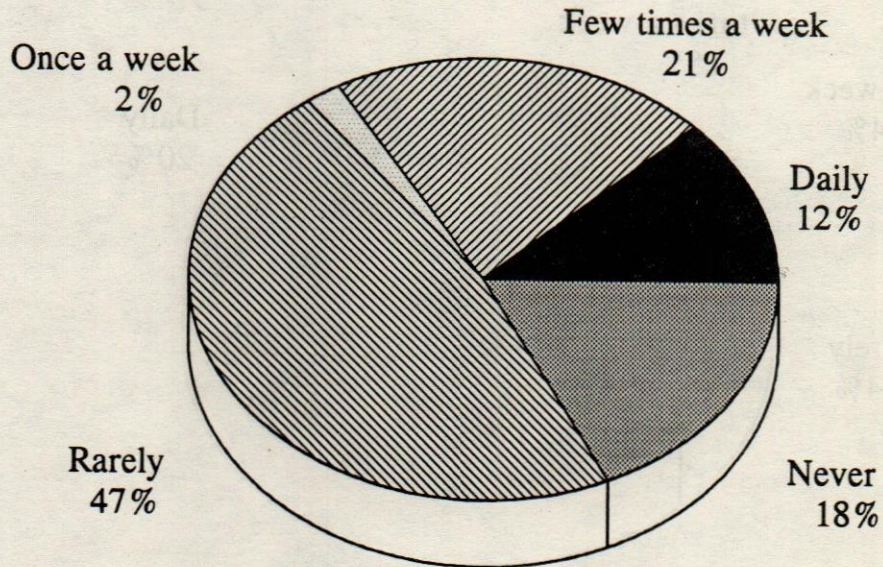
LISTENING TO RADIO CURRENTLY MARRIED RURAL FEMALE, 1988.



Source: Table IV.2

Figure IV.2

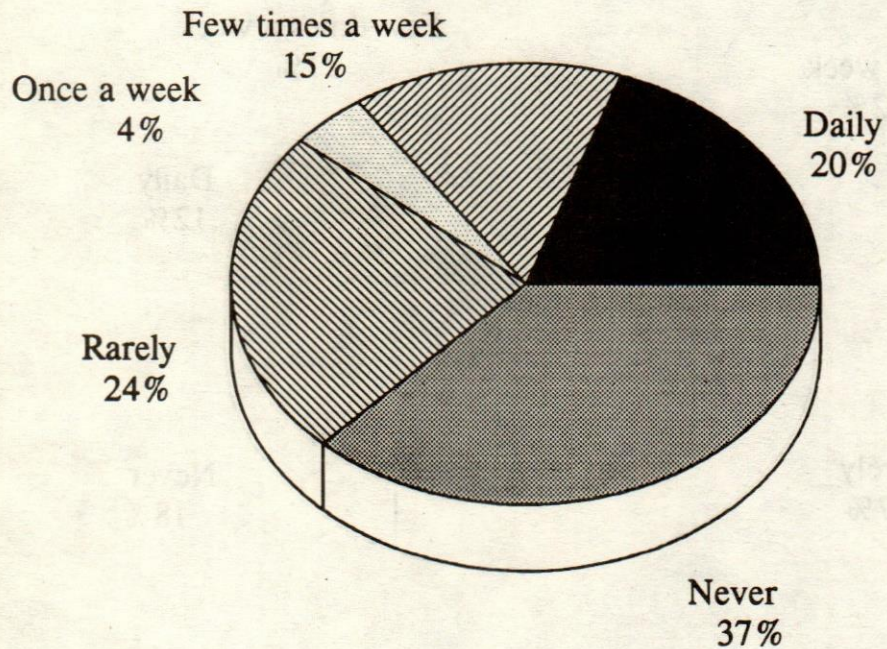
LISTENING TO RADIO CURRENTLY MARRIED, URBAN MALE, 1988.



Source: Table IV.2

Figure IV.2

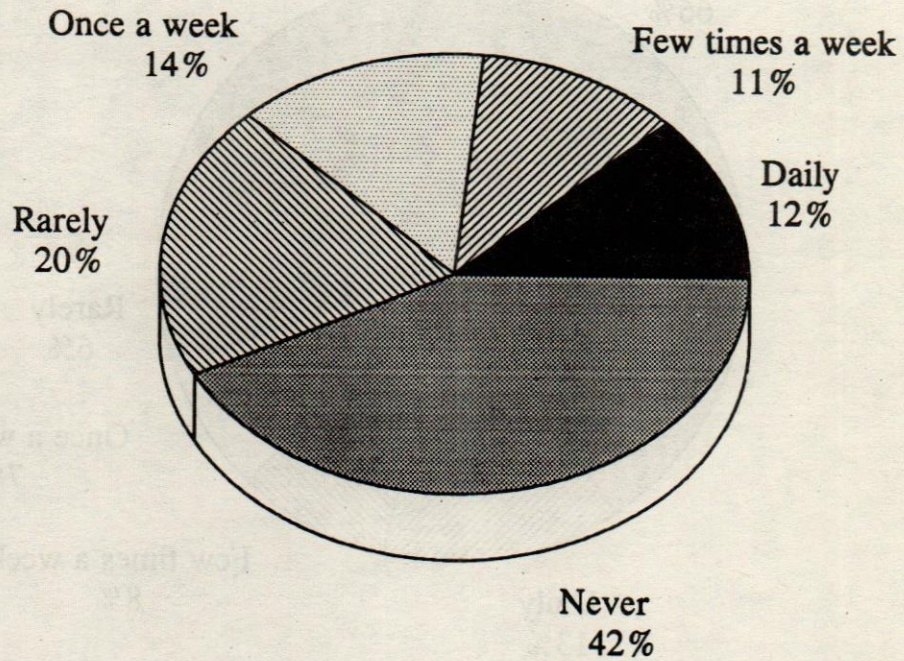
LISTENING TO RADIO CURRENTLY MARRIED URBAN FEMALE, 1988.



Source: Table IV.2

Figure IV.3

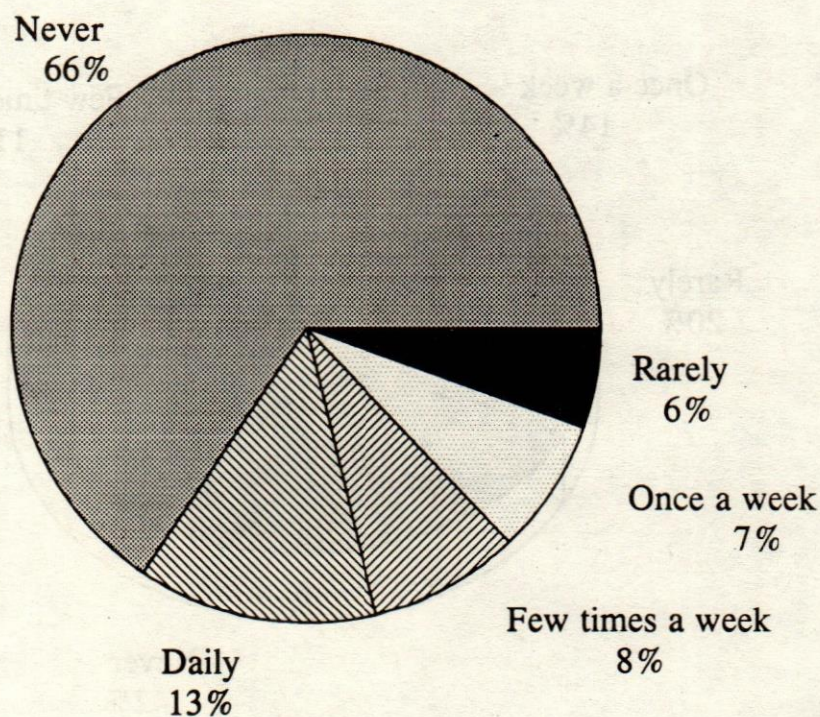
WATCHING TELEVISION CURRENTLY MARRIED RURAL MALE, 1988.



Source: Table IV.2

Figure IV.3

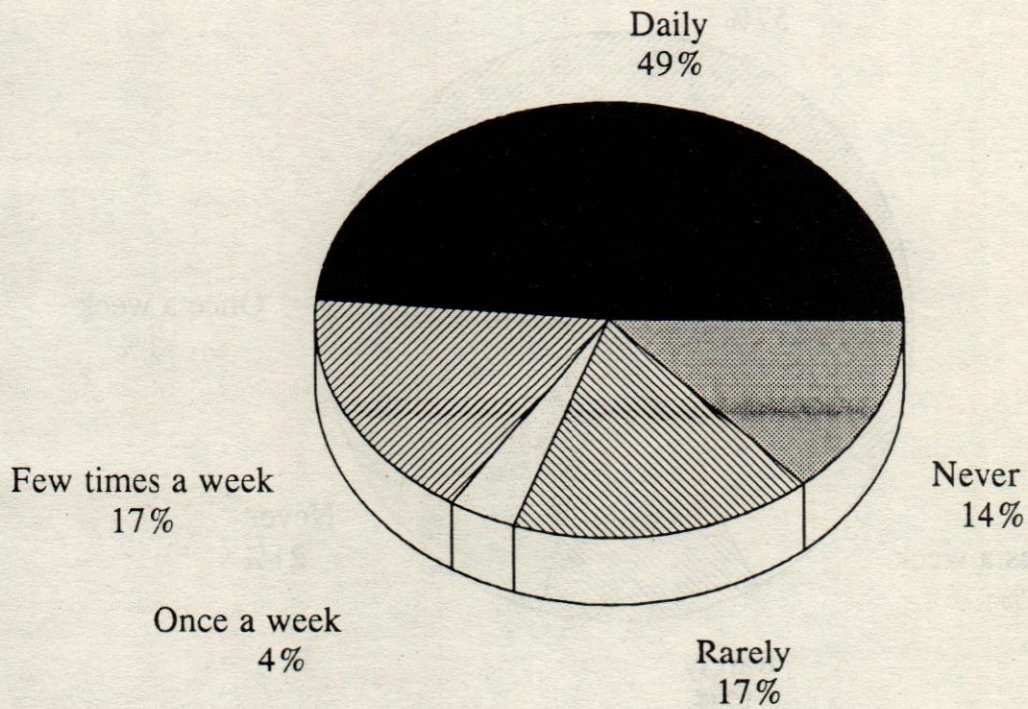
WATCHING TELEVISION CURRENTLY MARRIED RURAL FEMALE, 1988



Source: Table IV.2

Figure IV.4

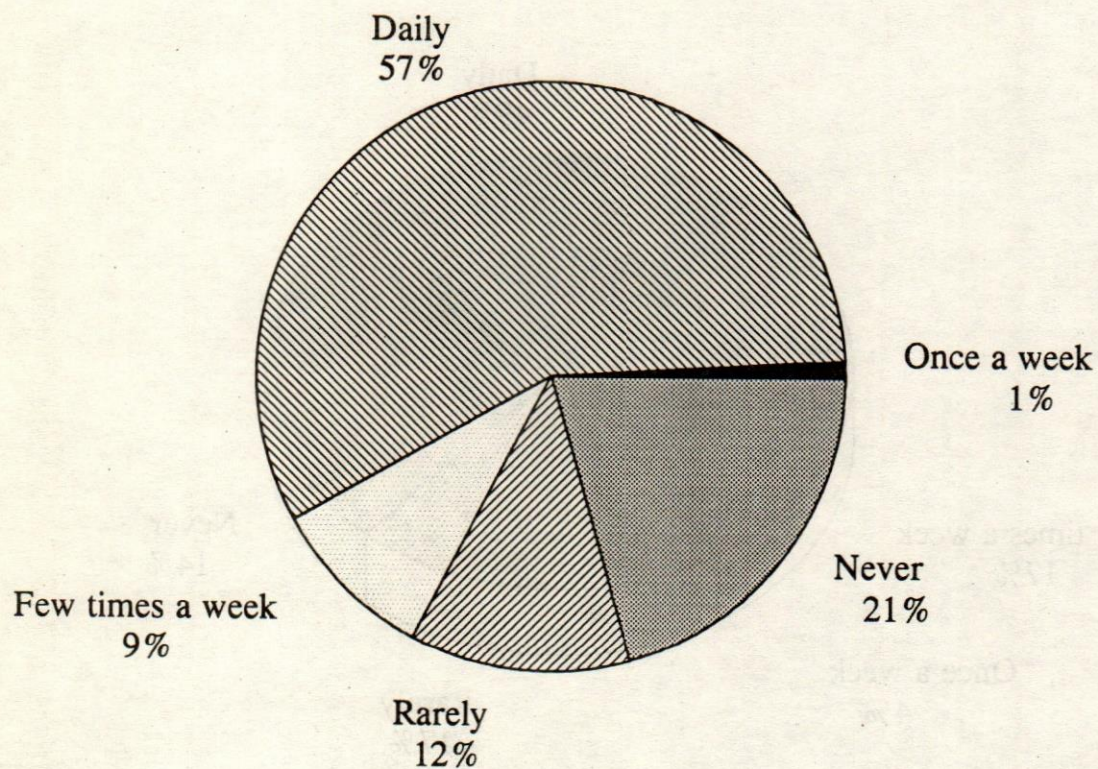
WATCHING TELEVISION CURRENTLY MARRIED URBAN MALE, 1988.



Source: Table IV.2

Figure IV.4

WATCHING TELEVISION CURRENTLY MARRIED URBAN FEMALE, 1988.



Source: Table IV.2

It appears that two out of five respondents (41 percent) reported that they never listened to radio. This proportion was 30 percent in urban areas and 45 percent in rural areas. In rural areas, about one out of four males (25 percent) and three out of five females (58 percent) never listened to radio. Similarly 45 percent of the respondents - 18 percent in urban areas and 57 percent in rural areas-had never watched television. Particularly in rural areas 42 percent of the males and 66 percent of the females never watched television.

Table IV.3 indicates the possession of radio, tape-recorder and television sets in the house. It is observed that 47 percent of the households did not possess any of these items. The corresponding proportion was 19 percent in urban households and 60 percent in rural households.

The survey indicates that 43.0 percent of the respondents had radio and 32 percent had television sets in their households. In rural areas, the proportions of households having radio and television sets were 21 percent and 14 percent respectively.

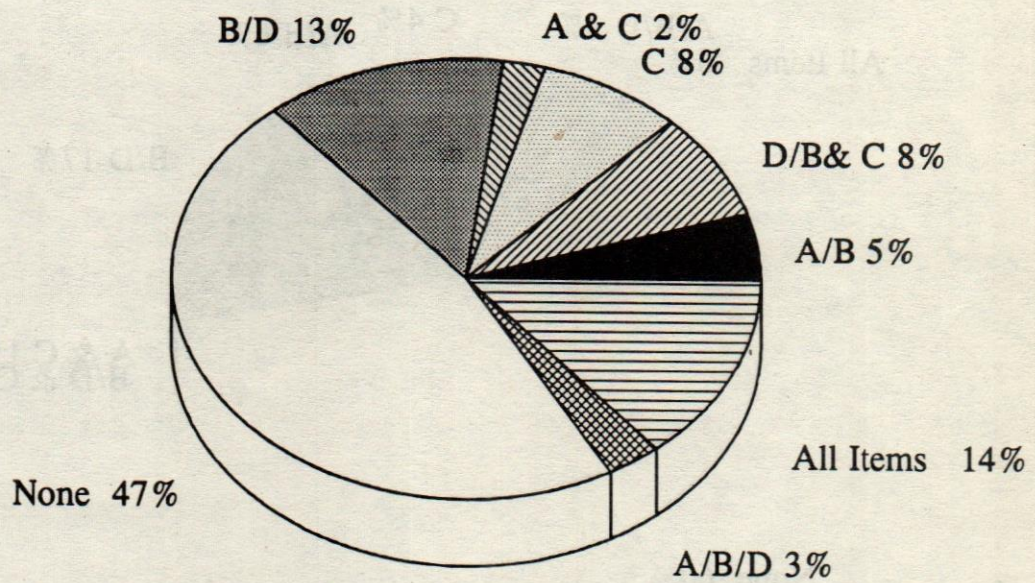
TABLE IV.3

PERCENTAGE OF RESPONDENTS LIVING IN THE HOUSEHOLDS
WITH RADIO, TAPE RECORDER OR TELEVISION BY
RESIDENCE AND SEX, PAKISTAN, 1988

Household With Electronic Media (devices)	Rural			Urban			Pakistan		
	Males	Female	Total	Males	Females	Total	Males	Females	Total
Radio/Transistor	21.6	14.1	16.9	5.6	6.0	5.9	16.5	11.6	13.4
Tape Recorder/ Transistor	5.5	5.9	5.8	2.5	3.0	2.8	4.6	5.0	4.9
Television	3.6	4.7	4.3	17.0	15.0	15.8	7.9	7.9	7.9
Radio/Transistor & Tape	2.5	4.0	3.5	2.4	1.5	1.8	2.5	3.3	3.0
Radio/Transistor & Television	2.8	2.6	2.7	18.5	20.1	19.5	7.7	8.1	7.9
Tape Recorder & Television	0.4	0.8	0.6	6.1	6.0	6.0	2.2	2.4	2.3
All Items	5.8	7.0	6.5	30.1	29.3	29.6	13.5	13.9	13.8
None	57.8	60.9	59.8	17.9	19.1	18.6	45.2	47.9	46.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Respondents (N)	339	576	915	157	261	418	496	837	1333

Figure IV.5

**RESPONDENTS HAVING RADIO, TAPE RECORDER
OR/AND TELEVISION, PAKISTAN, 1988**

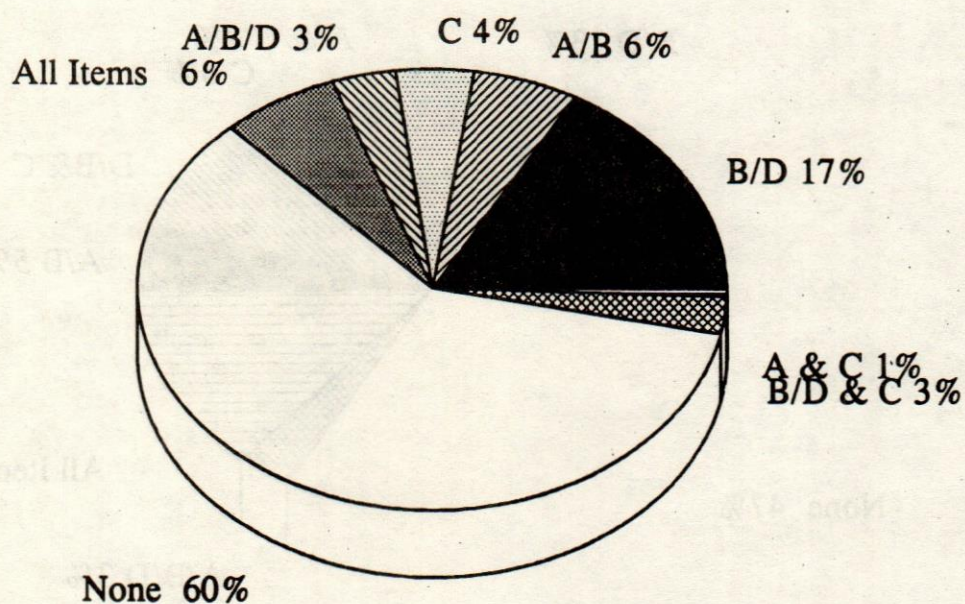


**A: Tape Recorder, B: Transistor
C: Television, D: Radio**

Source: Table IV.3

Figure IV.5

**RESPONDENTS HAVING RADIO, TAPE RECORDER
OR/AND TELEVISION, RURAL, 1988**

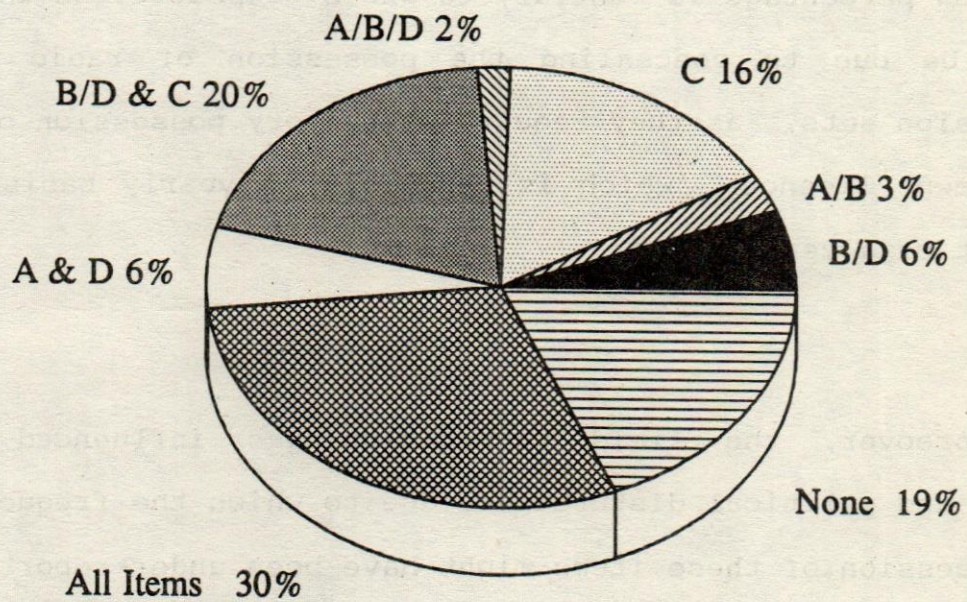


**A: Tape Recorder, B: Transistor
C: Television, D: Radio**

Source: Table IV.3

Figure IV.5

**RESPONDENTS HAVING RADIO, TAPE RECORDER
OR/AND TELEVISION, URBAN, 1988**



**A: Tape Recorder, B: Transistor
C: Television, D: Radio**

Source: Table IV.3

The foregoing findings of the Survey indicates, that the two major and crucial forms of electronic media. i.e. radio and television which give the family planning programme its greatest exposure are not listened/watched and are not available to a large segment of the population. This low percentage is contrary to one's expectations which might be due to concealing the possession of radio and television sets, as they require compulsory possession of a government licence, which is renewable on yearly basis on payment of a certain fee.

Moreover, the field enumeration was influenced by floods and political disturbances due to which the frequency of possession of these items might have been under-reported.

Of those respondents who had television in their households, 93.4 percent reported that they were familiar with some form of population welfare messages (Table IV.4).

TABLE IV.4

PERCENTAGE OF RESPONDENTS POSSESSING RADIO/TELEVISION
AND HAVE KNOWLEDGE OF COMMUNICATION MEDIA BY RESIDENCE
AND SEX, PAKISTAN, 1988

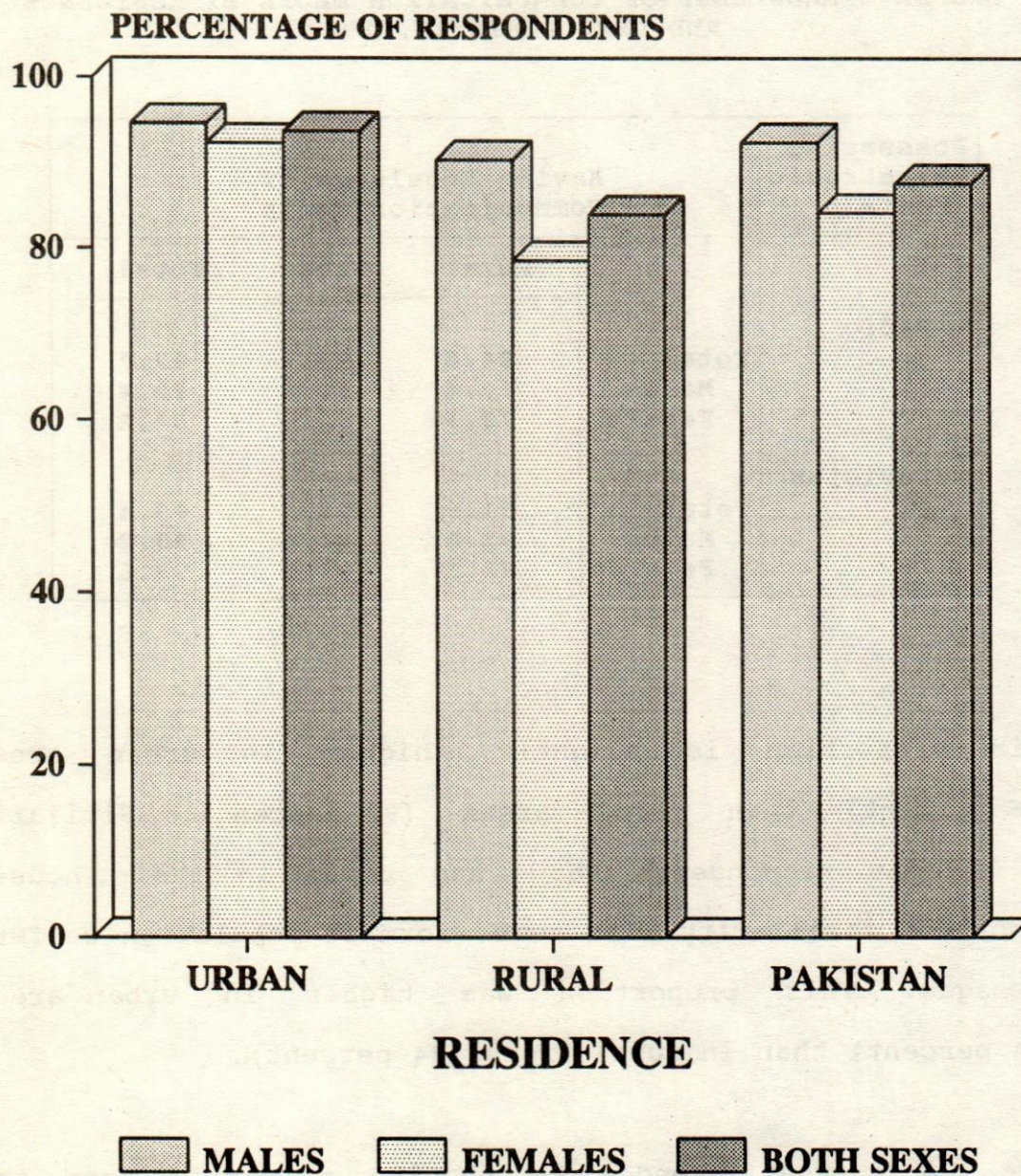
Possessing Electronic Media	Having Knowledge of Communication Media			
		Rural	Urban	Total
Radio	Total	84.0	93.7	87.7
	Males	90.4	94.6	92.4
	Female	78.6	92.3	84.2
Television	Total	91.9	96.1	93.4
	Males	91.8	95.6	93.2
	Females	93.1	97.6	93.8

This proportion is slightly higher in urban areas (96 percent) than rural areas (92 percent). Similarly 88 percent respondents who had radio in their houses reported familiarity with some form of population welfare messages. This proportion was higher in urban areas (94 percent) than in rural areas (84 percent).

The survey intended to enquire primarily from the target group whether they had ever heard, watched or read any thing about family planning programme media. Table IV.5 indicates that 73 percent of the respondents were familiar

Figure IV.6

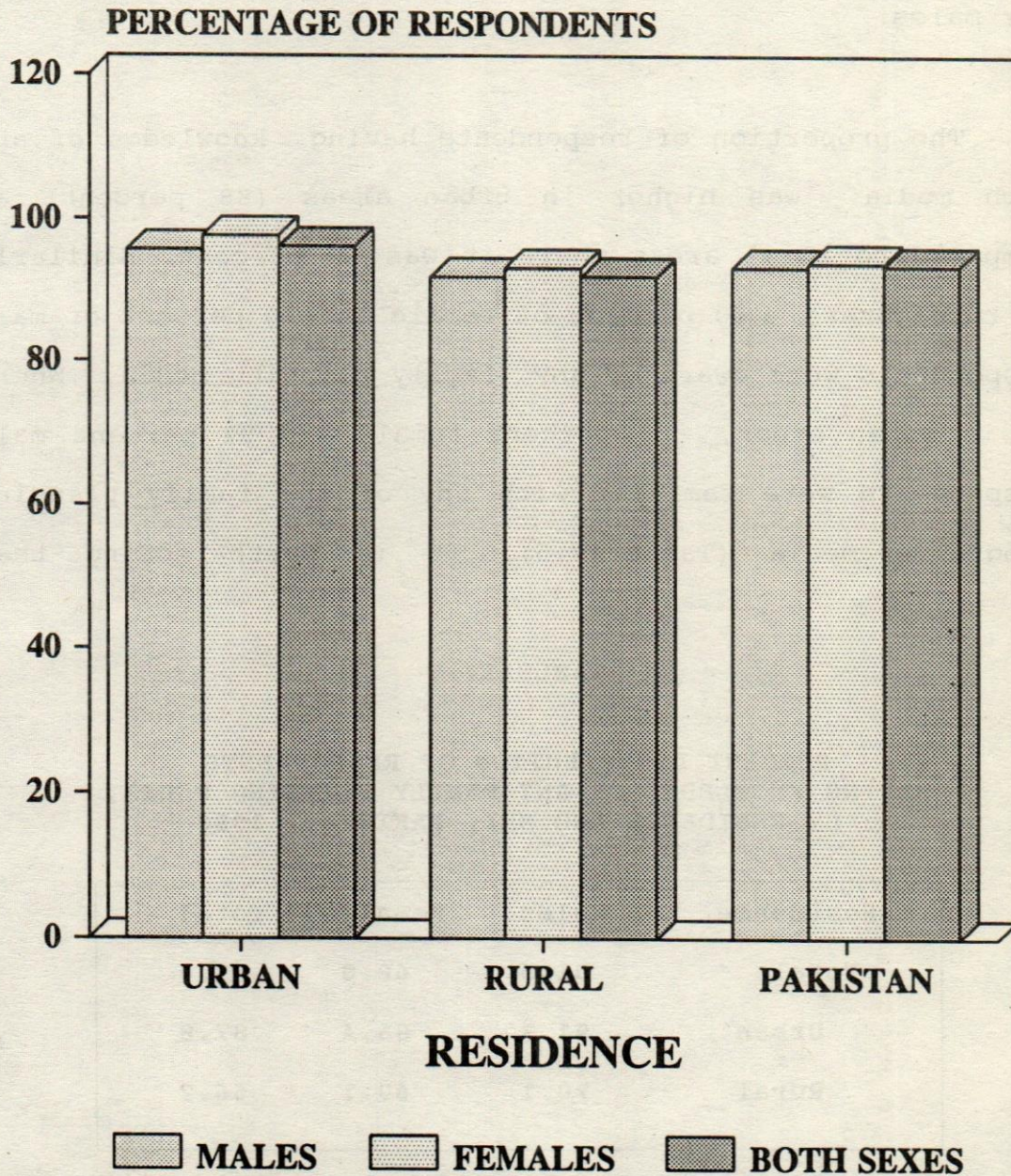
RESPONDENTS WITH RADIO AND HAVE KNOWLEDGE OF COMMUNICATION MEDIA, 1988



Source: Table IV.4

Figure IV.6

RESPONDENTS WITH TELEVISION AND HAVE KNOWLEDGE OF COMMUNICATION MEDIA, 1988



Source: Table IV.4

with any of the family planning media. The corresponding proportion was 68 percent for females and 82 percent for males.

The proportion of respondents having knowledge of any such media was higher in urban areas (88 percent) as compared to rural areas where it was 66 percent. Similarly in rural areas, 60 percent of female and 70 percent of male respondents were aware of any family planning media. Where as in urban areas, 85 percent female and 92 percent male respondents were familiar with any of the family planning programme media (Table IV.5). It is worth noting that

TABLE IV.5

PERCENT DISTRIBUTION OF RESPONDENTS
HAVING KNOWLEDGE OF ANY FAMILY PLANNING MEDIA,
BY RESIDENCE AND SEX, PAKISTAN, 1988

Residence	Males	Females	Total
Total	81.5	68.0	73.0
Urban	91.7	85.4	87.8
Rural	70.1	60.1	66.2

after such a long lapse of suspended IEC activities, the programme has been able to maintain a high level of family planning media awareness in the country particularly among males.

From those who knew about family planning, another probing question was asked about their thought on family planning programme. Their responses are presented in Table IV.6 which shows that majority of the respondents thought that family planning meant limiting the number of children (81 percent) followed by spacing of children (57 percent), welfare of family (39 percent), use of contraception (19 percent), maternal and child health (18 percent) and sterilization (12 percent).

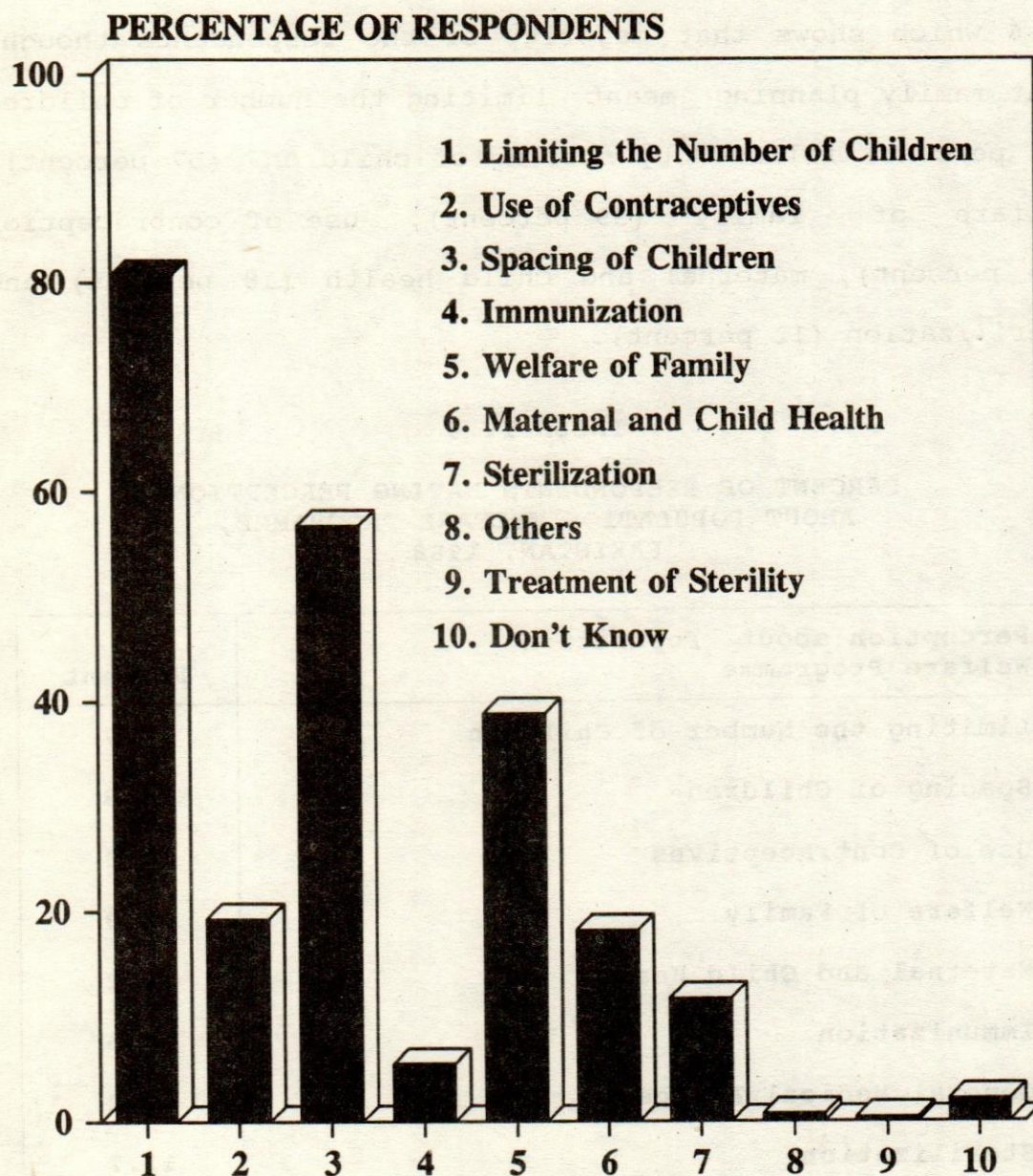
TABLE IV.6
PERCENT OF RESPONDENTS HAVING PERCEPTION
ABOUT POPULATION WELFARE PROGRAMME,
PAKISTAN, 1988

Perception about Population Welfare Programme	Percent
Limiting the Number of Children	80.7
Spacing of Children	56.8
Use of Contraceptives	19.3
Welfare of Family	38.9
Maternal and Child Health	18.2
Immunization	5.5
General Medical Advice	0.2
Sterilization	11.7
Treatment of Sterility	0.4
Others	0.7
Don't know	2.1

Note: Multiple responses were obtained, therefore the percentages will not add upto 100.

Figure IV.7

RESPONDENTS HAVING PERCEPTION ABOUT POP. WELFARE PROGRAMME PAKISTAN 1988



Source: Table IV.6

After ascertaining their perception about Population Welfare Programme, the respondents were questioned first unprompted and then prompted about their familiarity with the communication media. Later on, the respondents were questioned about their understanding of the major 16 media, which were further expanded into 43 types of specific family planning media messages listed in the beginning of this section. The object was to ascertain their understanding, agreement or disagreement of these messages through specific media and then to evaluate the effectiveness of each media. The findings for these questions are presented in table IV.7.

The table presents the percent of currently married males and females who were familiar with each of the above stated 43 family planning communication media. It is observed from the table that of the 43 types of specific media investigated only 14 media were recognized by 10 or more percent of the respondents.

Among those media representing formal Population Welfare Programme inputs, the television jingles and the radio jingles were recognized by the largest proportions of the respondents, which were about 44 and 40 percent

TABLE IV.7

PERCENT OF RESPONDENTS FAMILIAR WITH FAMILY
PLANNING COMMUNICATION MEDIA, BY SEX,
PAKISTAN, 1988

Communication Media			Males	Females	Total
01	Inter- Personal Communication	1. Visit of a F.P. worker	33.3	29.2	30.8
		2. Spouse	14.9	20.3	18.3
		3. Friends/Relatives/ Neighbours	36.6	47.4	43.3
02	News Papers	1. Article/Column/Letter	6.6	7.3	7.0
		2. Advertisement	26.9	11.5	17.2
		3. Special supplement	2.7	2.5	2.6
		4. Puzzle	0.0	0.0	0.0
03	Posters/charts Calendars	1. Poster/Charts	18.7	10.9	13.7
		2. Calendars	10.4	14.0	12.7
04	Pamphlets/Leaflets		1.2	3.2	2.5
05	Magazines/ Periodicals	1. Article/Letter	1.4	3.7	2.8
		2. Advertisement	2.9	5.1	4.3
		3. Puzzle	0.1	0.0	0.0
06	Books/Booklets/Novels/Short Stories		1.5	2.5	2.2
07	Other Printed Materials		0.6	3.0	2.1
08	Radio	1. Drama	14.8	10.5	12.2
		2. Jingle	46.4	36.0	39.9
		3. Poem/Song	18.2	9.8	12.8
		4. Educational/Advice	6.6	7.7	7.3
		5. Forum	0.6	5.4	3.6
		6. Advertisement	11.8	18.4	16.0
09	Television	1. Drama	15.2	14.7	14.9
		2. Jingle	46.3	42.8	44.1
		3. Poem/Song	19.6	8.8	12.8
		4. Discussions/Forum	0.0	6.1	3.9
		5. Educational/Advice	7.9	5.9	6.6
		6. Tellop	5.6	9.8	8.2
10	Stage Drama		0.0	0.1	0.0
11	Cinema	1. Jingle	0.0	0.4	0.3
		2. Slides	3.1	0.9	1.7
12	Films	1. Educational/Teaching/ Training	0.0	0.1	0.0
		2. Documentary/Publicity	8.0	7.6	7.7
		3. Feature	8.5	6.2	7.0
13	Fixed Publicity	1. Billboards/Hoardings	21.3	13.2	16.2
		2. Bus Panel	15.6	10.9	12.6
		3. Neon Sign	4.2	3.1	3.5
		4. Slogans on rocks	1.0	2.1	1.7
14	Public Meetings/ Gatherings	1. Audio cassettes	0.7	0.3	0.5
		2. Video cassettes	0.3	0.1	0.2
		3. Audio visual van Publicity	9.9	6.8	7.9
		4. Folder	0.1	1.5	1.0
15	Seminars		0.1	0.2	0.1
16	Traditional media		0.9	0.4	0.6
Number of Respondent (N)			496	837	1333

respectively. A little over 30 percent of the respondents indicated an awareness about the family planning communication by a visit of a Population Welfare Worker. About one-tenth to one-fifth (10-20 percent) of the respondents indicated familiarity of family planning communication through various forms of printed media such as posters/charts, calendars and newspaper advertising. Males appeared to be more familiar with family planning through newspaper advertising, fixed publicity media and radio jingles. In the interpersonal communication 43 percent of the respondents reported friends/relatives and neighbours as the major source. However, females seemed to be more exposed than males to informal interpersonal contacts i.e from their spouse or friends/relatives/neighbours.

Table IV.8 shows the percentage of currently married females who were familiar with family planning communication through various media by rural-urban residence, literacy level, household income, and number of living children. As can be seen from the table there were several sharp differences noted in selected communication media exposure of family planning messages. For example, as compared to rural residents, urban residents were two to four times more likely to be familiar with the family planning programme through printed media and television jingles.

TABLE IV.8

PERCENT OF CURRENTLY MARRIED FEMALE RESPONDENTS FAMILIAR WITH
FAMILY PLANNING COMMUNICATION MEDIA BY RESIDENCE, LITERACY,
INCOME AND NUMBER OF LIVING CHILDREN, PAKISTAN, 1988

Communication Media	Total	Residence		Literacy		Household Income (Rs.)				No. of living Children				
		Rural	Urban	Lite- rate	Illit- erate	<1000	1000- 2999	3000- 4999	5000 +	0	1-3	4-6	7+	
01 Inter- Personal Communication	1. Visit of a F.P. Worker	29.2	27.7	32.2	41.8	25.2	20.0	27.4	36.0	65.0	22.9	28.7	29.2	36.1
	2. Spouse	20.3	16.1	29.8	32.8	16.5	12.2	24.1	21.1	31.3	20.0	32.9	19.1	17.0
	3. Friend/Relatives/ Neighbours	47.4	47.5	46.9	34.4	27.1	45.2	44.1	50.0	69.5	39.0	50.7	45.6	49.5
02 News Papers	1. Article/Column/Letter	7.3	4.9	12.7	30.4	0.1	1.4	4.1	15.8	36.2	12.7	9.8	4.2	4.0
	2. Advertisement	11.5	5.8	24.1	45.9	0.9	2.2	8.2	22.8	49.3	12.0	15.1	10.2	4.7
	3. Special Supplement	2.5	1.8	4.1	10.5	0.0	0.0	1.8	4.4	13.3	4.8	3.8	0.9	1.1
	4. Puzzle	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.0
03 Posters/charts Calendars	1. Poster/Charts	10.9	10.9	11.0	23.0	7.0	6.7	11.4	17.5	30.4	4.2	12.8	9.0	15.2
	2. Calendars	14.0	10.0	22.7	32.5	8.2	7.0	15.6	23.7	31.2	10.2	15.7	13.6	13.2
04 Pamphlets/Leaflets		3.2	3.0	3.7	9.9	1.2	1.1	2.8	5.3	13.7	3.5	3.0	3.2	4.3
05 Magazines/ Periodicals	1. Article/Letter	3.7	2.7	6.0	15.8	0.0	1.9	3.3	5.3	13.9	8.3	3.9	2.9	2.1
	2. Advertisement	5.1	4.3	7.0	21.4	0.1	0.7	3.6	11.4	21.9	7.7	5.9	4.9	1.8
	3. Puzzle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
06 Books/Booklets/Novels/Short Stories		2.5	2.9	2.1	10.8	0.0	0.4	1.8	5.5	14.5	3.5	2.9	2.4	1.6
07 Other Printed Materials		3.0	4.1	0.3	8.0	1.4	0.0	2.6	3.5	13.0	2.8	3.3	1.8	4.8
08 Radio	1. Drama	10.5	8.8	11.2	19.0	7.6	5.5	9.4	9.7	39.8	12.1	12.1	7.8	12.3
	2. Jingle	36.0	29.5	40.4	57.3	29.4	23.0	35.4	47.4	72.3	25.7	40.4	33.6	37.7
	3. Poem/Song	9.8	12.3	4.5	13.2	8.7	28.0	10.5	13.2	29.6	7.0	12.1	7.7	11.0
	4. Educational/Advice	7.7	9.8	3.0	10.5	6.8	4.8	6.9	8.8	20.4	5.5	8.4	6.5	10.4
	5. Forum	5.4	7.2	1.4	6.4	5.0	2.2	6.4	3.5	13.1	2.8	5.5	4.8	8.6
	6. Advertisement	18.4	18.0	18.2	29.0	15.2	12.6	19.0	21.1	35.0	10.7	19.7	19.2	20.2
09 Television	1. Drama	14.7	13.7	16.7	31.1	9.6	6.3	13.1	16.7	55.5	3.3	20.3	9.4	13.0
	2. Jingle	42.8	28.8	73.8	82.9	30.3	22.6	40.5	68.4	95.7	33.2	48.5	39.4	42.4
	3. Poem/Song	8.8	10.8	4.3	15.5	6.6	3.0	8.7	14.0	24.9	5.6	11.0	6.4	10.7
	4. Discussions/Forum	6.1	5.7	7.0	15.2	3.3	1.0	5.9	6.6	26.4	3.8	8.6	3.6	7.0
	5. Educational/Advice	5.9	6.9	3.9	10.8	4.5	1.5	6.7	4.9	20.8	4.8	7.4	3.7	8.6
	6. Telop	9.8	10.0	9.1	15.2	8.0	7.8	6.2	14.0	26.3	5.6	10.8	8.2	14.1
10 Stage Drama		0.1	0.0	0.3	0.4	0.0	0.0	0.0	0.0	1.0	0.0	0.1	0.0	0.5
11 Cinema	1. Jingle	0.4	0.2	0.9	1.1	0.2	0.0	0.4	0.5	2.7	0.0	0.2	0.8	0.8
	2. Slides	0.9	0.9	0.9	1.3	0.8	0.7	0.2	1.8	2.7	0.0	0.8	1.5	0.5
12 Films	1. Educational/Teaching/ Training	0.1	0.0	0.3	0.4	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.1	0.5
	2. Documentary/Publicity	7.6	9.1	4.3	12.8	6.0	4.4	3.8	11.4	35.8	5.5	11.0	5.5	4.8
	3. Feature	6.2	8.9	0.2	7.9	5.7	3.0	4.4	9.6	20.5	2.8	7.4	5.2	8.0
13 Fixed Publicity	1. Billboards/Hoardings	13.2	16.5	6.2	20.5	11.0	5.9	12.8	19.3	35.1	7.7	15.4	11.5	16.4
	2. Bus Panel	10.9	14.1	3.7	16.7	9.1	5.9	8.1	17.5	37.1	6.3	11.9	10.0	14.1
	3. Neon Sign	3.1	2.6	4.2	7.1	1.9	1.1	2.2	6.0	15.1	3.0	2.9	3.3	3.3
	4. Slogans on rocks	2.1	2.6	0.9	5.0	1.2	0.1	1.0	4.7	13.0	2.8	1.9	1.9	2.6
14 Public Meetings/ Gatherings	1. Audio cassettes	0.3	0.0	1.0	1.4	0.0	0.0	0.2	0.0	2.4	0.0	0.6	0.0	0.5
	2. Video cassettes	0.1	0.0	0.4	0.7	0.0	0.0	0.1	0.2	1.4	0.0	0.1	0.3	0.2
	3. Audio visual van Publicity	6.8	9.6	0.4	1.6	8.4	3.3	10.5	3.5	4.9	8.4	3.7	8.5	10.2
	4. Folder	1.5	2.0	0.1	3.9	0.7	0.0	0.5	1.8	11.7	4.9	1.5	0.9	0.0
15 Seminars		0.2	0.0	0.6	0.8	0.0	0.0	0.1	0.0	2.3	0.0	0.2	19.2	0.5
16 Traditional media		0.4	0.0	1.3	1.6	0.1	0.0	0.7	0.0	1.0	20.3	0.5	0.1	0.5
Number of Respondent (N)		837	576	261	198	639	270	389	114	64	95	337	288	117

However, through radio, the messages of Population Welfare Programme were reaching the rural residents nearly as frequently as the urban residents. The urban residents also appeared to be about 40 percent more likely to have been contacted by a Population Welfare Worker (PWW) and to have been exposed to family planning through their own spouses. It shows that urban couples had more inter-personal communication on family planning than their rural counterparts.

With respect to differences according to the literacy status of the female respondents, the results indicate that virtually for all the media, literate respondents were more likely to be familiar with family planning messages than illiterate respondents. For most of the media, the literates were about twice more familiar with the family planning programme than the illiterates.

Similarly for printed types of media, the literates were three to 20 times more likely to be familiar with the programme messages than illiterates. A similar pattern is observed for the household income. As the level of income increases, the proportion of those who were familiar with each of the media also increases.

There appears to be some relationship between the number of living children and the degree of familiarity with family planning by each of the media. The strength of this relationship is weaker than the relationship for urban/rural, literate/illiterate, or level of household income.

However, the low parity compared to high parity women had gained more familiarity with family planning message through their spouses and through newspapers, magazines, periodicals and advertisements. The high parity women had gained such familiarity through Population Welfare Programme workers and radios.

Regarding each of the media, every respondent was asked, whether or not he/she agreed with the message and if he/she agreed whether the message was conveyed effectively or not. The answers to these questions are summarized in Table IV.9.

The findings indicate that majority of the respondents agreed with the contents of the messages, as well as with the effectiveness of the messages. With the exception of T.V Drama females reported a little higher levels of agreement than males. However, even for males the levels of agreement and effectiveness of messages were very high. For almost all media, with minor exception, the levels of agreement were more than 90 percent which are very high.

TABLE IV.9

PERCENT OF RESPONDENTS WHO AGREED AND CONSIDERED COMMUNICATION
MESSAGES EFFECTIVELY CONVEYED BY SEX, PAKISTAN, 1988

Communication media		Agree with media message			Consider as effectively conveyed		
		Males	Females	Total	Males	Females	Totals
01 Inter personal	1. Visit of a F.P Worker	92.2	94.7	93.5	80.8	86.5	84.1
	2. Spouse	100.0	86.5	97.8	95.9	83.6	87.0
	3. Friends/Relatives/ Neighbours	88.3	96.0	93.8	78.9	88.9	85.8
02 News Papers	1. Article	93.3	100.0	98.5	90.0	93.4	91.3
	2. Advertisement	95.4	99.0	97.1	81.8	94.8	87.3
	3. Special Supplement	100.0	100.0	100.0	92.3	100.0	97.1
	4. Puzzle	-	-	-	-	-	-
03 Posters/ Calendars	1. Poster/Charts	95.6	96.7	96.4	93.5	94.4	94.0
	2. Calendars	96.2	97.4	96.9	59.6	87.2	78.6
04 Pamphlets/leaflets		83.3	100.0	96.0	100.0	96.3	97.0
05 Magazines/ Periodicals	1. Article/Letter	100.0	100.0	100.0	100.0	93.8	94.9
	2. Advertisement	93.3	100.0	98.3	86.7	95.3	93.1
	3. Puzzle	100.0	-	100.0	100.0	-	100.0
06 Books/Booklets/Novels/Stories		100.0	100.0	100.0	100.0	95.5	96.7
07 Other Printed Material		100.0	100.0	100.0	100.0	96.0	96.4
08 Radio	1. Drama	98.6	100.0	99.4	97.3	90.1	93.9
	2. Jingle	94.3	97.7	96.2	84.3	89.0	87.0
	3. Poem/Song	97.8	92.7	95.3	92.1	85.4	89.0
	4. Educational/Advice	100.0	100.0	100.0	100.0	98.4	99.0
	5. Forum	100.0	97.8	97.2	33.3	100.0	95.7
	6. Advertisement	87.0	99.3	96.2	74.5	96.1	90.4
09 T.V.	1. Drama	96.0	28.4	97.3	96.0	96.7	96.5
	2. Jingle	93.4	98.3	96.4	86.0	90.2	88.7
	3. Poem/Song	95.9	100.0	97.7	89.8	95.9	93.0
	4. Discussions Forum	0.0	98.0	98.0	98.0	98.0	98.0
	5. Educational Advice	97.4	100.0	98.9	97.4	100.0	98.9
	6. Tellop	92.9	98.8	97.6	96.4	98.8	98.2
10 Stage Drama		-	100.0	100.0	-	100.0	98.2
11 Cinema	1. Jingle	100.0	100.0	100.0	73.3	75.0	77.8
	2. Slides	93.3	100.0	94.1	53.3	87.5	65.2
12 Films	1. Educational	-	100.0	100.0	-	0.0	0.0
	2. Documentary	100.0	100.0	100.0	100.0	98.4	99.0
	3. Feature	97.6	100.0	98.6	97.6	98.1	97.9
13 Fixed Publicity	1. Billboards	94.2	99.1	96.9	91.3	99.1	95.3
	2. Bus Panel	94.8	98.9	97.6	94.8	97.8	96.4
	3. Neon Sign	100.0	96.2	97.9	85.7	88.5	87.2
	4. Slogans on rocks	100.0	100.0	100.0	60.0	94.4	87.0
14 Public meetings/ gatherings	1. Audio cassettes	100.0	100.0	100.0	100.0	66.7	85.7
	2. Video cassettes	100.0	100.0	100.0	100.0	100.0	100.0
	3. Audio visual van	93.9	93.0	93.7	57.1	58.9	58.5
	4. Folder	100.0	100.0	100.0	100.0	100.0	100.0
15 Seminars		100.0	100.0	100.0	100.0	100.0	100.0
16 Traditional media		100.0	100.0	100.0	80.0	100.0	87.5

Note: Results are based on respondents who are familiar with specific media.

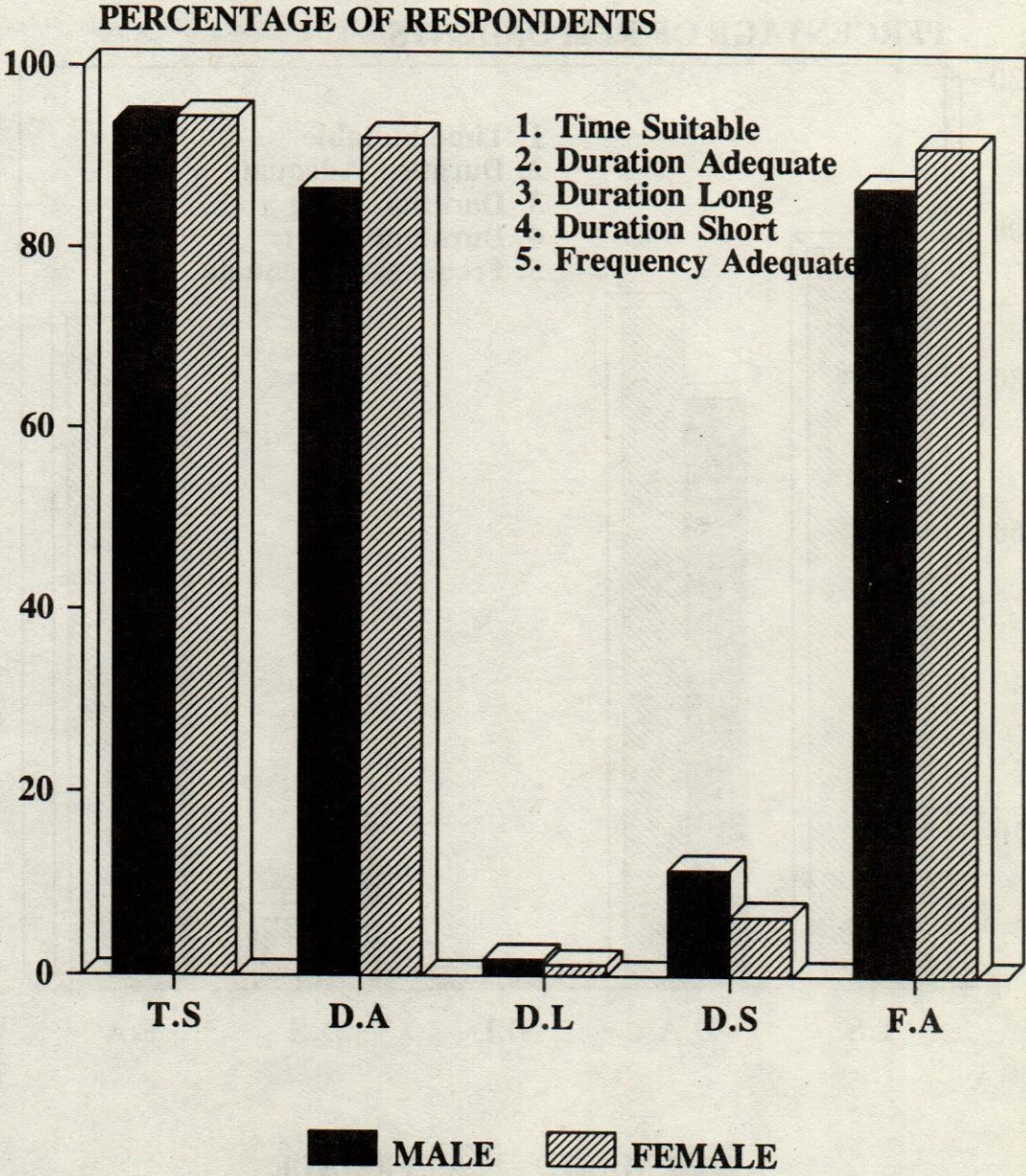
TABLE IV.10

PERCEPTION OF RESPONDENTS REGARDING FAMILY
PLANNING MESSAGES, SUITABILITY, DURATION AND FREQUENCY
OF RADIO AND TELEVISION, BY SEX, PAKISTAN, 1988

Electronic Media	Male	Female	Total
I. RADIO TIMINGS			
PERCENTAGE			
A. <u>Suitability</u>			
Yes	93.7	94.5	94.1
No	6.3	5.5	5.9
Total	100.0	100.0	100.0
B. <u>Duration</u>			
Adequate	86.6	92.2	89.7
Too long	1.8	1.2	1.5
Too short	11.6	6.6	8.8
Total	100.0	100.0	100.0
C. <u>Frequency</u>			
Adequate	86.9	91.4	89.4
Inadequate	13.1	8.6	10.6
Total	100.0	100.0	100.0
II. TELEVISION TIMINGS			
A. <u>Suitability</u>			
Yes	95.1	97.8	96.5
No	4.9	2.2	3.5
Total	100.0	100.0	100.0
B. <u>Duration</u>			
Adequate	77.8	89.8	84.9
Too long	0.8	0.8	0.9
Too short	21.4	9.4	14.2
Total	100.0	100.0	100.0
C. <u>Frequency</u>			
Adequate	78.3	88.8	84.7
Inadequate	21.7	11.2	15.3
Total	100.0	100.0	100.0

Figure IV.8

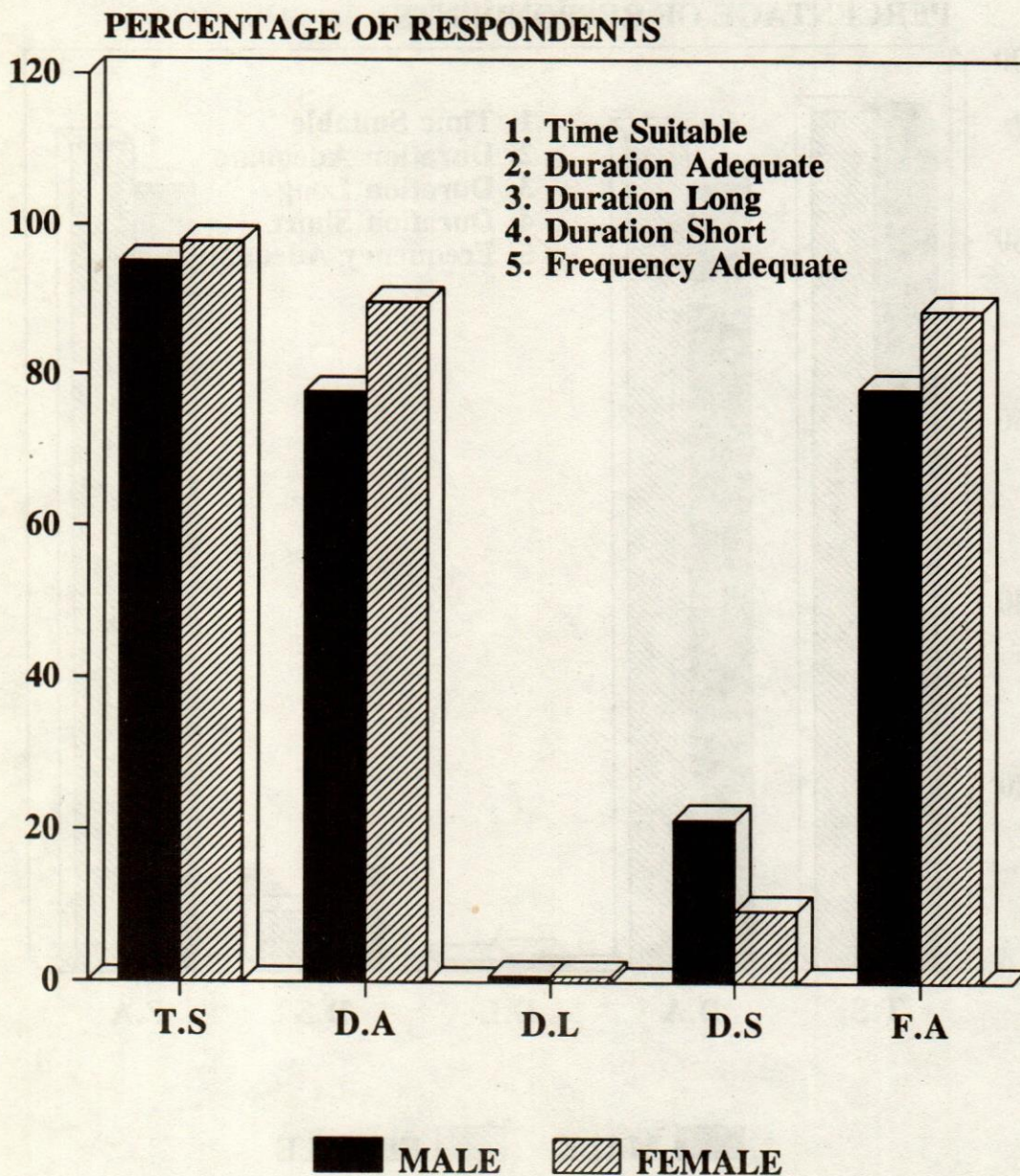
PERCEPTION OF RESPONDENTS BY SEX REGARDING F.P MESSAGE ON RADIO, 1988



Source: Table IV.10

Figure IV.9

PERCEPTION OF RESPONDENTS BY SEX REGARDING F.P MESSAGE ON T.V , 1988



Source: Table IV.10

Concerning the target groups personal evaluation of the suitability, duration and frequency of the messages and radio and television timings, it was noted that the responses were overwhelmingly positive for the suitability, duration and frequency of messages on either media (Table IV.10). There was only a little criticism about the duration and frequency of television messages. The stronger criticism seems to have come from males as 21 percent of them reported that the television messages were too short and too infrequent.

The study included several questions to investigate respondents attitudes towards Population Welfare Programme gifts. Only 16 percent of the respondents were against the idea of distributing gifts (Table IV.11), while the rest were more or less equally divided between "for gifts" (44 percent) and "no opinion" (40 percent).

TABLE IV.11

PERCEPTION OF RESPONDENTS ABOUT
POPULATION WELFARE GIFTS, BY SEX,
PAKISTAN, 1988

Perception	Males	Females	Total
Like Idea of Gifts			
Yes	48.7	41.2	44.0
No	12.5	18.2	16.1
No Opinion	38.8	40.6	39.9
Total	100.0	100.0	100.0
N	489	811	1,300
Received a Gift			
Yes	5.5	7.5	6.8
No	94.5	92.5	93.2
Total	100.0	100.0	100.0
N	491	813	1304
Received a Calendar			
Yes	34.3	49.5	43.6
No	65.7	50.5	56.4
Total	100.0	100.0	100.0
N	70	109	179
Like a Calendar			
Yes	91.7	87.5	88.8
No	8.3	12.5	11.2
Total	100.0	100.0	100.0
N	24	56	80

Note: Excluding N/A Cases.

A few respondents (seven percent) had reported having received a gift. However about half of the females and about one-third (34 percent) of the males reported having received a calendar. Almost all who had received a calendar,

89 percent reported that they liked the calendars (92 percent males and 87 percent females).

The perceived effectiveness of various media conveying the population welfare message was also assessed by asking the respondents to respond to these media items rating each of the major media on a five-point scale from "Very Good", "Good", "Adequate", "Poor", and to "Very Poor".

Television, radio, interpersonal communication and documentary films were rated "Very Good" and "Good". The rest of the media were rated between "Good" and "Adequate". In this regard females were somewhat less critical in their evaluation.

In general, it may be concluded that the media messages were remarkably well-received by husbands and wives. On the other hand, one must be cautious of the possibility of the biases in data, such as the tendency of respondents to provide answers which they view are socially desirable or would please the interviewers. There are also other factors influencing the quality of data such as illiteracy, ignorance, interviewers bias and sampling error.

IV.3. KNOWLEDGE OF SPECIFIC CONTRACEPTIVE METHODS

The survey collected data from all the respondents on the knowledge of specific contraceptive methods. This information was obtained by asking:

- To what extent are the respondents knowledgeable about specific contraceptive methods?
- To what media sources do respondents attribute their knowledge of family planning?

Table IV.12 shows the knowledge of specific family planning methods of these respondents who at least knew one method. About 61 percent of the respondents indicated that they had heard about or knew any of the family planning methods. The corresponding proportion was 65 percent among males and 59 percent among females. On the other hand, it should be noted that almost two out of five respondents (39 percent) reported that they had no knowledge of any family planning method.

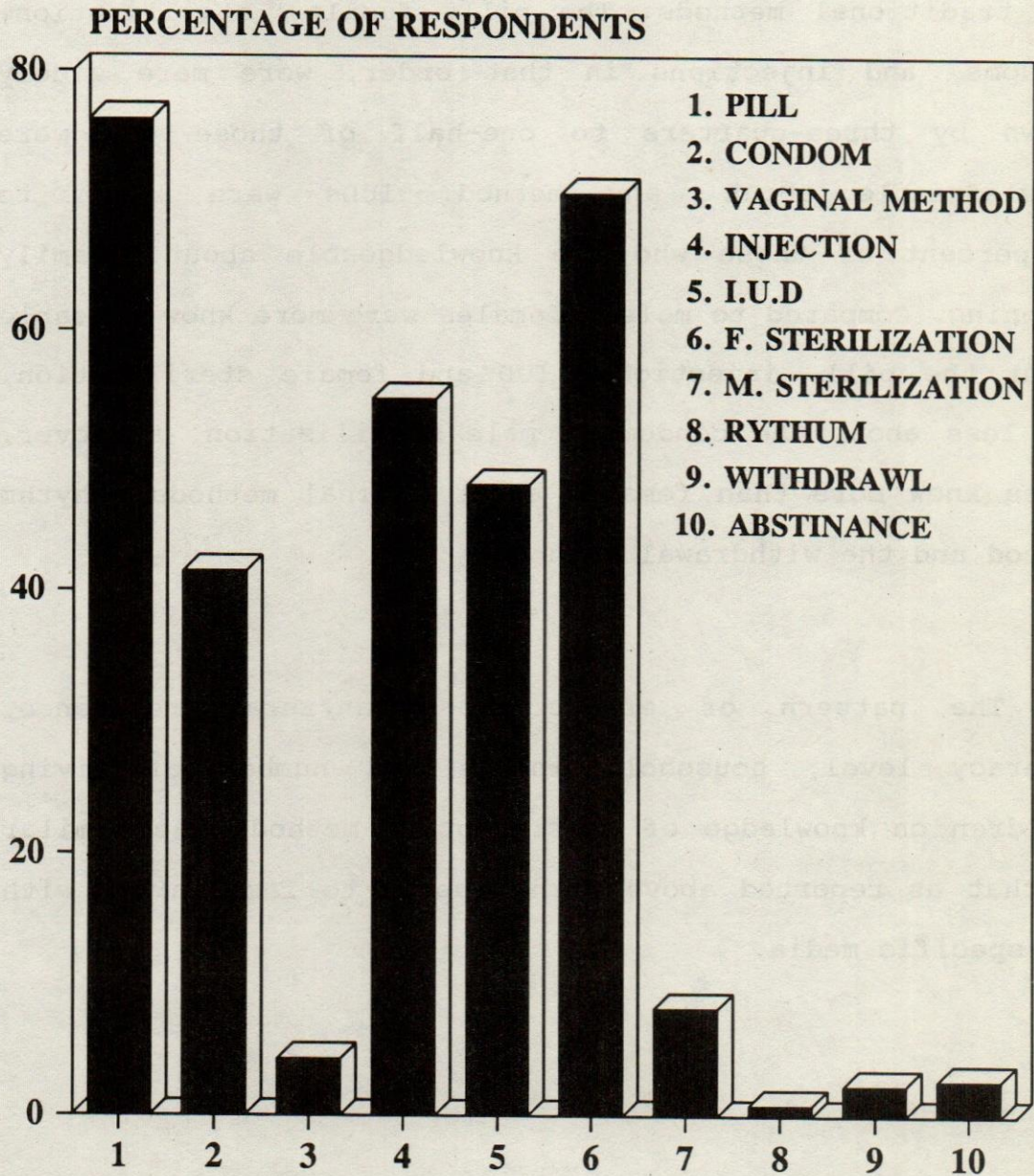
TABLE IV.12

PERCENT OF RESPONDENTS WITH KNOWLEDGE OF AT LEAST ONE SPECIFIC CONTRACEPTIVE METHOD, BY SEX, PAKISTAN, 1988

FAMILY PLANNING METHOD	Knowledge of any Method		
	MALES	FEMALES	TOTAL
1. Pill	74.7	76.3	75.6
2. Condom	69.6	41.5	52.7
3. Vaginal Methods	9.0	4.3	6.2
4. Injections	45.4	54.8	51.0
5. I.U.D	43.8	48.2	46.5
6. Female Sterilization	66.2	70.7	68.9
7. Male Sterilization	17.1	8.2	11.7
8. Rhythm	2.6	0.8	1.5
9. Withdrawal	5.5	2.3	3.6
10. Abstinence	3.1	2.7	2.9
Total	65.0	59.0	61.0
Total Cases	322	490	812

Figure IV.10

KNOWLEDGE OF AT LEAST ONE CONTRACEPTIVE METHOD, FEMALE PAKISTAN, 1988



Source: Table IV.12

It is interesting to note from Table IV.12 that the more effective contraceptive methods are better known than the traditional methods. The pill, female sterilization, condoms, and injections in that order, were more widely known by three-quarters to one-half of those who were knowledgeable about any method. IUDs were known to 46 percent of those who are knowledgeable about family planning. Compared to males, females were more knowledgeable about the pill, injections, IUD and female sterilization, and less about the condom or male sterilization. Moreover, males knew more than females about vaginal methods, rhythm method and the withdrawal method.

The pattern of effect of urban/rural residence, literacy level, household income and number of living children on knowledge of contraceptive methods was similar to that as reported above with respect to familiarity with the specific media.

TABLE IV.13

PERCENT OF CURRENTLY MARRIED FEMALES WITH KNOWLEDGE OF SPECIFIC CONTRACEPTIVE METHODS BY RESIDENCE, LITERACY, INCOME, AND NUMBER OF LIVING CHILDREN, PAKISTAN, 1988

FAMILY PLANNING METHOD	TOTAL	Residence		Literacy		I N C O M E				Number of Living Children			
		Rural	Urban	Lite- rate	Illit- erate	<1000	1000- 2999	3000- 4999	5000+	0	1-3	4-6	7+
1. Pill	76.3	72.7	82.2	82.3	73.5	62.9	80.2	79.2	91.0	76.7	80.7	71.5	74.5
2. Condom	41.5	34.0	54.0	59.2	33.4	20.7	44.7	49.4	70.1	31.4	45.2	43.9	32.6
3. Vaginal Methods	4.3	0.8	10.1	7.6	2.8	3.6	5.1	3.9	3.5	3.1	4.0	4.4	5.7
4. Injections	54.8	54.3	55.5	59.2	52.7	52.1	51.6	54.5	74.8	46.8	57.6	52.6	56.6
5. I.U.D	48.2	44.6	54.2	63.1	41.4	30.0	50.7	54.5	78.4	37.4	57.7	41.8	43.3
6. Female Sterilization	70.7	78.5	57.8	61.0	75.2	71.4	71.4	70.1	69.4	77.7	66.6	71.3	76.3
7. Male Sterilization	8.2	4.6	14.2	13.8	5.6	7.9	7.8	7.8	12.8	6.1	9.0	4.7	14.7
8. Rhythm	0.8	0.0	2.1	2.3	0.1	0.0	0.5	1.0	3.2	1.3	0.6	0.5	1.6
9. Withdrawal	2.3	0.8	4.7	5.2	0.9	2.9	2.8	1.3	2.0	1.3	3.8	1.8	0.0
10. Abstinence	2.7	3.7	1.1	0.8	3.6	0.7	1.8	6.5	5.0	1.3	3.8	1.5	3.3
Total	58.5	53.1	70.5	77.9	52.1	52.1	55.9	67.5	85.1	51.3	59.8	57.2	65.9
Total Cases	490	306	184	155	335	140	218	77	55	46	202	165	77

Table IV.13 indicates that with the exception of female sterilization, knowledge of each specific method tends to be greater for urban residents, the literates, those with higher household income and for families with large number of living children. The opposite is true regarding knowledge of female sterilization. For some reason more of the rural than urban residents and illiterates than literates reported knowledge of this method. It is interesting to note that the abstinence method was also better known to rural and illiterate women than urban and literate women.

Those who indicated that they knew or had heard about family planning methods were further questioned about the source of their knowledge and the most important source of their knowledge. Three responses were allowed including the most important source of knowledge. The responses to these two questions are given in Table IV.14.

TABLE IV.14

PERCENT OF RESPONDENTS FAMILIAR WITH FAMILY PLANNING METHODS,
SOURCE OF KNOWLEDGE AND MOST IMPORTANT SOURCE OF KNOWLEDGE BY SEX,
PAKISTAN, 1988

Communication Media	Percent identifying each media as					
	Source of Knowledge			Most Important Source of Knowledge		
	MALES	FEMALES	TOTAL	MALES	FEMALES	TOTAL
Informal Inter-personal						
1. Spouse	20.7	25.4	23.6	44.3	41.3	42.5
2. Friends, Relatives, and Neighbours	50.3	66.3	61.1	9.7	20.2	16.1
Formal Inter-personal						
3. PW Worker	44.3	42.0	42.9	36.4	34.2	35.0
Printed material						
4. Newspapers	9.0	0.7	4.1	3.0	0.0	1.2
5. Poster/Charts	8.3	2.8	5.0	1.8	0.6	1.1
6. Pamphlet/Leaflet	1.2	0.4	0.8	0.0	0.1	0.1
7. Magazine/Periodical	0.0	0.8	0.5	0.0	0.0	0.0
8. Book/Booklet	1.4	0.4	0.8	0.0	0.0	0.0
9. Other printed material	1.3	0.5	0.8	0.0	1.6	0.0
Audio or Visual						
10. Radio	22.7	11.4	15.9	2.9	1.0	2.1
11. Television	17.8	10.0	13.2	1.2	0.0	1.1
12. Stage Drama	0.0	0.0	0.0	0.0	0.0	0.0
13. Cinema Slides	0.0	0.0	0.0	0.0	0.0	0.0
14. Film	0.0	0.7	0.5	0.0	0.0	0.0
15. Fixed Publicity	0.0	0.4	0.2	0.0	0.0	0.0
Public Forum						
16. Public Meetings	2.6	3.9	3.4	0.0	0.1	0.1
17. Seminar	0.0	0.0	0.0	0.0	0.0	0.0
18. Traditional Media	0.0	0.0	0.0	0.0	0.0	0.0
19. OTHERS	1.6	3.1	2.6	0.0	0.4	0.2
Total Number of Cases (N)	322	490	812	322	490	812

Note: Respondents were asked to identify up to three sources, therefore the percentage in first three columns do not sum up to 100 percent

It is apparent from the table that the interpersonal media (formal and informal) were almost exclusively identified as the most important source of knowledge on contraceptive methods. Spouse, Population Welfare Workers, or friends/relatives/neighbours were reported as the most important sources by 42.5 percent, 35.0 percent and 16.1 percent of the respondents respectively. Females as compared to males were more likely to identify friends, relatives and neighbours as the most important sources about knowledge of contraceptive media.

After considering the most important sources of information which respondents identified, the four media, radio, television, newspapers and posters/charts, were identified as more important sources next to the interpersonal communication for gaining knowledge about contraceptive methods (first three columns of table IV.14).

The percentages for Population Welfare Worker and spouse were high, both as general source of knowledge about family planning methods and as the most important source. This indicates that, when the Population Welfare Worker and spouse are indicated as a source of knowledge, they are virtually always recognized as the most important source of knowledge.

Table IV.15 shows differences in the sources of knowledge by urban-rural residence, literacy level, household income and number of living children. Urban residents are more likely than rural residents to attribute the source of knowledge to spouse and television, while the rural residents are more likely than the urban residents to attribute their source of knowledge to friends/relatives/neighbours, Population Welfare Workers, radio, and public meetings.

The literates more than illiterates attribute the source to the spouse, Population Welfare Worker and newspapers and less to radio and television. Those with higher household incomes attribute the source of knowledge more than those with lower income to spouse, friends/relatives/neighbours and Population Welfare Workers and less to radio or television. Respondents with larger family size attribute their knowledge more to spouse and less to friends/relatives/neighbours.

TABLE IV.15

PERCENT OF CURRENTLY MARRIED FEMALES FAMILIAR WITH FAMILY PLANNING METHODS AND SOURCE OF KNOWLEDGE BY RESIDENCE, LITERACY, INCOME, AND NUMBER OF LIVING CHILDREN, PAKISTAN, 1988

Communication Media	Total	Residence		Literacy		Household Income (Rs.)				Living Children			
		Rural	Urban	Lite-rate	Illit-erate	<1000	1000-2999	3000-4999	5000+	0	1-3	4-6	7+
Informal Interpersonal													
1. Spouse	25.4	17.3	39.0	36.0	20.6	13.1	31.0	24.9	35.9	29.5	31.1	18.2	23.7
2. Friends, Relatives and Neighbours	66.3	75.0	57.4	69.2	68.1	70.3	62.4	71.2	84.2	52.3	74.0	67.7	65.2
Formal Inter-personal													
3. PW Worker	42.0	44.2	38.1	46.5	39.9	31.4	39.6	48.4	69.4	41.3	38.4	43.0	47.8
Printed material													
4. Newspapers	0.7	0.0	2.0	2.4	0.0	0.0	0.8	14.0	2.0	5.4	3.1	1.5	3.0
5. Poster/Charts	2.8	3.7	1.3	3.3	2.6	1.4	4.2	2.6	1.1	4.7	1.2	0.4	0.3
6. Pamphlet/Leaflet	0.4	0.0	1.5	1.4	0.1	0.7	0.1	1.2	0.0	2.0	0.3	0.0	0.3
7. Magazine/Periodical	0.8	0.0	2.3	2.7	0.0	0.4	0.4	2.8	0.0	2.0	1.0	0.4	0.0
8. Book/Booklet	0.4	0.0	1.1	1.3	0.0	0.0	0.7	0.4	0.4	1.3	0.5	0.1	0.0
9. Other Printed Materials	0.5	0.0	0.0	1.6	0.0	0.0	0.0	3.2	0.0	0.0	1.2	0.0	0.0
AUDIO OR VISUAL													
10. Radio	11.4	13.7	7.9	4.1	14.9	15.1	10.2	8.7	0.0	18.1	8.0	14.7	9.6
11. Television	10.0	7.6	14.1	8.7	10.6	11.6	8.7	15.5	3.2	9.8	9.1	10.6	13.1
12. Stage Drama	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
13. Cinema Slides	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
14. Film	0.7	0.8	0.6	0.8	0.7	0.0	1.7	0.0	0.0	0.0	0.3	1.5	0.8
15. Fixed Publicity	0.4	0.0	1.1	0.6	0.3	0.4	0.5	0.8	0.0	0.0	0.6	0.4	0.3
PUBLIC FORUM													
16. Public Meetings	3.9	6.2	0.3	0.0	5.9	2.6	6.4	2.4	0.0	12.3	1.8	3.8	5.0
17. Seminar	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
18. Traditional Media	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
19. OTHERS	3.1	0.4	8.2	9.3	0.3	0.0	2.9	5.9	7.8	2.0	6.7	0.0	0.8
Number of Cases (N)	490	306	184	155	335	140	217	78	55	46	202	165	77

Note: These percentages should be interpreted as follows: Example: 25.4 percent of all female respondents who reported knowledge about family planning reported "interpersonal communication with her spouse" as a source of this knowledge. Respondents could identify up to three sources. Data were coded from Question 503: "Through which media (did) you become aware of the family planning method(s) mentioned above? (Three responses allowed with indication of priority)."

It is therefore, apparent that rural, illiterate and low income women, as well as women with four or more children have less informal inter-personal communication with their spouse than urban, literate, high income women and those with less than four children. It is also evident that the illiterate and low income women are less likely to be contacted by the Population Welfare Workers (PWWs).

IV.4. USE OF CONTRACEPTIVE METHODS AND SOURCE OF MOTIVATION FOR PRACTICE

One of the aims of this study was also to investigate the proportion of ever users, current users, reasons of non-use of contraceptives and also to determine the sources of motivating the respondents for adopting family planning methods. This was considered necessary to assess the impact of communication media on the use of contraception among the respondents. The information was collected through the following questions:

- What is the extent of usage of contraceptive methods?

- To what specific media do contraceptive methods users attribute their motivation to adopt family planning?

TABLE IV.16

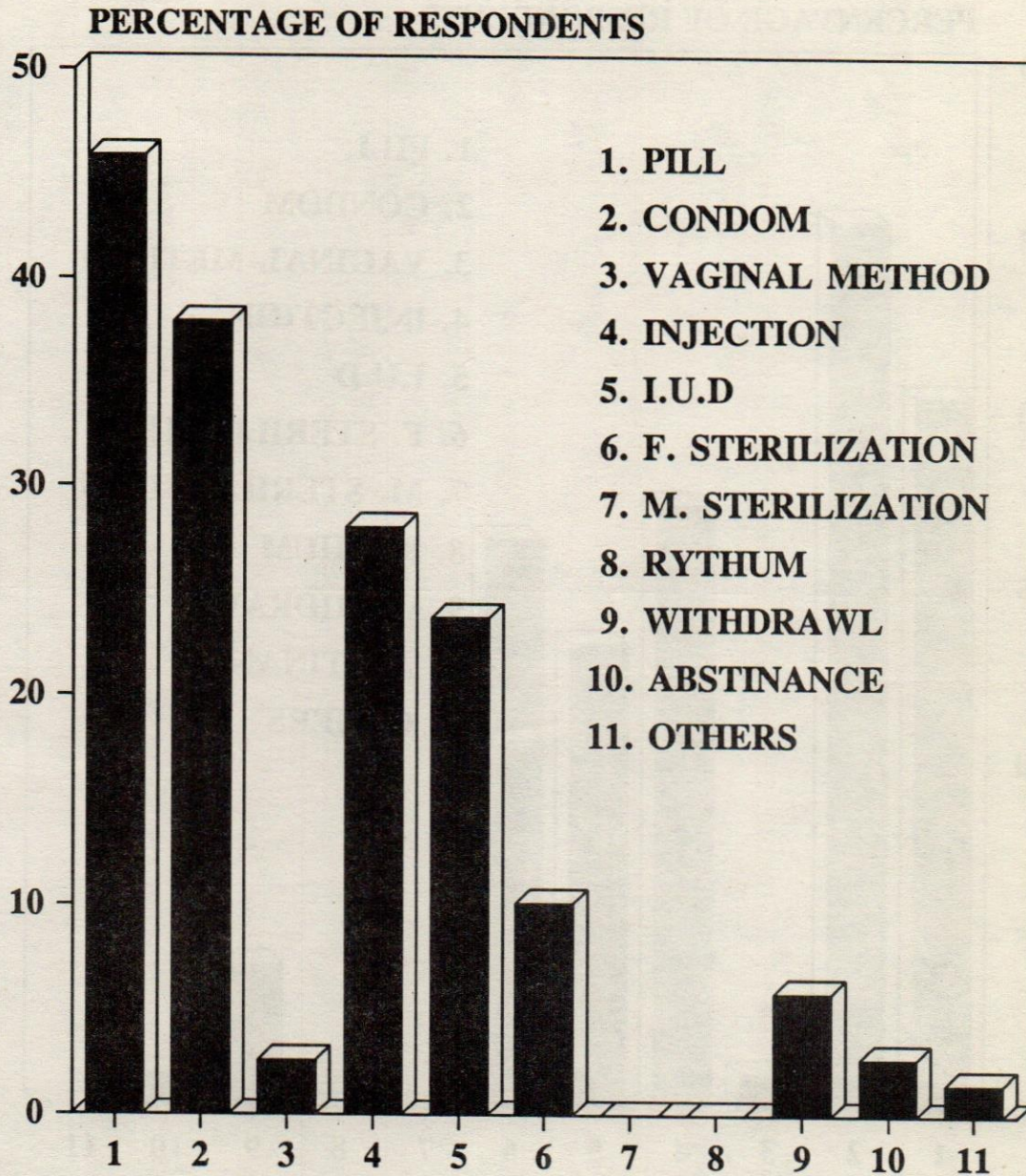
PERCENT OF RESPONDENTS WHO EVER USED AND
CURRENTLY USING CONTRACEPTIVE METHODS BY SEX,
PAKISTAN, 1988

Family Planning Methods		Ever Used			Currently Using		
		Males	Females	Total	Males	Females	Total
1.	Pill	37.3	46.3	43.1	13.5	20.4	18.0
2.	Condom	48.5	37.9	41.7	36.5	25.5	29.3
3.	Vaginal Methods	3.0	2.6	2.8	1.9	1.0	1.3
4.	Injections	23.9	28.0	26.5	7.7	17.3	14.0
5.	I.U.D	19.4	23.7	22.2	11.5	13.3	12.7
6.	Female Sterilization	14.3	17.1	16.5	15.4	16.3	16.0
7.	Male Sterilization	1.3	0.0	0.5	0.0	0.0	0.0
8.	Rhythm	0.7	0.0	0.3	0.0	0.0	0.0
9.	Withdrawal	7.6	5.8	6.5	5.8	4.1	5.3
10.	Abstinence	1.3	2.7	2.1	3.8	1.0	2.7
11.	Others	2.7	1.5	1.9	0.0	0.0	0.0
TOTAL							
	Percent	18.8	19.6	19.3	10.5	11.7	11.3
	Cases	(91)	(164)	(255)	(52)	(98)	(150)

Note: Respondents reporting about themselves or their spouses.

Figure IV.11

CURRENTLY MARRIED FEMALES EVER USED CONTRACEPTION, PAKISTAN, 1988

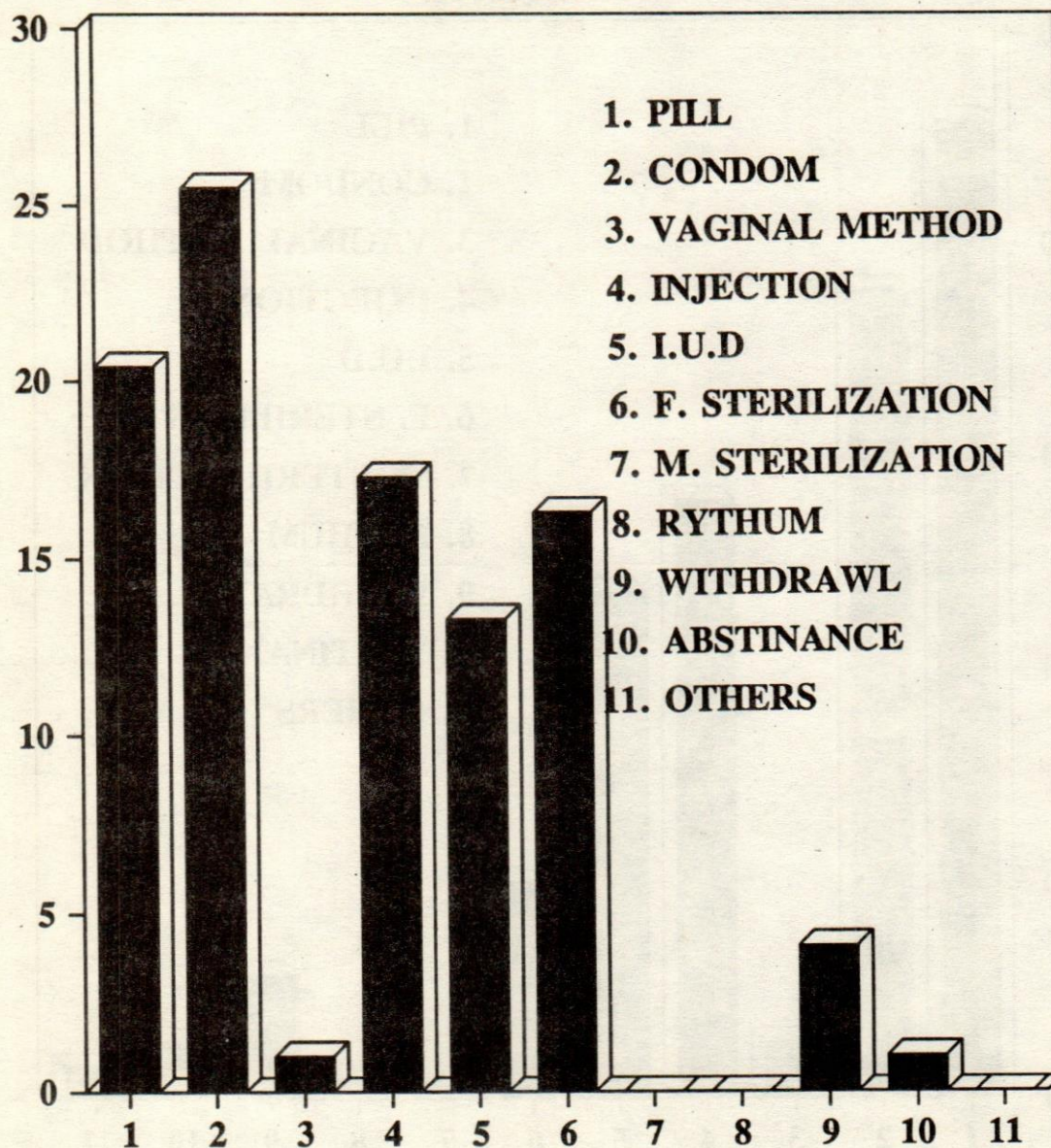


Source: Table IV.16

Figure IV.12

CURRENTLY MARRIED FEMALES CURRENTLY USING CONTRACEPTION, PAKISTAN, 1988

PERCENTAGE OF RESPONDENTS



Source: Table IV.16

The results presented in Table IV.16 indicate that 19.3 percent of the respondents (both males and females) reported to have ever used various family planning methods, while 11.3 percent were currently using contraceptive method at the time of the survey. These percentages for female respondents were 19.6 and 11.7 respectively which show an increase over the corresponding percentages for the period 1984-1985 which were 11.8 and 7.3 (based on all currently married including pregnant women) respectively as reported by the Pakistan Contraceptive Prevalence Survey (PCPS) [1].

The increase in the percentages of ever users and current users over the period from 1984-1985 to 1988, apart from other socio-economic, demographic and cultural factors, could have been due to the effectiveness of the IEC component of the Programme. Also sampling variation is another factor which might have influenced the results of the two surveys differently.

It may be pointed out that during 1984-1985 the IEC activities were at a low ebb, which might have depressed the contraceptive use rate. This is also evident from the Population, Labour Force and Migration Survey (PLM, 1975) [2]. Moreover, it is observed from several studies

that a continuous and effective IEC component, backed by an efficient logistic system of contraceptive supplies, increases the users rate in the society. It may, therefore, be concluded that the re-activated national IEC component of the Programme since 1985, besides other factors, might have contributed to increasing the contraceptive use rate in the country both among males and females.

Table IV.16 further shows the percentage of currently married males and females ever-used or currently using any family planning method. The condom was found to be the method most commonly used. There were 42 percent ever users and 29.3 percent current users of condoms. This might be due to wide spread sale of condoms through programme and non-programme channels like NGOs and Social Marketing of Contraceptives (SMC).

It is further noted that the four methods: the pill, injection, IUD and females sterilization were being currently used by about 13 to 18 percent of the respondents. As expected more males reported using the condom while more females reported using the pill, injection, IUD, and female sterilization. With respect to ever use, the method most commonly reported was the pill followed by condom, injection, IUD and female sterilization. Ever use of the pill is about two and a half times of the

level of current use of pill. This, among other factors, reflects the discontinuation of females to use the pill or shift from the pill to some other contraceptive method.

Table IV.17 shows that among the ever user female respondents, the pill, injection, IUD and female sterilization have been more commonly used in rural than urban areas and the use of the condom has been more common in urban than rural areas. Similar pattern of ever use is observed for illiterates and literates, with the exception of IUD.

The ever users with lower income and low literacy showed more frequent use of the pill than middle or high income groups. Higher income groups were more inclined to use the condom than other income groups.

Respondents with small families (1-3 children) ever used the condom more than the respondents from larger families (4 or more children). Among ever users with large families (7 or more children) the pill followed by injection were the most commonly used methods. The IUD and female sterilization were also more commonly used by the respondents with large than medium and small families.

TABLE IV.17

PERCENT OF CURRENTLY MARRIED FEMALES WHO EVER-USED
CONTRACEPTIVE METHODS BY RESIDENCE, LITERACY, INCOME,
AND NUMBER OF LIVING CHILDREN, PAKISTAN, 1988

Family Planning Methods	Total	Residence		Literacy		House-hold Income				Living Children		
		Rural	Urban	Lite- Rate	Illit- erate	<1000	1000- 2999	3000- 4999	5000+	1-3	4-6	7+
1. Pill	46.7	53.4	41.2	38.4	54.5	44.9	49.0	42.5	47.0	44.8	43.6	59.9
2. Condom	37.9	29.3	44.7	52.9	23.5	29.1	35.6	39.1	51.3	51.5	34.6	14.1
3. Vaginal Methods	2.6	0.0	4.7	3.8	1.5	0.0	3.6	0.0	3.2	1.4	2.5	6.1
4. Injections	28.0	44.6	14.6	21.0	34.6	32.0	27.6	29.5	21.3	14.9	32.0	49.1
5. I.U.D	23.7	28.3	21.4	25.2	23.9	21.3	27.0	33.3	11.4	22.9	24.4	29.7
6. Female Sterilization	17.2	19.0	15.9	12.1	22.1	24.3	16.8	18.5	9.6	13.6	16.0	30.9
7. Male Sterilization	0.0	-	-	-	-	-	-	-	-	-	-	-
8. Rhythm	0.0	-	-	-	-	-	-	-	-	-	-	-
9. Withdrawal	5.8	5.2	6.3	5.6	6.0	12.9	6.6	1.9	0.7	6.3	7.4	0.0
10. Abstinence	2.7	5.2	0.7	0.0	5.0	4.3	0.8	7.7	0.0	3.9	2.5	0.0
11. Others	1.5	3.4	-	0.0	3.0	0.0	0.0	0.0	8.8	3.9	0.0	0.0
Total	19.6	34.8	12.6	40.4	13.1	10.8	19.0	28.5	44.5	19.5	25.8	21.7
TOTAL CASES	(164)	(73)	(91)	(80)	(84)	(29)	(74)	(33)	(28)	(65)	(74)	(26)

The respondents who had reported that they had never used any contraceptive method, were further probed about the reasons for non use. They were asked to give at the most three responses. Table IV.18 shows that 42 percent

TABLE IV.18

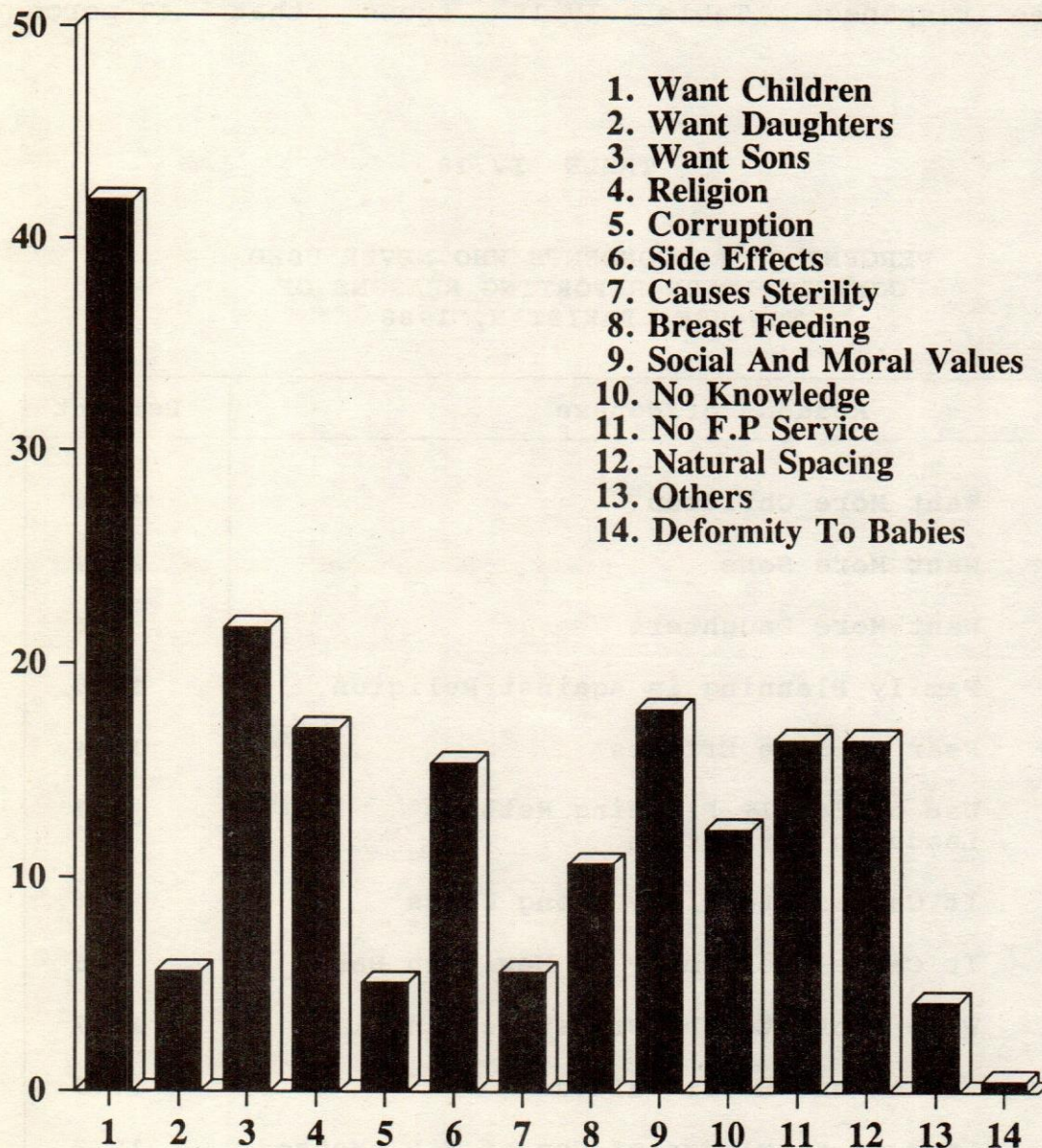
PERCENT OF RESPONDENTS WHO NEVER USED
CONTRACEPTION REPORTING REASONS OF
NON-USE, PAKISTAN, 1988

Reasons of Nonuse	Percent
Want More Children	41.8
Want More Sons	21.7
Want More Daughters	5.6
Family Planning is Against Religion	17.0
Fear of Side Effects	15.4
Use of Family Planning Methods Leads to Corruption	5.1
It Causes Sterility Among Users	5.6
It Causes Deformity To New Born Baby	0.5
Wife Protected by Breast Feeding	10.7
Social and Moral Values	17.9
Lack of Knowledge of Use of F.P. Method	12.3
Lack of Family Planning Services	16.5
Natural Spacing	16.5
Others	4.2

Figure IV.13

NEVER USERS OF FAMILY PLANNING BY REASONS OF NON-USE, PAKISTAN 1988

PERCENTAGE OF RESPONDENTS



Source: Table IV.18

of the respondents who never used contraception wanted more children, slightly more than one-quarter of non-users (27 percent) either wanted more sons or daughters. About 35 percent of the non-users never used family planning methods because of social, moral and religious reasons. Lack of knowledge and lack of family planning services constituted about 29 percent of the non-users. Another 15 percent reported fear of side effects. The observations show that IEC has yet to undertake a rigorous campaign to overcome all these constraints facing the programme.

Among the sources to which contraceptive users attribute their motivation for adopting family planning methods, the interpersonal contact is identified as the most important one. Almost 48 percent of the users identified the Population Welfare Workers (PWWs) as the most important source of motivation to adopt contraception. The spouse was identified by 23.5 percent, while friends/relatives/neighbours were identified by 20.4 percent of the users (Table IV.19).

Table IV.19

PERCENT OF CONTRACEPTIVE USERS ATTRIBUTING SPECIFIC
MEDIA SOURCES FOR MOTIVATION TO ADOPT
FAMILY PLANNING, BY SEX, PAKISTAN, 1988

Communication Media	All Media Sources			Most Important Media Source		
	Males	Females	Total	Males	Females	Total
Informal Interpersonal						
1. Spouse	55.0	63.8	60.6	34.6	19.0	23.5
2. Friends, Relatives, and Neighbours	29.4	29.5	29.4	13.2	24.5	20.4
Formal Interpersonal						
3. PW Worker	45.7	49.9	48.4	45.7	49.1	47.9
Printed material						
4. Newspapers	8.9	2.3	4.7	2.8	0.1	1.1
5. Poster/Charts	5.6	2.6	3.6	1.8	1.2	1.4
6. Pamphlet/Leaflet	3.0	0.9	1.6	0.0	0.4	0.2
7. Magazine/Periodical	0.2	0.9	0.6	0.0	0.1	0.1
8. Book/Booklet	3.8	1.1	2.2	1.9	0.0	0.7
9. Other Printed Material	2.8	0.0	0.9	-	-	-
AUDIO OR VISUAL						
10. Radio	13.6	11.0	11.9	2.3	2.7	2.5
11. Television	14.3	15.9	15.4	0.7	1.5	1.2
12. Stage Drama	-	-	-	-	-	-
13. Cinema Slides	-	-	-	-	-	-
14. Film	0.0	1.9	1.2	-	-	-
15. Fixed Publicity	0.0	0.6	0.4	-	-	-
PUBLIC FORUM						
16. Public Meetings	0.0	0.4	0.2	0.0	0.4	0.2
17. Seminar	-	-	-	-	-	-
18. Traditional Media						
19. OTHERS	5.2	6.5	6.0	0.0	1.1	0.7
Number of Cases (N)	(93)	(164)	(256)	(93)	(164)	(256)

It is interesting to note that more male than female users identified their spouse as their main source (35 percent against 19 percent) for adopting family planning method. On the other hand female users in the informal interpersonal category indicated friends/relatives/neighbours as the most important media. This implies that females tend to feel more comfortable to talk about such matters with other females (relatives/friends) than their husbands.

When considering the second and third sources of information media for adopting family planning among all media sources, it is noted that television and radio were identified as such.

Table IV.20 shows that in general rural, illiterate and low income female users identified Population Welfare Workers, and radio as major sources of family planning adoption. Moreover Television has also been recognized by these women but to a lesser extent. The urban, literate and higher income female users attribute the motivation to adopt family planning to friends/relatives/neighbours and printed media, as expected.

TABLE IV.20

PERCENT OF CURRENTLY MARRIED FEMALE USERS, ATTRIBUTING SPECIFIC MEDIA SOURCE FOR MOTIVATION TO ADOPT FAMILY PLANNING BY RESIDENCE, LITERACY, INCOME, AND NUMBER OF LIVING CHILDREN, PAKISTAN, 1988

Communication Media	Total	Residence		Literacy		Household Income (Rs.)				Number of Living Children		
		Rural	Urban	Lite- rate	Illit- erate	<1000	1000- 2999	3000- 4999	5000+	1-3	4-6	7+
Informal Interpersonal												
1. Spouse	63.8	72.2	57.0	66.9	60.9	48.2	57.9	79.1	47.3	66.3	61.8	63.2
2. Friends, Relatives, and Neighbours	29.5	20.7	36.4	36.6	22.6	10.8	33.9	17.7	50.4	43.6	18.3	27.9
Formal Inter-personal												
3. PW Worker	49.9	57.5	43.7	48.5	51.1	55.2	45.0	63.3	51.8	54.0	57.0	44.2
Printed material												
4. Newspapers	2.3	0.0	7.3	4.6	0.0	0.0	2.2	3.1	3.9	1.6	2.6	0.8
5. Poster/Charts	2.6	2.6	2.5	1.7	3.2	6.2	1.6	0.6	2.2	4.0	1.6	1.6
6. Pamphlet/Leaflet	0.9	0.0	1.6	1.6	0.2	2.8	0.8	0.0	0.0	2.0	0.0	0.8
7. Magazine/Periodical	0.9	0.0	1.6	1.7	0.0	2.1	0.8	0.6	0.0	1.3	0.8	0.0
8. Book/Booklet	1.1	0.0	2.1	2.3	0.0	0.0	2.1	0.6	0.7	1.7	0.3	0.0
9. Other Printed Material	0.0	-	-	-	-	-	-	-	-	-	-	-
AUDIO OR VISUAL												
10. Radio	11.0	11.3	8.0	5.5	16.4	20.0	8.6	17.9	0.0	10.2	10.9	13.8
11. Television	15.9	15.6	16.3	9.5	22.2	25.8	14.3	19.6	6.1	15.7	14.4	21.9
12. Stage Drama	0.0	-	-	-	-	-	-	-	-	-	-	-
13. Cinema Slides	0.0	-	-	-	-	-	-	-	-	-	-	-
14. Film	1.9	3.4	0.7	0.8	3.0	0.0	4.2	0.0	0.0	0.0	3.4	2.5
15. Fixed Publicity	0.6	0.0	1.0	0.2	1.0	1.4	0.8	0.0	0.0	0.0	1.0	0.8
PUBLIC FORUM												
16. Public Meetings	0.4	0.0	0.7	0.0	0.7	0.0	0.8	0.0	0.0	0.0	0.8	0.0
17. Seminar	0.0	-	-	-	-	-	-	-	-	-	-	-
18. Traditional Media	0.0	-	-	-	-	-	-	-	-	-	-	-
19. OTHERS	6.5	0.0	11.7	12.2	11.1	0.0	4.9	11.1	11.8	15.7	0.0	2.5
Number of Users (N)	164	73	91	80	84	29	74	33	28	64	74	26

It is, however, noted that pamphlets/leaflets, magazines, booklets, stage dramas, cinema slides, films, fixed publicity, public meetings, seminars and traditional media have almost no impact in motivating couples to develop a small family norm. The planners must take a specific note of these media.

IV.5. SUMMARY OF FINDINGS

The primary purpose of this survey of currently married females and males in the reproductive ages was to evaluate various activities of IEC component of the Programme and determine its effectiveness in communicating the programme objectives, disseminating knowledge and promoting practice of family planning among the target population groups with a view to determine factors which are contributing to the successes and failures of the Programme.

The remaining of this chapter provides a summary of the main conclusions and findings of the survey.

Around 45 percent of the respondents never listened to radio and almost 57 percent never watched television.

About less than half (47 percent) of respondents did not possess any of the electronic media such as radio, television, tape-recorder or television. The corresponding percentage was higher in rural areas (60) compared to urban areas (19).

About 88 percent of those who possessed radio and 93 percent of those who possessed television, reported having a knowledge of communication media.

Slightly less than three-quarters (73 percent) of the respondents had a knowledge of any family planning media. The corresponding proportion was 82 percent for males and 68 percent for females respectively. This knowledge was higher in urban areas (88 percent) than in rural areas (66 percent).

Majority of the respondents said that they thought of family planning as limiting the number of children (81 percent), spacing of children (57 percent), welfare of family (39 percent), and use of contraceptives (19 percent).

Among those media representing formal Population Welfare Programme inputs, television jingles and radio jingles were recognized by the largest percentages of the respondents which were about 44 and 40 respectively.

A little over 30 percent of the respondents indicated awareness of the family planning through a visit by a Population Welfare Worker, whereas 43 percent of the respondents reported awareness through friends/relatives/neighbours.

The urban female respondents had more or less 2 to 4 times more familiarity with the family planning programme than their rural counterparts through printed media and television jingles. However, from radio, the messages of family planning programme were reaching rural residents nearly as frequently as the urban residents.

For most of the media, the literate and high income group females were twice more familiar with the family planning programme than the illiterate ones.

The overwhelming majority of the respondents agreed with the contents of the population communication messages and they also considered these messages as effectively conveyed. Moreover, they were also satisfied with the suitability, duration and frequency of radio and television messages. But a few did criticise the short duration and infrequent timings particularly on television.

Three out of five respondents (61 percent) reported that they knew or had heard of any of the family planning methods.

As expected, the knowledge of family planning methods was higher among females who were urban residents, literates, belonged to higher income groups and had larger family size.

Among those familiar with the family planning methods the most important source of information, reported by them had been the spouse (43 percent), followed by Population Welfare Workers (35 percent) and friends/relatives/neighbours (16 percent).

More urban than rural female respondents attributed the source of knowledge of family planning methods to spouse and to television, while the rural residents attributed more to the knowledge of family planning methods to friends/relatives/neighbours, Population Welfare Workers, radio and public meetings.

Rural female respondents who were illiterate, belonged to low income households, and had 4 or more children, did not seem to have as much informal interpersonal communication with their spouse as compared to the rest. Moreover, these respondents with the exception of high

parity women had less contacts with the Population Welfare Workers.

About 19 percent of the female respondents reported to have ever-used any family planning method. Whereas, 11 percent were currently using contraceptive method at the time of the survey.

Among the current users of family planning methods, about 29 percent were condom users, while the users of pill, injection, IUD, and female sterilization varied between 13-18 percent.

Among the female users of family planning, the use of condom by their husbands was reported more common in urban areas and among high income groups whereas the use of the pill, injection, IUD and female sterilization was higher among rural, illiterate, and low income group women.

Among the users of contraceptives, the overwhelming majority, among other factors, reported the desire for having more children particularly sons. Almost an equal proportion mentioned reasons of never use as social and moral values, religion and lack of family planning services.

Regarding the motivation to adopt family planning, the interpersonal media such as spouses, Population Welfare Workers and friends/relatives/neighbours were the most important media sources. Almost 50 percent of the female users identified the Population Welfare Workers as the most important source of motivation to adopt family planning methods.

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CHAPTER V

IEWS OF POPULATION WELFARE WORKERS ABOUT THE EFFECTIVENESS OF IEC COMPONENT

Although this study was primarily designed to assess the impact of IEC activities in the community through audience research, it was felt that in all fairness, Population Welfare Workers (PWWs) who were implementing the Programme, had the first hand knowledge and were playing a key role as interpersonal communicators, should not be left out. It was, therefore, decided that the views of the programme personnel engaged in the promotional activities may also be obtained in regard to the implementation of IEC activities and its effectiveness as perceived by them. This experience has shown that the information obtained from PWWs is very helpful and can be used for improving the implementation of the IEC component.

A specifically designed questionnaire (Annex II) was executed among PWWs of the sample areas. The supervisors of the survey were requested to conduct these interviews. A total of 172 questionnaires were completed.

As stated earlier, the contents of Module-II consisted of the objectives of the IEC component, knowledge and perception of the IEC media messages, agreement with the media messages conveyed and the extent of effectiveness of

these media messages. Opinion of PWWs about suitability of timings, duration and frequency of the messages on radio and television were also obtained. PWWs were also enquired about the problems faced by them in the implementation of IEC component. Suggestions were invited for workable improvements. Socio-economic and demographic information about the married PWWs was collected which was supplemented by information on contraception use and its source of adoption. For purposes of the present report, only the relevant data are being presented in this chapter.

V.1. OBJECTIVES OF IEC COMPONENT OF POPULATION WELFARE PROGRAMME AS REPORTED BY PROGRAMME PERSONNEL

The respondents were asked to classify the objectives of the IEC component into three categories, most important, second most important and third most important. The results are presented in Table V.1.

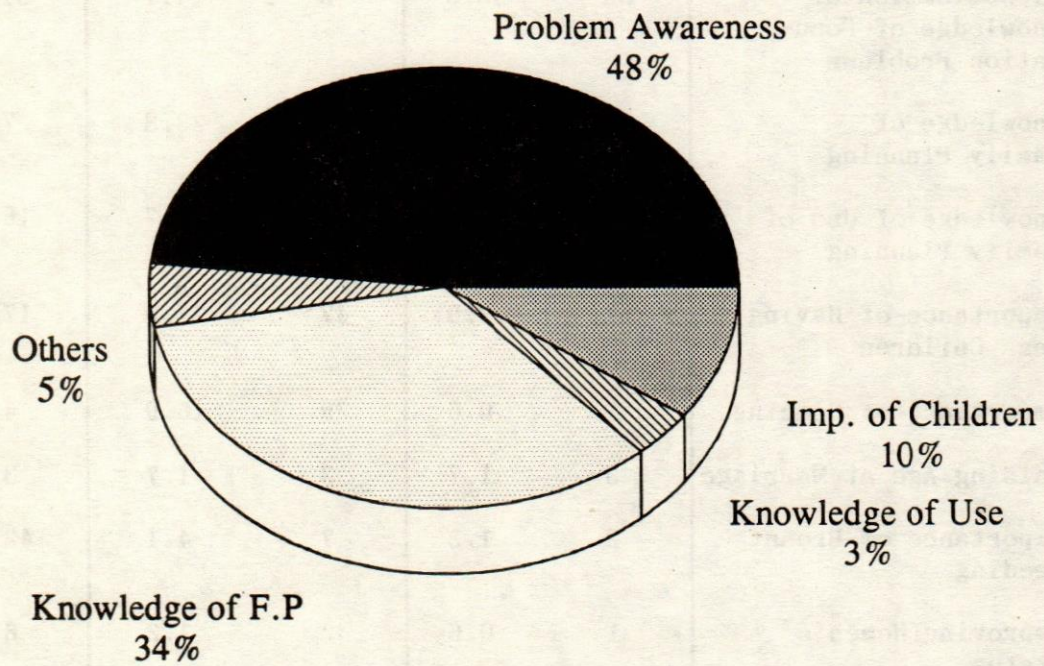
TABLE V.1

OBJECTIVES OF IEC COMPONENT REPORTED BY POPULATION
WELFARE WORKERS IN ORDER OF IMPORTANCE,
PAKISTAN, 1988

Objectives of IEC	Most Important Objective		2nd Most Important Objective		3rd Most Important Objective	
	Number	Percent	Number	Percent	Number	Percent
Dissemination of Knowledge of Population Problems	83	48.3	8	4.7	61	35.5
Knowledge of Family Planning	58	33.7	41	23.8	7	4.1
Knowledge of Use of Family Planning	6	3.5	15	8.7	16	9.3
Importance of Having Less Children	17	9.9	47	27.3	17	9.9
Importance of Spacing	1	0.6	29	16.9	4	2.3
Raising Age at Marriage	3	1.7	3	1.7	3	1.7
Importance of Breast Feeding	2	1.2	7	4.1	42	24.4
Improving Women's Status	1	0.6	2	1.2	6	3.5
M C H	1	0.6	15	8.7	14	8.1
Female Literacy	0	0.0	2	1.2	0	0.0
Greater Community Participation	0	0.0	2	1.2	0	0.0
Others	0	0.0	1	0.6	2	1.2
Total	172	100.0	172	100.0	172	100.0

Figure V.1

MOST IMPORTANT OBJECTIVE OF IEC AS REPORTED BY PWW, PAKISTAN, 1988



Source: Table V.1

In the category of most important objective, the largest percentage of 48.3 of PWWs mentioned knowledge of population problems, followed by cherished objective of creating awareness of family planning (33.7 percent) and inculcating importance of having fewer children (9.9 percent).

In the category of the second most important objective, the PWWs identified inculcating the importance of having fewer number of children (27.3 percent). It was closely followed by knowledge of family planning (23.8 percent) and the importance of child spacing (16.9 percent).

In the category of third most important objective, increasing the knowledge of population problems (35.5 percent) was again the first choice, followed by the importance of making mothers realize the importance of breast feeding (24.4 percent), and realizing the importance of having fewer number of children (9.9 percent).

It is apparent from the table that the largest number of PWWs understand the primary objectives of the IEC component for creating general awareness of population problems. Lesser number of them perceived it as creating awareness of family planning. Very few of them formulated

their perception by focussing on specific aspects of family planning, such as child spacing and importance of breast-feeding, which may be more relevant and appealing to the illiterate women.

Activities of the IEC component are apparently intended to achieve many objectives. Initial impact is meant to be created through dissemination of the knowledge of population problems, or in other words, making the people aware of population problems. This awareness is important for the creation, motivation and desire for a small family norm.

The IEC's focus on spacing, breast-feeding and status of women has recently been introduced through the electronic media and quite understandably the frequency of reporting on the importance of these concepts does not appear to be very spectacular. Operation, specifically of the Population Welfare Programme is still a distant priority in the perceptions of the field operators.

V.2. FAMILIARITY WITH IEC MEDIA, AGREEMENT AND EFFECTIVENESS OF MEDIA MESSAGES BY POPULATION WELFARE WORKERS (PWWs)

Like audience research, the programme personnel were also asked whether they were aware of various types of communication media being used to promote the Population Welfare Programme in the country. First of all they were

asked to indicate themselves (unprompted) the names of those media with which they were familiar. Those who could not indicate in the first instance certain media, were further asked (prompted) to identify the remaining media listed in the questionnaire.

Table V.2 shows the extent of awareness of communication media by the PWs at the time of the interview. It is apparent from the table that majority of the PWs had identified 6 major media for which awareness seemed to be quite high.

In the order of the importance of the source, the media identified by PWs included programme personnel (96 percent), posters and charts (90 percent), television jingles (88 percent), radio jingles (84 percent), newspaper advertisements (76 percent) and audio-visual vans (73 percent). The contribution of seminars (69 percent) and pamphlets/leaflets (62 percent) also seemed to have been given high rating in creating IEC awareness. For programme personnel, a better awareness of the programme activities was expected than was reported as the respondents in this case happened to be the regular employees of the Programme. It is expected that they should be fully familiar with the media with which they are directly involved.

PERCENT OF POPULATION WELFARE WORKERS REPORTING FAMILIARITY WITH IEC COMPONENT, AGREEMENT AND EFFECTIVENESS OF THE IEC MEDIA, PAKISTAN, 1988

Communication Media		Familiar	Agree With Messages	Effectiveness of Media Messages		
				Effective	Adequate	Not Effective
01 Inter Personal	1. Visit of a F.P worker	95.9	100.0	83.3	15.4	1.3
	2. Spouse	55.8	98.8	66.1	28.6	5.3
	3. Friends/relatives/ Neighbours	59.9	97.0	69.1	29.4	1.5
02 News Papers	1. Advertisement	75.6	97.7	54.5	29.5	16.0
	2. Article	33.7	100.0	54.5	4.5	41.0
	3. Special supplement	29.7	97.8	50.0	9.1	40.9
	4. Puzzle	7.6	100.0	33.3	55.6	11.1
03 Posters/ Calendars		89.6	100.0	83.2	15.8	1.0
04 Pamphlets/leaflets		62.2	100.0	72.7	26.0	1.3
05 Magazines/ Periodicals	1. Advertisement	47.1	100.0	60.0	20.0	20.0
	2. Article/letter	37.8	96.7	28.0	44.0	28.0
	3. Puzzle	8.1	90.9	16.7	33.3	50.0
06 Books/Booklets/Novels/Stories		42.5	98.6	60.7	7.1	32.2
07 Other Printed Material		-	-	-	-	-
08 Radio	1. Drama	40.1	98.4	70.0	10.0	20.0
	2. Jingle	83.7	99.3	48.1	14.8	37.1
	3. Poem/Song	19.8	100.0	57.9	5.3	36.8
	4. Educational/Advice	36.6	100.0	95.0	0.0	5.0
	5. Forum	19.2	100.0	45.4	18.2	36.4
	6. Advertisement	43.6	100.0	35.3	29.4	35.3
09 T.V.	1. Drama	24.4	100.0	84.2	5.3	10.5
	2. Jingle	87.8	98.7	57.1	14.3	28.6
	3. Poem/Song	14.5	100.0	58.8	5.9	35.3
	4. Discussion	16.8	96.6	38.5	0.0	61.5
	5. Educational Advice	39.5	100.0	68.0	12.0	20.0
	6. Tellop	40.7	100.0	23.1	7.7	69.2
10 Stage Drama		15.2	100.0	20.0	40.0	40.0
11 Cinema Slides		53.5	97.8	81.2	12.5	6.3
12 Films	1. Educational	39.5	100.0	57.1	19.1	23.8
	2. Documentary	37.8	100.0	73.3	13.3	13.4
13 Fixed Publicity	1. Billboards	55.8	98.3	59.3	11.1	29.6
	2. Bus Panel	37.8	100.0	57.2	9.5	33.3
	3. Neon Sign	39.5	100.0	35.7	7.2	57.1
14 Public meetings/ gatherings	1. Audio cassettes	24.4	100.0	55.2	6.9	37.9
	2. Video cassettes	15.7	100.0	59.3	25.9	14.8
	3. Audio visual van	73.3	100.0	73.7	17.9	8.4
	4. Folder	24.4	100.0	66.7	0.0	33.3
15 Seminars		68.6	99.1	80.9	16.9	2.2
16 Traditional media		56.4	98.9	92.5	0.0	7.5

It is surprising to note that around one out of four (27 percent) PWWs were unaware of their own audio-visual van which is supposed to be one of their regular programme activities and happens to be in operation since more than the last two decades.

PWWs know that interpersonal communication (spouse/friends/neighbours/relatives) plays a very important role, in effectively promoting the population welfare activities. Their perception about these media's clarity is quite commendable. But in spite of it, one would be reasonably justified in expecting a higher awareness of the potentials of this vital component of interpersonal communication from them.

The PWWs, who were aware of specific communication media were further asked to indicate whether messages conveyed by these media were appropriate and whether they agreed with these messages.

Table V.2 indicates that these PWWs totally agree with these messages. Their agreement ranged from 97 to 100 percent except in the case of printed puzzles in magazines and periodicals where the agreement happened to be 91 percent. This overwhelming agreement with messages conveyed would not come as a surprise to anybody, even

though, in many cases it may not signify any thing more than a professional acquiescence.

Another probing question put to the PWWs was whether they perceived these messages as effective, adequate or not effective. The responses to this query revealed surprising twists, as is evident from Table V.2.

The electronic media, radio educational media, radio drama, television drama, television educational media have been considered highly effective by the PWWs. These responses are rather intriguing when compared to the effectiveness of radio and television jingles, which have been quoted as 48 percent and 57 percent respectively.

These are intriguing particularly because the PWWs have a very high awareness of these two electronic media, and they highly agree with their messages, but they consider their effectiveness less favourable as compared to those of dramas, and educational programme. Probably the respondents might be feeling that educational programmes and dramas on population welfare could be more effective as they are of longer duration with gradually unfolding themes. This element of sustained interest, they might have thought, could be quite instrumental in motivating the target population.

It is interesting to note that PWWs have graded the effectiveness of their own work as the highest (83 percent) among all the media which are directly related to their own field of activities. Probably the PWWs feel that their involvement in the promotion of programme activities through interpersonal communication is highly important and that is why they have stressed more on the effectiveness and adequateness of their involvement as communication media.

They have also indicated posters/charts, pamphlets/leaflets, audio-visual vans, seminars, traditional media as highly effective. Dissemination of these materials and operation of those media depend directly on the PWWs. Their personal involvement with them might have convinced them of their effectiveness. The PWWs also indicated that printed puzzles in newspapers and magazines were ineffective (40-50 percent). This opinion should be viewed in the light of their low awareness of this media (8 percent).

V.3. PROBLEMS ENVISAGED AND SUGGESTIONS GIVEN FOR BETTER IMPLEMENTATION OF THE IEC COMPONENT BY PWWs

The programme personnel are apparently involved in the task of implementing the IEC component. It was, therefore, considered appropriate to enquire from them the problems that they experienced in the implementation of IEC component. Each programme personnel was asked to identify

three most serious and pertinent problems experienced in implementing the IEC component. Answers to these multiple questions are shown in Table V.3.

TABLE V.3

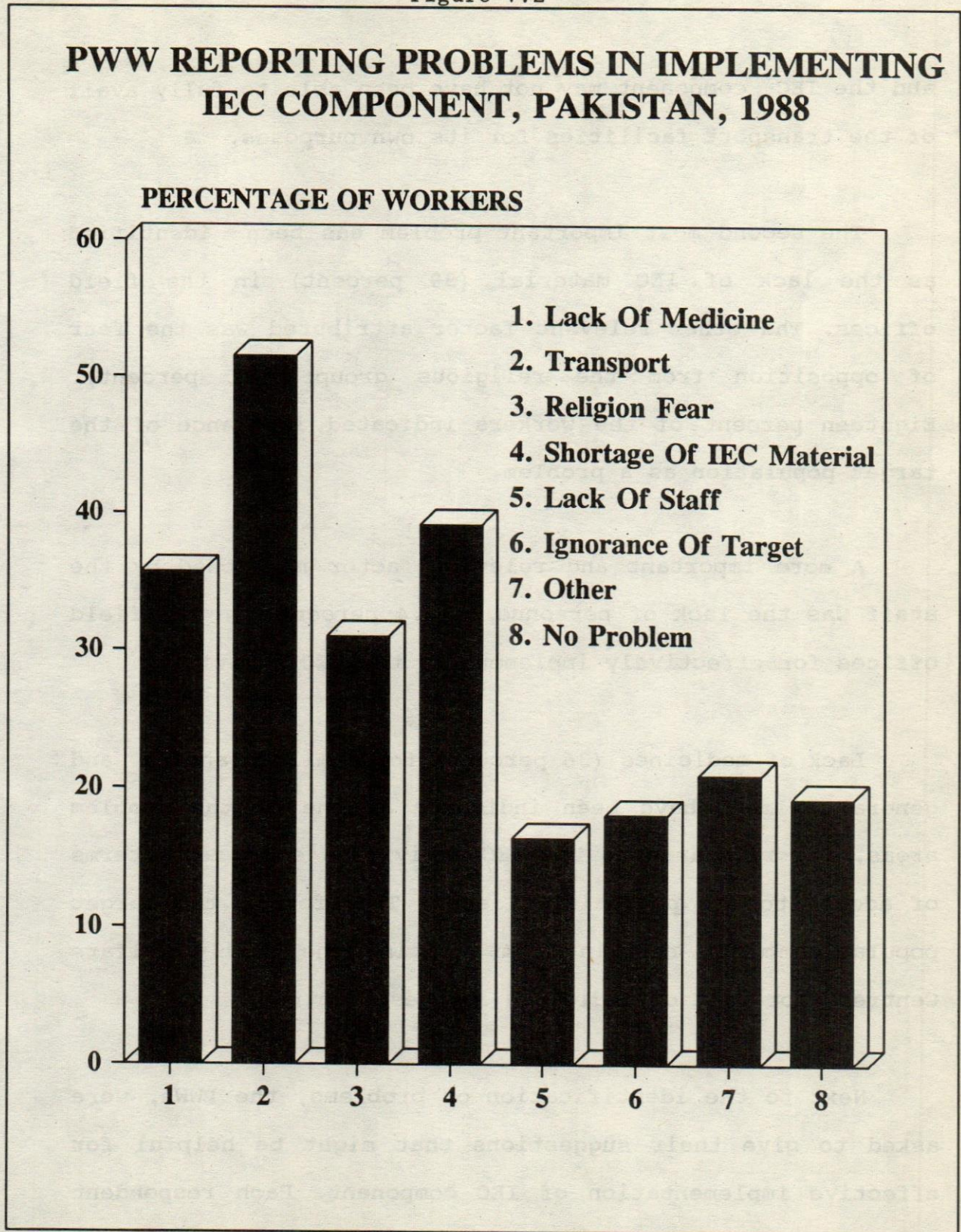
PERCENT OF POPULATION WELFARE WORKERS WHO REPORTED
PROBLEMS IN IMPLEMENTING IEC COMPONENT,
PAKISTAN, 1988

S.No	List of Problems	Percent
1.	Shortage of IEC Material	39.2
2.	Lack of Medicines	35.7
3.	Non-availability of Transport	51.5
4.	Fear of Religious Opposition	31.0
5.	Ignorance of Target Population	18.1
6.	Lack of Staff	16.4
7.	Others	21.0
8.	No Problems	19.3

Note: The total will not add up to 100 because of multiple responses.

The most serious problem identified was the non-availability of transport (51.5 percent) which they considered essential for effective implementation of IEC component. It may probably be due to the fact that transport in the field offices is used for a variety of activities,

Figure V.2



Source: Table V.3

and the IEC component may not have been able to fully avail of the transport facilities for its own purposes.

The second most important problem has been identified as the lack of IEC material (39 percent) in the field offices. The other relevant factor attributed was the fear of opposition from the religious groups (31 percent). Eighteen percent of the workers indicated ignorance of the target population as a problem.

A more important and relevant factor mentioned by the staff was the lack of personnel (16.4 percent) in the field offices for effectively implementing the IEC activities.

Lack of medicines (36 percent) for family planning and general ailment have been indicated as one of the problem areas. Its relevance to the IEC activities emerges in terms of access to the potential clients. Therefore, the target population might refrain from visiting the Family Welfare Centres, for want of medicines in these centres.

Next to the identification of problems, the PWWs, were asked to give their suggestions that might be helpful for effective implementation of IEC component. Each respondent was asked multiple questions and the results so obtained are given in Table V.4.

TABLE V.4

**SUGGESTIONS GIVEN BY POPULATION WELFARE WORKERS FOR
THE EFFECTIVE IMPROVEMENT OF IEC COMPONENT,
PAKISTAN, 1988**

S.No.	List of Broad Suggestions	Percent
1.	More Public Meetings should be Arranged	43.8
2.	Whole time Teachers should be Engaged to Educate the people about Family Planning	17.5
3.	Regular Articles should be Published in Newspapers and Magazines	22.2
4.	Discussions and Lectures Regarding Importance of Family Planning should be Telecast on T.V. and Radio	40.3
5.	Gifts with Family Planning Monogram should be Distributed to the People	48.5
6.	Others	25.7
7.	None	7.6

Note: The total may not add up to 100 percent because of multiple responses.

As the table indicates, about 44 percent of the respondents were of the opinion that more public meetings should be arranged under the Population Welfare Programme to promote the cause of family planning in the country.

The highest percentage of PWWs (48.5 percent) suggested that in order to promote IEC activities, gifts with family planning messages should be distributed among the target population.

An interesting suggestion was offered by 40.3 percent workers that dealt with the holding of discussions and lectures regarding family planning through electronic media such as radio and television.

Another important suggestion was given by 22.2 percent of the workers, which pertained to the utilization of newspapers and magazines for publishing regular articles on population problems including the consequences of rapid population growth and related problems.

Another interesting suggestion given by (17.5 percent) was that the target groups should be educated about the benefits of family planning through trained teachers.

V.4. THE KNOWLEDGE OF MEDIA FOR CREATING AWARENESS AMONG THE POPULATION WELFARE WORKERS

Although the programme personnel employed in the field and interviewed in the sample population were both married and unmarried, but for the purposes of getting the above information only married respondents were interviewed. Each respondent was asked to indicate three most important media which in his or her opinion were responsible in bringing

about the family planning awareness. The results of these multiple responses are given in Table V.5.

It could be seen from the table that the programme workers have again emphasized their own role (78 percent) as the most important one in creating awareness of family planning. The next important media identified by them was television (65 percent), followed by radio (44 percent). For all the other media the preference ranged between 0.6 percent and about 15.2 percent.

About 15 percent of the workers mentioned public meetings and gatherings and films as media responsible for family planning awareness. Inter-personal communication by friends/relatives/neighbours and newspapers were identified by 11 percent of the respondents. Only about 7 to 8 percent of the respondents identified posters/charts/calendars and pamphlets/leaflets as effective. A few workers have indicated 8 other media as being responsible for programme awareness.

It is strange to observe that inter-personal communication by spouse was pointed out only by 2.4 percent of the workers. It shows that in spite of the earlier profession of high familiarity and a very high degree of agreement with messages through spouses, this media of IEC communication is not being considered of any great significance in bringing about family planning awareness by the PWs.

TABLE V.5

PERCENT OF POPULATION WELFARE WORKERS REPORTING SOURCE
OF IEC MEDIA FOR THE ADOPTION OF FAMILY PLANNING
METHODS, PAKISTAN, 1988

S.No.	Type of Media	Percent
1.	Interpersonal Communication by Population Welfare Worker	77.9
2.	Interpersonal Communication by Spouse	2.4
3.	Interpersonal Communication by Friends/Relatives/Nieghbours	11.1
4.	Newspapers	10.6
5.	Posters/Charts/Calendars	7.0
6.	Pamphlets/Leaflets	8.2
7.	Magazines/Periodicals	0.6
8.	Books/Booklets/Novels/Short Stories	0.6
9.	Other Printed Materials	0.0
10.	Radio	43.9
11.	Television	64.9
12.	Stage Dramas	1.7
13.	Cinema Slides	0.6
14.	Films	14.6
15.	Fixed Publicity	2.9
16.	Public Meetings/Gatherings	15.2
17.	Seminars	4.1
18.	Traditional Media	1.2
19.	Others	2.5

Note: The total will not add up to 100 percent because of multiple responses.

V.5. EVER-USE OF CONTRACEPTIVE AND SOURCE OF MOTIVATION AMONG THE POPULATION WELFARE WORKERS

The information about contraceptive practice and the source of media responsible for family planning adoption was also collected from the married Population Welfare Workers at the time of the survey. The results presented in Table V.6 reveal that of the total programme respondents, 75.5 percent reported ever use of contraception, while 16.7 percent happened to be non-users and the remaining 5.8 percent did not reply to this specific question.

The table reveals that the condom users were the highest (56 percent) followed by IUD users (19 percent), injections (15 percent), pills (14 percent), withdrawal (9 percent) and female sterilization (4 percent).

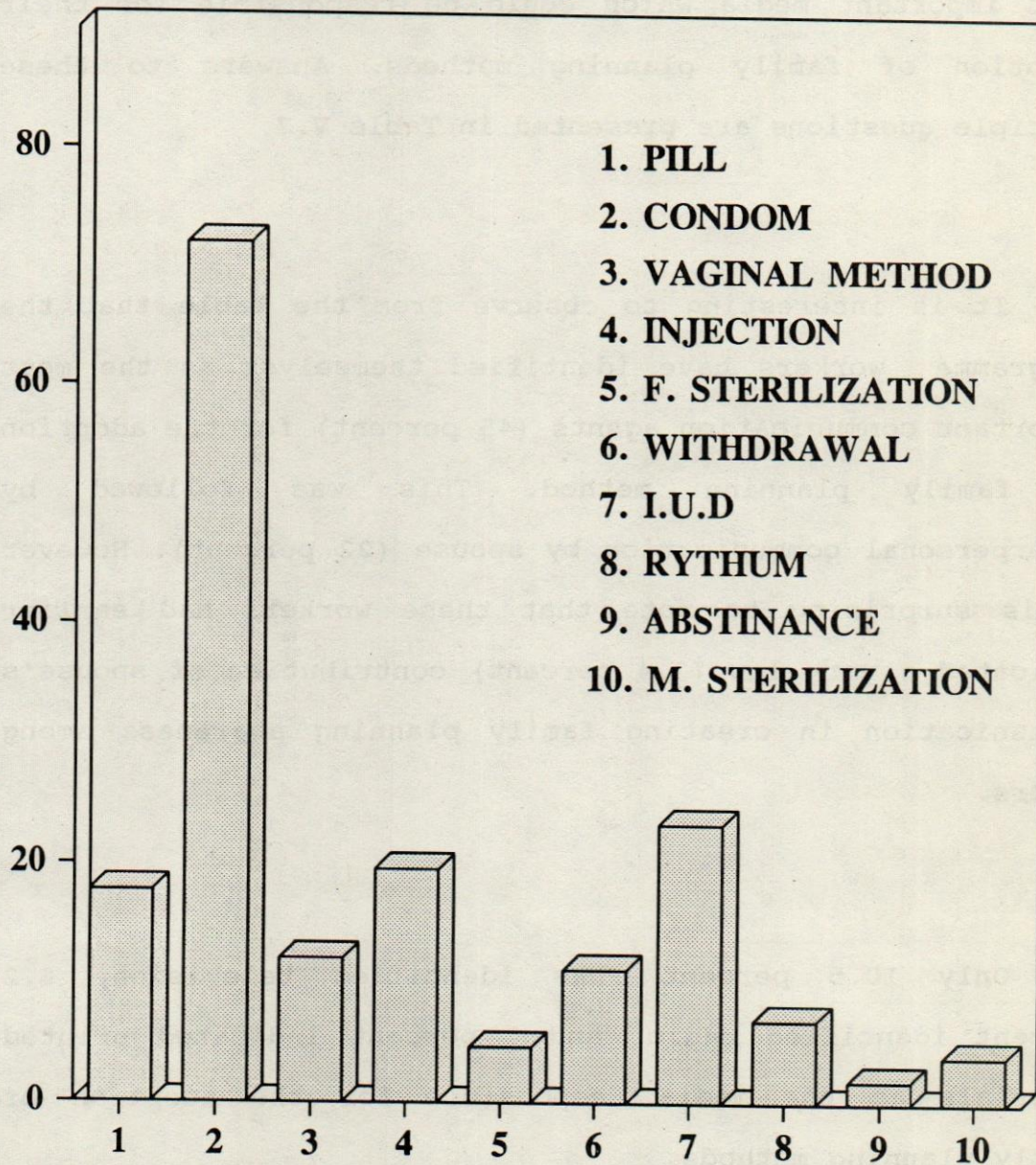
TABLE V.6

PERCENT OF CURRENTLY MARRIED POPULATION WELFARE WORKERS
REPORTING EVER USE BY CONTRACEPTIVE METHODS,
PAKISTAN, 1988

Family Planning Methods	Percent Ever-user
PILL	13.8
Condom	55.8
Vaginal Method	9.4
Injection	15.2
I U D	18.8
Female Sterilization	3.6
Male Sterilization	-
Rhythm	3.6
Abstinence	1.5
Withdrawal	8.7
Ever Users	77.5
Number Of Respondents (N)	138

Note: Responses will not add-up to 100 Percent because of multiple responses.

Figure V.3

**PROGRAMME WORKERS REPORTING EVER USE
BY CONTRACEPTIVE METHOD PAKISTAN 1988****PERCENTAGE OF WORKERS**

Source: Table V.7

The Population Welfare Workers who ever-used any contraceptive method were also asked to identify the two most important media which could be responsible for their adoption of family planning methods. Answers to these multiple questions are presented in Table V.7

It is interesting to observe from the table that the programme workers have identified themselves as the most important communication agents (45 percent) for the adoption of family planning method. This was followed by interpersonal communication by spouse (22 percent). However it is surprising to note that these workers had earlier indicated a very low (2.4 percent) contribution of spouse's communication in creating family planning awareness among others.

Only 10.5 percent PWWs identified television, 8.2 percent identified radio, and 7 percent indicated printed materials as the media responsible for the adoption of family planning methods.

TABLE V.7

PERCENT OF POPULATION WELFARE WORKERS REPORTING SOURCE OF IEC MEDIA FOR THEIR ADOPTION OF FAMILY PLANNING METHODS, PAKISTAN, 1988

S.No.	Type of Media	Percent
1.	Interpersonal Communication by Population Welfare Worker	45.0
2.	Interpersonal Communication by Spouse	22.2
3.	Interpersonal Communication by Friends/Relatives/Neighbour	4.7
4.	Newspapers	4.1
5.	Posters/Charts/Calendars	3.5
6.	Pamphlets/Leaflets	5.8
7.	Magazines/Periodicals	2.9
8.	Books/Booklets/Novels/Short Stories	5.2
9.	Other Printed Materials	7.0
10.	Radio	8.2
11.	Television	10.5
12.	Stage Dramas	0.6
13.	Cinema Slides	0.6
14.	Films	0.0
15.	Fixed Publicity	0.0
16.	Public Meetings/Gatherings	0.0
17.	Seminars	0.0
18.	Traditional Media	0.0
19.	Others	2.3

Note: Total will not add-up to 100 percent because of multiple responses.

It may however be pointed out that for the adoption of family planning methods, communication, motivation and logistics of programme are the crucial factors. Family planning workers have been involved in the execution of all these activities. Therefore, it may be justifiable to claim that family planning workers were a very important media for the adoption of family planning methods. The family planning workers alone cannot be responsible for such an achievement unless a large contribution of IEC activities and logistic support is ensured.

V.6. SUMMARY OF FINDINGS

The three most important objectives of IEC component, as reported by PWWs, in order of priorities, were: dissemination of information on population problems; knowledge of family planning; and importance of having lesser number of children.

Majority of the PWWs had a high awareness of six major media utilized by the IEC component. In order of familiarity, these were the role of programme personnel, posters and charts, television jingles, radio jingles, newspapers advertisements and audio visual vans.

About one-quarter of the PWWs were unaware of their own audio-visual vans. Moreover, the role of the informal inter-

personnel communication (friends, relatives, neighbours and spouse) seems to have been under rated.

There was a strong agreement with respect to messages through other media.

Surprisingly, the PWWs reported a high effectiveness of radio and television dramas and their educational programmes as compared to the low effectiveness of television and radio jingles. They have clearly indicated their own effectiveness as the highest. They have also indicated a high effectiveness of posters/charts/pamphlets/leaflets, audio-visual vans, seminars and the traditional media.

The problems identified by the PWWs were non-availability of transport, lack of IEC material, lack of staff and shortage of medicines. Fear of opposition of religious groups and ignorance of target population were also identified as problems by a substantial number.

The PWWs suggested giving-away gifts with family planning messages, more public meetings, discussions and lectures through electronic media, and publishing articles regularly in newspapers/magazines highlighting consequences of rapid unplanned population growth and involving teachers to educate the community.

Regarding the role of media in creating family planning awareness, the PWWs emphasized their own role as the most important one, followed by the role of television and radio. Surprisingly the role of interpersonal communication i.e. of spouse was miserably under rated by the workers, although its grading for familiarity as media was fairly impressive.

Three out of every five PWWs (62 percent) reported ever-use of contraceptive method which shows the extent of self motivation among the Programme workers. The condom was the most popular method among the workers, followed by IUD, injectables, and vaginal method.

Regarding the relationship between media use and the adoption of family planning method, it was observed that the workers again identified themselves as the most important source of media for family planning adoption. One out of every five workers (22 percent) identified interpersonal communication of spouse as the second most important source of media for family planning adoption. It is worth while to note that the role of spouse for creating awareness for family planning among the target groups was reported as insignificant by only 2.4 percent of PWWs, but for their own family planning adoption, its role becomes very important.

As far as the other media are concerned, the only worth while media reported by workers were television and radio. Their proportion in the adoption of family planning as reported by workers, was 10.5 percent and 8.2 percent respectively.

On the basis of the above findings, the crucial role of field functionaries of the programme cannot be underestimated for any successful implementation of IEC activities and the Population Welfare Programme as a whole. These functionaries appear to be highly motivated and are quite familiar with the problems of IEC component implementation. Their suggestions for the improvement of IEC component need due attention by the Programme administrators.

The PWWs have apparently over-emphasized their own role though they might not be as knowledgeable and skilful as they are expected to be. They certainly need further on-the-job training in all aspects of the programme including the IEC activities.

It is clear that the field offices face shortages of IEC materials, medicines, personnel and transportation. Better logistics and personnel placement might augment the effectiveness of resources even if the full complement of demands cannot be satisfied. In view of the current

financial and administrative constraints, it would be desirable that deficiencies and short comings be overcome by efficient management, understanding, supervision, dedication and motivational efforts at all levels. Participatory planning and management involving multi-level functionaries should indicate the real direction for obtaining optimum results.

CHAPTER VI

CONCLUSIONS AND RECOMMENDATIONS

The major purpose of IEC's evaluation was to make an assessment of this component's activities and its impact on the audience group, namely currently married females of reproductive ages and a fraction of their husbands. The main objective of the study, was to determine awareness of the IEC activities, their effectiveness and the consequent behavioural change toward small family norm among the respondents. An attempt was made at the same time to obtain information, on the experience and views of the front line Population Welfare Workers (PWWs) directly involved in IEC's activities. Their recommendations were solicited for more effective implementation of the IEC component.

The first phase of the study was to review the IEC component in terms of its objectives, its activities, its inputs, its media and the type of IEC materials it produced and printed, as well as the implementation of its activities.

The second phase of the study adopted two different approaches through a field survey. In the first approach a survey of currently married females of reproductive ages and some of their husbands was carried out. The intention was to

find out the extent of awareness of IEC activities, and to measure its impact on the target population in disseminating the knowledge of family planning and motivating people to adopt family planning methods. This was done through collecting data by using a specifically designed questionnaire (Annex I) which was administered in a randomly selected sample in all the four provinces of the country.

In the second approach data were collected from PWWs involved in IEC activities in the same sample areas at the district and local levels. This approach was planned to obtain the views of PWWs about the implementation of IEC activities, their effectiveness, problems perceived and suggestions offered by them.

The summaries of the results of these inquiries have already been presented at the end of chapters three, four and five. In this chapter, attempt is made to draw conclusions from these findings as far as is possible and to formulate recommendations for future implementation of the IEC activities.

VI.1 REVIEW OF IEC INPUTS

It became apparent from the careful documentation of the IEC materials, produced by the Population Welfare Programme at federal, provincial and local levels as well as

by the private sector over the past more than two decades that a variety of the materials was produced, printed, and disseminated in various forms. The inventory included more than 2000 printed materials [1].

The major findings of the review of the documents indicated that the IEC component activities were implemented without a carefully defined programme, inadequate training of its personnel and without pre-testing the media messages. There were no clear cut directions for the IEC component, its modification, monitoring and evaluation.

The media approach in particular, was directed towards all the eligible audiences in the society and not to any well defined specified target groups.

Although the training and teaching materials were systematically planned but the published leaflets did not reveal any studied familiarity with the current and changing social, economic or cultural environment of any segments of the society.

The IEC component produced no slides or films and undertook no baseline micro surveys. No experimental and innovative micro projects were launched for the improvement of IEC media messages.

It is suggested that the future IEC strategy should be formulated keeping in view the above mentioned observations and in the light of the following recommendations:

- The objectives of the IEC component should be reduced to a manageable number, with specific and fixed priorities of media messages.
- Media messages should clearly reflect the objectives of the Population Welfare Programme and should be harmonious with selected media keeping in view the socio-cultural milieu of the society.
- The IEC messages through various media should focus on disaggregated and segmented approach based upon regional and socio-cultural environment of the chosen segments of the society.
- Periodic evaluation of each media message, should be based on segmented approach, keeping in view the socio-cultural and economic environment of the community concerned.
- Audio-visual vans of the programme specifically meant for IEC activities should be exclusively utilized by showing variety of new slides, documentaries, and

films, based on regional languages, within the socio-cultural frame-work of the community.

- Quality messages and thoughtful contents be introduced, particularly in motivating the hard core, non-motivated target groups rather than focussing on the already motivated ones.

- In view of regional and cultural variations, the IEC activities be decentralized, particularly with reference to production of IEC materials.

- The responsibility of undertaking IEC activities should also be entrusted to the private sector such as NGO's, who have long experience in dealing with masses, particularly, in low income and slum areas.

- Communication media experts/agencies and advertising companies should be activity involved in future IEC activities.

VI.2 IEC ACTIVITIES FOR THE TARGET GROUPS

The survey to evaluate the impact of the IEC component consisted of 1333 married females of reproductive ages and a sub-sample of 496 of their husbands representing

the four provinces of the country. During the field operations unfortunately, heavy floods in the sampled areas of Punjab and disturbances in Sind, particularly, in Hyderabad and Karachi cities did affect the enumeration. However, precautionary measures in the field as well as in the office were taken to scrutinize and ensure the quality of the data.

The results showed that a large proportion of 47 percent of the respondents did not possess any of the electronic media. As has been mentioned earlier, this possession might have been under reported due to the fact that it requires licences which have to be periodically renewed on payment of a certain fee, under the government regulations. However, of those who possessed any of these items, an overwhelming majority listened and watched the IEC programmes on their sets.

Three-quarters of the respondents reported having knowledge of family planning media. The awareness of family planning among respondents was more prevalent through electronic media, like television and radio jingles, being 44 percent and 40 percent respectively. Other important media were the interpersonal communication i.e. friends/relatives/neighbours (43 percent) and Population Welfare Workers (30 percent). As expected, the awareness through

printed media and television jingles was several times higher among urban and literate respondents. Familiarity through radio was almost equal in urban and rural respondents.

Most of the respondents agreed with the contents of IEC messages and they also considered these messages very effective. They reported to be satisfied with the suitability, duration and frequency of the messages and their timing on electronic media. However, a few males complained about the short duration and infrequency of such programmes. Three out of five respondents knew any of the family planning method. As expected, this proportion was higher among urban literates, high income groups and persons having more children.

The survey revealed that more than 90 percent of the respondents got the knowledge of family planning methods through interpersonal media, such as spouse (43 percent), PWWs (35 percent) and friends/relatives/neighbours (16 percent). The spouse and television were the main sources of family planning knowledge among urban females, while among rural females interpersonal communication (except spouse), radio and public meetings were the main sources of family planning methods.

Almost two out of five (19 percent) respondents reported to have ever-used contraceptive methods and one of nine (11 percent) respondents were reported as current users. Among the current users, 29 percent were condom users, while the use of pill, injectables, IUD and female sterilization ranged from 13-18 percent. The ever-use of condom was reported more among the husbands of females in urban areas and in high income groups. Whereas the ever use of pill, injection, IUD and female sterilization was higher among rural, illiterate and low income group females.

The most important media for the adoption of family planning was reported to be interpersonal communication. The major reason for never-use of contraception was reported a desire for more children, particularly sons. Almost an equal proportion reported social and moral values, religion, and lack of family planning services as reasons for never-use.

It is observed that the media awareness through interpersonal communication (formal and informal) and electronic media (radio and television) have been the most important sources of knowledge and motivation among couples. It is therefore, essential that the role of these media should be strengthened for the effective promotion and implementation of IEC activities.

In the context of wide-spread illiteracy and low primary educational attainment, particularly among females, large segment of population living below poverty line, coupled with strongly inhibiting socio-cultural norms and the prevailing religious constraints, the above mentioned media can play a very crucial role in changing the attitudes and behaviour of these couples towards small family norm. It is, therefor, essential that along with mass media, IEC activities, the media of interpersonal communication should be improved and strengthened through field IEC activities, so that this large segment of the deprived population could be motivated.

In the interpersonal media, spouse, parents (in-laws), relatives, friends and neighbours could be quite influential and silent motivators in changing the attitude and behaviour of couples towards small family norm. It is, therefore essential that a qualitative research on interpersonal communication should be undertaken to understand the process of family decision making in the community.

Even though the respondents agreed with the media messages and their effectiveness, there is still room to suspect that the respondents might have not paid the required attention to the contents of the messages. Although the results might have been affected by both sampling and non-sampling errors, yet it is desirable to examine the

contents of the messages in detail and make them more effective for the future IEC strategy of the programme. In this context, an in-depth survey research study may be undertaken to evaluate the contents of the media messages, their perception by the target audiences and their effectiveness in generating family planning knowledge and changing attitudes among identified socio-economic segments of the society.

The IEC messages should specifically concentrate on ways to make them effectively acceptable to the target population. After ensuring this acceptance, ways have to be found to transform them into accessibility and availability of services and supply of contraceptives to the motivated groups. For example, by mere printing/publishing the addresses of the service delivery points, it may not be possible to generate the family planning awareness and motivation. What is required, is the reinforcement of the service outlet activities through media messages. This could only be effectively achieved through proper use of electronic and interpersonal communication media.

It is proposed that the front line workers of other departments such as, health, education, agriculture and local government workers, some of whom are already associated with the programme, may be more involved in this pursuit in a more planned way and should be trained to

enforce the mass media messages at the time when other media need their supportive efforts. There should be an in-built method for keeping these interpersonal workers abreast of latest developments in the field, either through short in-service training sources, or through workshops, seminars, group meetings and discussions.

There should also be a regular feed-back through news letters on IEC activities sent to those workers involved in such operations. The Ministry of Population Welfare (MPW) should see its own role as manager of the IEC component and ensure the link between the national media campaign and the local level interpersonal effort. The MPW should also start exploring how it could diversify its media use into such entertainment areas as television dramas, folk theaters and street corner plays.

There are certain functions which the private sector can help the MPW accomplish, and these potentialities should be used to the fullest extent possible. The MPW should see its role as being more of a manager of the programme, creating the linkages between the mass media and the interpersonal channels. The MPW may wish to reserve for itself the management aspects of the IEC effort, and seek partners in the private sector (or outside) to help it in managing an effective programme of communication.

As already discussed in chapter-IV, it is encouraging to note that the ever use and current use of contraception have increased in the country. This increase, among other factors, may partially be attributed to re-activation of IEC component since April, 1985.

It has been noticed that ever-use and current use of condom users is quite high in the country. This may be due to the programme and non-programme efforts such as private sector's involvement through NGO's and particularly the social marketing of contraceptives (SMC). In this regard it is suggested that the SMC may be actively involved in the IEC activities.

The NGO's may also be entrusted with the IEC media responsibilities. It is quite probable that the private sector may convey the family planning media messages more openly and boldly. Hence, the active involvement of private sector would not only re-inforce the present IEC activities, it would also enhance its impact on the Programme performance as well. Thus ultimately enabling the IEC strategy to achieve the desired objectives of the Population Welfare Programme in the country. This broad operational partnership of federal, provincial, district levels of NGO's including advertising agencies could help the co-ordinated IEC strategy to achieve its designed objective in a more meaningful way.

VI.3 IEC ACTIVITIES AND POPULATION WELFARE WORKERS

As discussed in chapter V, the objective of the second phase of the survey was to obtain the views of 172 Population Welfare Workers (PWWs) about the IEC activities.

The majority of the PWWs had high awareness of the six major media used by the IEC component. However, it appears that about one quarter of the PWWs were not aware of their own audio-visual vans. They had also under-reported the role of informal interpersonal communication i.e. spouse and friends/relatives/neighbours.

They almost totally agreed with the messages conveyed through different media. The PWWs indicated the highest media messages effectiveness for posters/charts/pamphlets and audio visual vans. On the contrary according to them the television and radio jingles had lower effectiveness. These views have to be taken with a pinch of salt.

They identified non-availability of transport, lack of IEC material and staff as major constraints to the implementation of IEC activities. They suggested improving the IEC activities by giving away of gifts, more public meetings, discussions and lectures through electronic media and publishing articles regularly in newspapers/magazines,

and by involving school teachers in highlighting the consequences of un-planned population growth.

Population Welfare Workers emphasized their own role as the most important one in creating family planning awareness. It was followed by television and radio. Surprisingly the role of interpersonal communication i.e. of spouse was severely under reported by workers, although its grading for familiarity as media was fairly impressive.

Around 62 percent of the PWWs reported to have ever-used contraceptive methods. The condom was the most popular method among the workers. The workers again identified themselves as the most important source of media to adopt family planning. Twenty two percent PWWs identified spouse as the second most important media for family planning adoption for themselves while for the target population only two percent indicated that it was a source of awareness.

The crucial role of the field functionaries of the programme for successful implementation of IEC activities cannot be under estimated. They are quite familiar with the problems in the field and can give solid suggestions for the improvement of the programme. However, it may be noted that they have apparently over emphasized their own role. They might not be as knowledgeable and skilful as they claim. It is recommended that all field functionaries should be

imparted on-the-job training to develop their skill for effective implementation of the IEC activities.

In view of the constraints mentioned above by the PWWs, about the implementation of IEC component, it is recommended that better logistics and personnel support might augment and improve the communication, awareness and use of contraception.

REFERENCE

1. Allauddin, M. and Akhtar Hussain Rana, Inventory of Information, Education and Communication Materials Produced by Population Welfare Programme of Pakistan, National Institute of Population Studies, Islamabad, (under publication).

ANNEX-I

CONFIDENTIAL

MODULE-I

**SURVEY OF COMMUNICATION COMPONENT
OF POPULATION WELFARE PROGRAMME
OF PAKISTAN, 1988**

HOUSEHOLD AND INDIVIDUAL QUESTIONNAIRE

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

**PHONE NOS. 850163 - 850205
TELEX NO. 54139 NIPS**

Date: _____

Interview Started at: _____

Hours

SURVEY OF POPULATION WELFARE
COMMUNICATION PROGRAMME OF PAKISTAN,
1988

SECTION - 1

IDENTIFICATION OF HOUSEHOLD

Province _____

1

District _____

2 3

Tehsil/Taluka _____

4 5

City/Town/Village _____

Urban/Rural _____

6

Street/Block No. _____

House No. _____

Cluster No. _____

7 8

Household No. _____

9 10

Serial No. of Respondent _____

11 12

Type of House : 1. Katcha 2. Pakka 3. Semi pakka

13

PROCESSING CODE

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1 2 3 4 5 6 7 8 9 10 11 12

S.No AGE RHH SEX MS

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13 14 15 16 17 18 19

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27 28 29 30 31 32 33

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55 56 57 58 59 60 61

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69 70 71 72 73 74 75

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83 84 85 86 87 88 89

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97 98 99 100 101 102 103

S.No AGE RHH SEX MS

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62 63 64 65 66 67 68

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76 77 78 79 80 81 82

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90 91 92 93 94 95 96

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104 105 106 107 108 109 110

HOUSEHOLD

(Please list all the usual members of the household and obtain the characteristics listed)

S.No.	Name	Age	Relation with Head of Household	Sex	Marital Status
01.			Head		
02.					
03.					
04.					
05.					
06.					
07.					
08.					
09.					
10.					
11.					
12.					
13.					
14.					

- Number of Live Births to usual members of the household since Muharram 10 of last year _____

111

- Number of Deaths among usual members of the Household since Muharram 10 of last year _____

112

Number of Eligible persons for interview

T

113 114

Married Male(s) _____
Married Female(s) _____

M

115 116

F

117 118

TOTAL

T

119 120

MALE

M

121 122

FEMALE

F

123 124

Card ---- 5

130

SECTION - II

(FEMALE RESPONDENTS)

Serial number of Respondent _____

14 15

Sex _____

16

Q. 201. What is your age ? _____

17 18

Q. 202. Can you read a newspaper and write a simple letter?

1. Yes

2. No.

19

Q. 203. What is the biggest level of formal education
You have completed?

1. No formal education

2. Informal education.

20

3. Primary and below

4. Middle

5. Metric and equivalent

6. Above Metric

Q. 204. What is your usual occupation?

21 22

01. Professional Technical and related workers
(Engineers, Doctor, Scientist, Teacher, Journalist)02. Administrative and Managerial Workers
(Senior Gov., Officials & Business Executive)03. Clerical and Related Workers
(Clerks, Sten, Cashier)

04. Sales Workers
(i of valuable/retail business:
Salesman, Shop Assistants)
05. Service Workers
(Cooks, Maids, Barbers, Washermen)
06. Agricultural, Animal Husbandry and
Forestry Workers, Fishermen
(Farmers, Poultry Farming, etc.)
07. Production and Related Workers
(Tailor, Shoemakers, Carpenter, Blacksmith,
Weaver, Electrical Fitter)
08. Transport Equipment Operators
09. Labourers
10. Workers not Classified by Occupation
11. Not in the Labour Force
12. Housewife

Q. 205. Are you currently employed or looking for work?

1. Yes
2. No (Skip to Q. 207)

23

Q. 206. What is your monthly income?

0. No Income
1. Below Rs. 500
2. Rs. 500 - 999
3. Rs. 1000 - 1999
4. Rs. 2000 - 2999
5. Rs. 3000 - 3999
6. Rs. 4000 & Above

24

Q. 207. What is the total monthly income of your household?

1. Below Rs. 500
2. Rs. 500 - 999
3. Rs. 1000 - 1999
4. Rs. 2000 - 2999
5. Rs. 3000 - 3999
6. Rs. 4000 & 4999
7. Rs. 5000 & Above

25

Section - III

FERTILITY
(FOR MARRIED FEMALES)

Q. 301. How old were you when you were married?

Age _____ (In completed years)

--	--

26 27

Q. 302. How many of your children are living now?

Children _____
 (If answer is 00, Skip to Q. 304)

T-

--	--

28 29

Q. 303. How many are boys and how many girls?

Boys _____ Girls _____

B-

--	--

30 31

G-

--	--

32 33

Q. 304. How many live births have you had altogether?

Total _____ Boys _____ Girls _____

T-

--	--

34 35

Q. 306. Would you like your expected child to be a boy or a girl?

1. Boy

41

2. Girl

Q. 307. Do you want to have more children in the future, (In addition to the one you are expecting)?

1. Yes

42

2. No

3. Not sure/Don,t know

Skip to Q. 310

Q. 308. How many (more) children do you want to have in the future?

T-

Total _____

43 44

How many Boys _____

B-

45 46

G-

47 48

How many Girls _____

IF ANSWER TO Q. 302 IS 00, SKIP TO SECTION 4

Q. 309. How old would you like your youngest child to be when your next one is born?

Months _____

49 50

IF 'YES' IN Q. 307, SKIP TO Q. 313

Q. 310. Before your last child, did you want to have more children?

1. Yes
2. No
3. Not sure/Don't know

51

Q. 311. Was the last child a boy or a girl?

1. Boy
2. Girl

52

Q. 312. Is that child still living?

1. Yes
2. No

53

Q. 313. If you could determine the total number of children you want in your life time how many would that be?

Total _____

T-

54 55

How many Boys? _____

B-

56 57

How many Girls? _____

G-

58 59

Q. 314. What do you think should be the ideal age at marriage for a girl?

Age _____ Years

60 61

SECTION - IV

knowledge and attitude Regarding
Information Education And
Communication (IEC) Programme

(FOR ALL THE RESPONDENTS)

Q. 401. How often do you listen to Radio/Transistor?

1. Never
2. Daily
3. Few Times a Week
4. Once a Week
5. Rarely

62

Q. 402. How often do you watch T.V.?

1. Never
2. Daily
3. Few Times a Week
4. Once a Week
5. Rarely

63

Q. 403. Do you have any of the following in your household?

1. Radio/Transistor
2. Tape Recorder/Transistor
3. T.V.
4. Radio/Transistor + Tape Recorder
5. Radio/Transistor + T.V.
6. Tape Recorder + T.V.
7. All
8. None

64

Q. 404. Do you read any of the following?

1. Newspapers
2. Magazines
3. Both
4. None

65

Q. 405. Have you ever heard/watched/read anything about Population Welfare Programme/ Family Planning Programme?

1. Yes
2. No _____ (Skip to Q. 408)

66

Q. 406. What do you think about Population Welfare Programme/ Family Planning Programme is?

(Three respondents allowed)

67 68

01. Limiting the number of children

02. Spacing of children

69 70

03. Use of contraceptives

04. Welfare of family

71 72

05. Maternal and Child Health

06. Immunization

07. General Medical Advice

08. Sterilization

09. Treatment of Sterility

10. Others _____ (Specify)

11. Don't know/No Idea

- Q. 407. Please name the communication media of Population Welfare Programme/Family Planning Programme which you are familiar with?

Record responses in column 'B' of the Table.

PROBE

ANY OTHER?

For prompting Communication Media

- Q. 408. Now I will mention some other communication media. Please answer 'Yes' if you ever had the chance of reading, watching or listening anything regarding Population Welfare Programme/Family Planning Programme from these media?

(Please read the list in column 'A' and record the responses in column 'C' of the Table)

Q. 409. Can you tell me the message conveyed through these media.

Please write most appropriate code in column 'D' of the Table.

Code List

<u>S.No.</u>	<u>Message Code</u>
01.	Welfare of the Family
02.	Awareness regarding Family Planning
03.	Adopt Family Planning
04.	Information regarding use of Family Planning methods
05.	Importance of having less children
06.	Importance of spacing of children
07.	Importance of breastfeeding
08.	Raising age at marriage
09.	Status of women
10.	Mother and child health
11.	Female literacy
12.	Responsibility of a man for the welfare of his wife and children
13.	Population Problems
14.	Family Planning Insignia
15.	Others _____ (Specify)
16.	Not sure/I don't know

Q. 410. Do you agree with the message conveyed through following media ?

RECORD RESPONSES IN COLUMN 'E' OF THE TABLE

Q. 411. Do you agree with the way of the message is conveyed?

RECORD RESPONSES IN COLUMN 'F' OF THE TABLE

TABLE

A Communication Media	B Knowledge (Unprompted)	C Knowledge (Prompted)	D Message Code	E Agree	F Effectively Conveyed											
01. Interpersonal Communication																
1. Visit of a person from Population Welfare Department	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<table border="1"> <tr><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>73</td><td>74</td><td>75</td><td>76</td><td>77</td></tr> </table>						73	74	75	76	77
73	74	75	76	77												
2. Spouse	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<table border="1"> <tr><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>78</td><td>79</td><td>80</td><td>81</td><td>82</td></tr> </table>						78	79	80	81	82
78	79	80	81	82												
3. Friend/relative neighbour	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<table border="1"> <tr><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>83</td><td>84</td><td>85</td><td>86</td><td>87</td></tr> </table>						83	84	85	86	87
83	84	85	86	87												
02 Newspaper																
1. Article/Column/ Letter	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<table border="1"> <tr><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>88</td><td>89</td><td>90</td><td>91</td><td>92</td></tr> </table>						88	89	90	91	92
88	89	90	91	92												
2. Advertisement	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<table border="1"> <tr><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>93</td><td>94</td><td>95</td><td>96</td><td>97</td></tr> </table>						93	94	95	96	97
93	94	95	96	97												
3. Special Supplement	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<table border="1"> <tr><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>98</td><td>99</td><td>100</td><td>101</td><td>102</td></tr> </table>						98	99	100	101	102
98	99	100	101	102												
4. Puzzle	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<table border="1"> <tr><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>103</td><td>104</td><td>105</td><td>106</td><td>107</td></tr> </table>						103	104	105	106	107
103	104	105	106	107												
03. Poster/Chart/Calendar																
1. Posters/ Charts	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<table border="1"> <tr><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>108</td><td>109</td><td>110</td><td>111</td><td>112</td></tr> </table>						108	109	110	111	112
108	109	110	111	112												
2. Calendars	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<table border="1"> <tr><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>113</td><td>114</td><td>115</td><td>116</td><td>117</td></tr> </table>						113	114	115	116	117
113	114	115	116	117												

A Communication Media	B Knowledge (Unprompted)	C Knowledge (Prompted)	D Message Code	E Agree	F Effectively Conveyed
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04. Pamphlet/Leaflet	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
						118 119 120 121 122

PROCESSING CODE

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5	6	7	8	9	10	11	12

Card ----- 1
120

05 Magazine/Periodical						
1. Article/Letter	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
						13 14 15 16 17

2. Advertisement	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
						18 19 20 21 22

3. Puzzle	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
						23 24 25 26 27

06. Book/Booklet/ Novel/Short Stories	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
						28 29 30 31 32

07. Other Printed Material	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
						33 34 35 36 37

08. Radio						
1. Drama	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
						38 39 40 41 42

2. Jingle	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
						43 44 45 46 47

3. Poem/Song	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
						48 49 50 51 52

A Communication Media	B Knowledge (Unprompted)	C Knowledge (Prompted)	D Message Code	E Agree	F Effectively Conveyed	
4. Educational/ Informative/ Doctor's Advice	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 53 54 55 56 57
5. Forums	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 58 59 60 61 62
6. Advertisements	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 63 64 65 66 67
09. Television						
1. Drama/Play	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 68 69 70 71 72
2. Jingle	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 73 74 75 76 77
3. Poem/Song	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 78 79 80 81 82
4. Discussion/ Forum	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 83 84 85 86 87
5. Educational/ Doctor's Advice	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 88 89 90 91 92
6. Tellop	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 93 94 95 96 97
10. Stage Drama	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 98 99 100 101 102

A Communication Media	B Knowledge (Unprompted)	C Knowledge (Prompted)	D Message Code	E Agree	F Effectively Conveyed
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11. Cinema

1. Jingle

1-Yes

2-Yes
3-No

1-Yes
2-No

1-Yes
2-No

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103 104 105 106 107

2. Slides

1-Yes

2-Yes
3-No

1-Yes
2-No

1-Yes
2-No

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108 109 110 111 112

Card ---- 2

PROCESSING CODE

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1 2 3 4 5 6 7 8 9 10 11 12

130

12. Film

1. Educational/
Teaching/
Training

1-Yes

2-Yes
3-No

1-Yes
2-No

1-Yes
2-No

--	--	--	--	--

13 14 15 16 17

2. Documentary/
Publicity

1-Yes

2-Yes
3-No

1-Yes
2-No

1-Yes
2-No

--	--	--	--	--

18 19 20 21 22

3. Feature (with
F.P. Insertion)

1-Yes

2-Yes
3-No

1-Yes
2-No

1-Yes
2-No

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23 24 25 26 27

13. Fixed Publicity

1. Billboards/
Hoardings

1-Yes

2-Yes
3-No

1-Yes
2-No

1-Yes
2-No

--	--	--	--	--

28 29 30 31 32

2. Bus Panel

1-Yes

2-Yes
3-No

1-Yes
2-No

1-Yes
2-No

--	--	--	--	--

33 34 35 36 37

3. Neon Sign

1-Yes

2-Yes
3-No

1-Yes
2-No

1-Yes
2-No

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38 39 40 41 42

4. Slogan Written
on Rocks etc.

1-Yes

2-Yes
3-No

1-Yes
2-No

1-Yes
2-No

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43 44 45 46 47

A Communication Media	B Knowledge (Unprompted)	C Knowledge (Prompted)	D Message Code	E Agree	F Effectively Conveyed	
14. Public Meeting/ Gathering						
1. Audio Cassettes	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
						48 49 50 51 52
2. Video Cassettes	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
						53 54 55 56 57
3. Audio Visual Van Publicity	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
						58 59 60 61 62
4. Folder	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
						63 64 65 66 67
15. Seminar						
	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
						68 69 70 71 72
16. Traditional Media						
	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
						73 74 75 76 77

IF YES FOR MEDIA CODE 011

Q. 412. What is the attitude of that person?

1. Kind and attentive
2. Cordial
3. Helpful
4. Knowledgeable
5. Indifferent
6. Impolite
7. Others _____ (Specify)

78

IF 'YES' FOR MEDIA CODE 082 OR 086

Q. 413. Do you think the timings of IEC advertisement on radio are suitable?

1. Yes (Skip to Q. 415)
2. No

79

Q. 414. What timings do you suggest?

Time _____ Hours

--	--	--	--

80 81 82 83

Q. 415. Do you think that duration of message is:

1. Adequate
2. Too long
3. Too short

84

Q. 416. Do you think the frequency of the message is:

1. Adequate
2. Inadequate

85

IF YES IN MEDIA CODE 092 ASK Q. 415 OTHERWISE
SKIP TO Q. 421

Q. 417. Do you think the timings of IEC publicity (Jingle) on T.V. are suitable?

1. Yes (Skip to Q. 419)
2. No

86

Q. 418. What should be appropriate timings

Time _____ Hours

--	--	--	--

87 88 89 90

Q. 419. Do you think that duration of message is:

1. Adequate
2. Too long
3. Too short

91

Q. 420. Do you think the frequency of the message is:

1. Adequate
2. Inadequate

92

Q. 421. Do you like the idea of Population Welfare Programme giving gifts with Family Planning Insignia/messages to people

1. Yes
2. No
3. No Opinion

93

Q. 422. Have you received any gift item?

1. Yes

2. No (Skip to Q. 426)

94

Q. 423. What was that gift item?

(Three responses Allowed)

01. Diary
02. Telephone Number Diary
03. Exercise Books
04. Insignia
05. Eid Card
06. Sticker
07. Match Box
08. Metal item
09. Tea Pot
10. Plastic Material
11. Curtain Cloth
12. Handkerchief
13. Table Decoration Items
14. Stationery Item
15. Vegetable Seed Packets
16. Calendars
17. Others _____ (Specify)

95 96

97 98

99 100

Q. 424. Have you received a calendar with family Planning message and addresses of the Family Welfare Centres

1. Yes

2. No (Skip to Q. 426)

101

Q. 425. Did you like the calendar?

1. Yes

2. No.

102

Q. 426. Have you ever been to a Baby Show arranged by the Family Planning Department?

1. Yes

2. No

103

PROCESSING CODE

1	2	3	4	5	6	7	8	9	10	11	12

SECTION - V

KNOWLEDGE , ATTITUDE AND PRACTICE
OF FAMILY PLANNING
(FOR ALL RESPONDENTS)

Q. 501. As you may know, there are various ways, a couple can delay the next pregnancy, or avoid having children if they do not want them. Do you know or have you heard of any of these family planning methods?

1. Yes

13

2. No _____ (Skip to Q. 510)

Q. 502. Please name the methods that you know or heard about?

1. Pill

14-

02. Condom

15-

03. Vaginal Methods

16-

04. Injection

17-

05. IUD

18-

06. Female Sterilization

19-

07. Male Sterilization

20-

08. Rhythm

21-

09. Withdrawal

22-

10. Abstinence

23-

11. Others _____ (Specify)

24-

IF RESPONDENT FAILS TO NAME ANY METHOD SKIP TO Q. 510

Q. 503. Through which media you become aware of the family planning method, mentioned above?

(Two responses allowed with indication of priority)

01. Interpersonal Communication by a Family Planning Officer/Workers

--	--

25 26

02. Interpersonal Communication by a spouse

--	--

27 28

03. Interpersonal Communication by friend/relative/neighbour/others.

--	--

29 30

04. Newspapers

05. Posters/Chart/Calendar

06. Pamphlet/Leaflet

07. Magazine/Periodical

08. Book/Booklet/Novel/Short Stories

09. Other Printed Material

10. Radio

11. Television

12. Stage Drama

13. Cinema Slides

14. Film

15. Fixed Publicity

16. Public Meeting/Gathering

17. Seminar

18. Traditional Media

19. Others _____ (Specify)

Q. 504. Have you/your spouse ever used a Family Planning method to avoid or to postpone pregnancy

1. Yes

--

2. No

(Skip to Q. 509)

31

Q. 505. Which media are most responsible in motivating you/your spouse to use Family Planning methods?

--	--

--	--

(Three responses allowed with indication of priority)

32 33

--	--

--	--

01. Interpersonal Communication by a Family Planning Officer/Workers

34 35

--	--

--	--

02. Interpersonal Communication by a spouse

36 37

03. Interpersonal Communication by friend/relative/neighbour/others.

04. Newspapers

05. Posters/Chart/Calendar

06. Pamphlet/Leaflet

07. Magazine/Periodical

08. Book/Booklet/Novel/Short Stories

09. Other Printed Material

10. Radio

11. Television

12. Stage Drama

13. Cinema Slides

14. Film

15. Fixed Publicity

16. Public Meeting/Gathering

17. Seminar

18. Traditional Media

19. Others _____ (Specify)

Q. 506. Please name the family planning methods that you/your spouse ever used.

(FOUR RESPONSES ALLOWED)

- | | | |
|-----|------------------------|--|
| | | |
| | | |
| | | |
| 1. | Pill | |
| 02. | Condom | |
| 03. | Vaginal Methods | |
| 04. | Injection | |
| 05. | IUD | |
| 06. | Female Sterilization | |
| 07. | Male Sterilization | |
| 08. | Rhythm | |
| 09. | Withdrawal | |
| 10. | Abstinence | |
| 11. | Others _____ (Specify) | |

38 39

40 41

42 43

Q. 507. Are you/your spouse currently using any Family Planning method?

- | | | |
|----|-----|------------------|
| 1. | Yes | |
| 2. | No | (Skip to Q. 510) |

46

Q. 508. Please name that method

- | | | |
|-----|-----------------|--|
| 1. | Pill | |
| 02. | Condom | |
| 03. | Vaginal Methods | |
| 04. | Injection | |
| 05. | IUD | |

47 48

- 06. Female Sterilization
- 07. Male Sterilization
- 08. Rhythm
- 09. Withdrawal
- 10. Abstinence
- 11. Others _____ (Specify)

SKIP TO Q. 510

Q. 509. What are the main reasons that you/your spouse never used any Family Planning method?

(Three Responses Allowed)

- 01. Want more children
- 02. Want more sons
- 03. Want more daughters
- 04. Family planning is against religion.
(Please Specify _____)
- 05. Fear of side effects
- 06. Use of family planning methods lead to corruption.
- 07. It causes sterility among users
- 08. It causes deformity to new born babies
- 09. Wife protected by breastfeeding.
- 10. Social and moral values
- 11. Lack of knowledge of use of family planning method
- 12. Lack of family planning services
- 13. Natural Spacing
- 14. Others _____ (Specify)

49 50

51 52

53 54

Q. 510. Do you want to learn more about Family Planning?

- 1. Yes
- 2. No



55

END THE INTERVIEW AND SAY

**THANK YOU VERY MUCH FOR YOUR
CO-OPERATION AND VALUED OPINIONS**

--	--

48-50

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51-52

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53-54

OBSERVATIONS BY INTERVIEWER

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56 57

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58 59

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60 61

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62 63

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64 65

Interview Ended at _____ Hours

Name of the Interviewer _____

Name of Supervisor _____

--	--

66 67

Card---

4

130

ANNEX-II

CONFIDENTIAL**MODULE-II****SURVEY OF COMMUNICATION COMPONENT OF
POPULATION WELFARE PROGRAMME OF
PAKISTAN, 1988****PROGRAMME PERSONNEL QUESTIONNAIRE****NATIONAL INSTITUTE OF POPULATION STUDIES
HOUSE NO. 8, STREET NO. 70, F-8/3,
ISLAMABAD****PHONE NOS. 850163 - 850205
TELEX NO. 54139 NIPS**

DATE:-----
 TIME INTERVIEW STARTED:-----

QUESTIONNAIRE -MODULE II

National Institute of Population Studies [NIPS], Islamabad is undertaking a survey to study the Population Welfare Communication Programme in Pakistan. In this regard we require some information which may help us improve the current communication media campaign. It will highly be appreciated if you could, kindly, provide us with useful information and your valued opinion.

Processing Code

1	2	3	4	5	6	7

Q. 101. Since you are involved in the Population Welfare Programme, can you please tell us the main objectives of the Information, Education, and Communication [IEC] Programme?

(Record First Three Responses)

- | | | | |
|--|--|----|----|
| | | 8 | 9 |
| 1. To increase the knowledge of population problem | | | |
| 2. To create awareness regarding family planning | | | |
| 3. Information regarding use of methods | | 10 | 11 |
| 4. Importance of having less children | | | |
| 5. Importance of spacing of children | | 12 | 13 |
| 6. Raising age at marriage | | | |
| 7. Importance of breastfeeding | | | |
| 8. Improving the status of women | | | |
| 9. Mother and child health | | | |
| 10. Female literacy | | | |
| 11. Greater community participation in the programme | | | |
| 12. Others _____ (Specify) | | | |

Q. 102. Would you please name the communication media of Population Welfare Programme, you are aware of?

(Unprompted)

RECORD THE RESPONSES IN COLUMN 'B' OF THE TABLE

PROBE

Any other?

Q. 103. Now I will name some other communication media. Would you please answer if you have ever had the chance of reading, watching or listening anything regarding Population Welfare Programme from these media.

(Prompted)

PLEASE READ THE LIST IN COLUMN 'A' OF THE TABLE AND RECORD THE RESPONSES IN COLUMN 'C'.

Q. 104. Would you please tell me the two most important messages conveyed through these media.

(Two responses allowed)

PLEASE WRITE APPROPRIATE CODE IN COLUMN 'D' OF THE TABLE.

Code.

Message

1. Welfare of the Family
2. Awareness regarding Family Planning
3. Adopt Family Planning
4. Information regarding use of methods
5. Importance of having less children
6. Importance of spacing of children
7. Importance of breastfeeding
0. Raising age at marriage
9. Status of women

10. Mother and child health
11. Female literacy
12. Population problems
13. Family Planning Insignia
14. Awareness regarding location/
addresses of Family Welfare Centres.
15. Others _____ (Specify)
16. Not sure/I Don't know

Q. 105. Do you agree with the message ?

RECORD RESPONSES IN COLUMN 'E' OF THE TABLE

Q. 106. Do you think the message was effectively conveyed?

RECORD RESPONSES IN COLUMN 'F' OF THE TABLE

Q. 107. Would you mention two most important activities/contributions carried out by you regarding the following population communication activities?

(Two responses allowed)

RECORD THE APPROPRIATE CODE IN COLUMN 'G' OF THE TABLE

<u>S.No.</u>	<u>Nature of Contribution/Activities</u>
1.	Writing of articles, pamphlets etc.
2.	Designing of posters, monogram or advertisement.
3.	Distribution of IEC items
4.	Participation in seminars or plays etc.
5.	Arrangement of seminars or shows
6.	Preparation of schedules etc. of Audio Visual Vans.
7.	Visits to the community.
8.	Training of community workers.
9.	Others _____ (Specify)
10.	No contribution.

Q. 108. Do you feel that activities/contribution carried out by you in the area of population communication are proving effective?

RECORD RESPONSES IN COLUMN 'H'

A Communication Media	B Knowledge (Unprompted)	C Knowledge (Prompted)	D Message Code	E Agree	F Effectively Conveyed	G Nature of Contribution/ Activities	H Effectiveness of Contribution 1. Effective 2. Adequate 3. Not Effective
2. Jingle	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No		1-2-3
							92 93 94 95 96 97 98 99 100 101 102 103
3. Poem/Song	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No		1-2-3
							104 105 106 107 108 109 110 111 112 113 114 115
4. Educational/ Doctor's Advice	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No		1-2-3
							116 117 118 119 120 121 122 123 124 125 126 127

Processing Code

1	2	3	4	5	6	7

Card

2

130

5. Forums	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No		1-2-3
							8 9 10 11 12 13 14 15 16 17 18 19
6. Advertisements	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No		1-2-3
							20 21 22 23 24 25 26 27 28 29 30 31

090 Television

1. Drama/Play	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No		1-2-3
							32 33 34 35 36 37 38 39 40 41 42 43
2. Jingle	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No		1-2-3
							44 45 46 47 48 49 50 51 52 53 54 55

A Communication Media	B Knowledge (Unprompted)	C Knowledge (Prompted)	D Message Code	E Agree	F Effectively Conveyed	G Nature of Contribution/ Activities	H Effectiveness of Contribution 1. Effective 2. Adequate 3. Not Effective									
3. Poem/Song	1-Yes 2-Yes 3-No	2-Yes 3-No	1-Yes 2-No	1-Yes 2-No	1-2-3											
					<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>											
					56	57	58	59	60	61	62	63	64	65	66	67
4. Discussion/ Forum	1-Yes	2-Yes 3-No	1-Yes 2-No	1-Yes 2-No	1-2-3											
					<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>											
					68	69	70	71	72	73	74	75	76	77	78	79
5. Educational/ Doctor's Advice	1-Yes	2-Yes 3-No	1-Yes 2-No	1-Yes 2-No	1-2-3											
					<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>											
					80	81	82	83	84	85	86	87	88	89	90	91
6. Tellop	1-Yes	2-Yes 3-No	1-Yes 2-No	1-Yes 2-No	1-2-3											
					<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>											
					92	93	94	95	96	97	98	99	100	101	102	103
110 Stage Drama	1-Yes	2-Yes 3-No	1-Yes 2-No	1-Yes 2-No	1-2-3											
					<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>											
					104	105	106	107	108	109	110	111	112	113	114	115
111 Cinema Slides	1-Yes	2-Yes 3-No	1-Yes 2-No	1-Yes 2-No	1-2-3											
					<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>											
					116	117	118	119	120	121	122	123	124	125	126	127

Processing Code

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5	6	7

Card-----

3

130

112 Film

1. Educational/ Teaching/ Training	1-Yes	2-Yes 3-No	1-Yes 2-No	1-Yes 2-No	1-2-3											
					<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>											
					8	9	10	11	12	13	14	15	16	17	18	19

A Communication Media	B Knowledge (Unprompted)	C Knowledge (Prompted)	D Message Code	E Agree	F Effectively Conveyed	G Nature of Contribution/ Activities	H Effectiveness of Contribution 1. Effective 2. Adequate 3. Not Effective																								
2. Documentary/ Publicity	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No		1-2-3																								
							<table border="1"> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td> </tr> </table>													20	21	22	23	24	25	26	27	28	29	30	31
20	21	22	23	24	25	26	27	28	29	30	31																				
3. Feature (With P.P. Insertion)	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No		1-2-3																								
							<table border="1"> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>32</td><td>33</td><td>34</td><td>35</td><td>36</td><td>37</td><td>38</td><td>39</td><td>40</td><td>41</td><td>42</td><td>43</td> </tr> </table>													32	33	34	35	36	37	38	39	40	41	42	43
32	33	34	35	36	37	38	39	40	41	42	43																				
113 Fixed Publicity																															
1. Billboards/ Hoardings	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No		1-2-3																								
							<table border="1"> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>44</td><td>45</td><td>46</td><td>47</td><td>48</td><td>49</td><td>50</td><td>51</td><td>52</td><td>53</td><td>54</td><td>55</td> </tr> </table>													44	45	46	47	48	49	50	51	52	53	54	55
44	45	46	47	48	49	50	51	52	53	54	55																				
2. Bus Panel	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No		1-2-3																								
							<table border="1"> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>56</td><td>57</td><td>58</td><td>59</td><td>60</td><td>61</td><td>62</td><td>63</td><td>64</td><td>65</td><td>66</td><td>67</td> </tr> </table>													56	57	58	59	60	61	62	63	64	65	66	67
56	57	58	59	60	61	62	63	64	65	66	67																				
3. Neon Sign	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No		1-2-3																								
							<table border="1"> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>68</td><td>69</td><td>70</td><td>71</td><td>72</td><td>73</td><td>74</td><td>75</td><td>76</td><td>77</td><td>78</td><td>79</td> </tr> </table>													68	69	70	71	72	73	74	75	76	77	78	79
68	69	70	71	72	73	74	75	76	77	78	79																				
114 Public Meeting/ Gathering																															
1. Audio Cassettes	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No		1-2-3																								
							<table border="1"> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>80</td><td>81</td><td>82</td><td>83</td><td>84</td><td>85</td><td>86</td><td>87</td><td>88</td><td>89</td><td>90</td><td>91</td> </tr> </table>													80	81	82	83	84	85	86	87	88	89	90	91
80	81	82	83	84	85	86	87	88	89	90	91																				
2. Video Cassettes	1-Yes	2-Yes 3-No		1-Yes 2-No	1-Yes 2-No		1-2-3																								
							<table border="1"> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>92</td><td>93</td><td>94</td><td>95</td><td>96</td><td>97</td><td>98</td><td>99</td><td>100</td><td>101</td><td>102</td><td>103</td> </tr> </table>													92	93	94	95	96	97	98	99	100	101	102	103
92	93	94	95	96	97	98	99	100	101	102	103																				

IF YES FOR CODE 082, IN THE TABLE THEN ASK

Q. 109. Do you think the timings of Family Planning message relayed on radio, (Jingle) are suitable ?

32

1. Yes (SKIP TO Q. 111)

2. NO

Q. 110. What timings do you suggest?

Time : _____ Hours

--	--	--	--

33 34 35 36

Q. 111. Do you think the duration of the message is:

1. Adequate

37

2. Too long

3. Too short

Q. 112. Do you think the frequency of the message is:

1. Adequate

38

2. Inadequate

IF YES FOR CODE 092 IN THE TABLE THEN ASK

Q. 113. Do you think the timings of IEC messages telecast on TV (Jingle) are suitable.

Yes _____ (Skip to Q. 115)

39

NO

Q. 114. What timings do you suggest?

Time _____ Hours

--	--	--	--

40 41 42 43

Q. 115. Do you think the duration of the message is:

1. Adequate
2. Too long
3. Too short

44

Q. 116. What do you feel about the frequency of the message?

1. Adequate
2. Inadequate

45

Q. 117. Have you distributed calendars with family planning message and addresses of the family welfare centres?

1. Yes
2. No

46

Q. 118. What main problems do you experience in the implementation of Information, Education, and Communication (IEC) programme ?

(Three Responses Allowed)

--	--

47 48

01. None

--	--

02. Shortage of IEC Material

49 50

03. Lack of medicines for family planning and general ailment.

--	--

51 52

04. Official transport is not adequately available to contact people residing in far flung areas.

05. Religious trend and opposition of 'Maulvis'

06. Ignorance

07. Lack of staff

08. Others _____ (Specify)

Q. 119. Would you please suggest that how Family Welfare Communication Programme can be improved and made more effective?

(Three Responses Allowed)

- 01. None
- 02. More public meetings should be arranged
- 03. Whole time teachers should be engaged to educate the people about family planning
- 04. Regular articles should be published in news papers and magazines
- 05. Discussion and lectures regarding importance of family planning should be telecast on Television Radio.
- 06. Gifts with Family Planning monogram should be distributed to the people
- 07. Others _____ (Others)

--	--

53 54

--	--

55 56

--	--

57 58

Q. 120. How long have you been associated with the family planning programme?

Years _____ Months _____

--	--

59 60

--	--

61 62

SECTION IIKNOWLEDGE, ATTITUDE, AND PRACTICE OF FAMILY PLANNING

Q. 201. In your opinion which are the three important media responsible in bringing about the awareness regarding Family Planning?

--	--

(Three Responses allowed)

63	64
----	----

01. Interpersonal communication by Family Planning Officer/Family Planning Worker

--	--

65	66
----	----

02. Interpersonal communication by spouse

--	--

03. Interpersonal communication by friend/relative/ neighbour. 67 68

04. Newspapers

05. Poster/Chart/Calendar

06. Pamphlet/Periodical

07. Magazine/Periodical

08. Book/booklet/Novel/Short Stories

09. Other Printed Material

10. Radio

11. Television

12. Stage Drama

13. Cinema Slides

14. Film

15. Fixed Publicity

16. Public Meeting/Gathering

17. Seminar

18. Traditional Media

19. Others _____ (Specify)

Q. 202. Are you married?

1. Yes

69

2. No (Skip to Q. 213)

Q. 203. Have you/your spouse ever used a family planning method to avoid or postpone pregnancy?

1. Yes

70

2. No (Skip to Q. 209)

Q. 204. In your opinion which of the two most important media are responsible in motivating you to adopt family planning method?

--	--

71 72

(Two responses allowed)

--	--

1. Interpersonal communication by a Family Planning Officer/Worker 73 74
2. Interpersonal communication by spouse
3. Interpersonal communication by friend/ neighbour/other
4. Newspapers
05. Poster/Chart/Calendar
06. Pamphlet/Leaflet
07. Magazine/Periodical
08. Book/Booklet/Novel/Short Stories
09. Other Printed Material
10. Radio
11. Television
12. Stage Drama
13. Cinema Slides
14. Film
15. Fixed Publicity
16. Seminar
17. Others (Specify)

Q. 205. Please name the family planning methods that you/your spouse ever used (Including Current Use)

(Three responses allowed)

- 01. Pill
- 02. Condom
- 03. Vaginal methods
- 04. Injection
- 05. IUD
- 06. Female Sterilization
- 07. Male Sterilization
- 08. Rhythm
- 09. Abstinence
- 10. Withdrawal
- 11. Others _____ (Specify)

--	--

75 76

--	--

77 78

--	--

79 80

Q. 206. Are you spouse currently using any family Planning method

- 1. Yes
- 2. No (Skip to Q. 208)

--

89

Q. 207. Please name that method(s)

- | | | |
|--|--------------------------|--------------------------|
| 01. Pill | <input type="checkbox"/> | <input type="checkbox"/> |
| 02. Condom | 82 83 | |
| 03. Vaginal methods | <input type="checkbox"/> | <input type="checkbox"/> |
| 04. Injection | 84 85 | |
| 05. IUD | <input type="checkbox"/> | <input type="checkbox"/> |
| 06. Female Sterilization | 86 87 | |
| 07. Male Sterilization | | |
| 08. Rhythm | | |
| 09. Withdrawal | | |
| 10. Abstinence | | |
| 11. Others _____ (Specify)
(Skip to Q. 210) | | |

Q. 208. Please name the two most important reasons that you/your spouse are not currently using any family planning method ?

(Two responses allowed)

- | | | |
|---|--------------------------|--------------------------|
| | <input type="checkbox"/> | <input type="checkbox"/> |
| | 88 89 | |
| 01. Want more sons | <input type="checkbox"/> | <input type="checkbox"/> |
| 02. Want more daughters | 90 91 | |
| 03. Family planning is against religion | | |
| 04. Fear of side effects | | |
| 05. Use of family planning methods lead to corruption | | |
| 06. It causes sterility among users | | |
| 07. It causes deformity to new born babies | | |
| 08. Wife protected by breastfeeding | | |
| 09. Wife is pregnant | | |
| 10. Others _____ (Specify)
(Skip to Q. 210) | | |

Q. 209. What are the two most important reasons that prevented you/your spouse of using any family planning method?

--	--

92 93

(Two responses allowed)

--	--

94 95

- 01. Want more sons
- 02. Want more daughters
- 03. Family planning is against religion
- 04. Fear of side effects
- 05. Use of family planning methods lead to corruption
- 06. It causes sterility among users
- 07. It causes deformity to new born babies
- 08. Wife protected by breastfeeding
- 09. Natural spacing
- 10. Others _____ (Specify)

Q. 210. How many living children do you have?

--	--

96 97

Total _____

Boys _____

Girls _____

--	--

98 99

--	--

100 101

Q. 211. Do you want to have more children in the future (in addition to the one you are expecting)?

--

1. Yes

2. No

3. Not sure

(Skip to Q. 213)

102

Q. 212. How many more children do you want to have

Total _____

Boys _____

Girls _____

--	--

103 104

--	--

105 106

Q. 213. In your opinion, what should be the ideal number of children for a family

Total _____

Boys _____

Girls _____

--	--

107 108

--	--

109 110

--	--

111 112

Q. 214. What do you think should be the ideal age at marriage for: 94 95

Male _____ Female _____

--	--

113 114

--	--

115 116

END THE INTERVIEW: - SAY THANKS TO THE RESPONDENT

Card-----

5

Province : -----

1

District : -----

--	--

2 3

Cluster No. : -----

--	--

4 5

Name of Respondent : -----

Designation : _____

--	--

6 7

Sex : -----

8

Time of Interview Ended : -----

Name of Interviewer : -----

Name of Supervisor : -----

**LIST OF RESEARCH STUDIES, PAPERS, AND ARTICLES
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NATIONAL INSTITUTE OF POPULATION STUDIES, ISLAMABAD**

RESEARCH STUDIES PRINTED

1. POPULATION PROJECTIONS, PAKISTAN 1981-2031 (PROVINCES 1981 TO 2006) (OUT OF PRINT)
BY
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A. RAZZAQUE RUKANUDDIN
M. NASEEM IQBAL FAROOQUI
DECEMBER 1986
2. DIRECTORY OF DEMOGRAPHERS AND SOCIAL SCIENTISTS WITH INTEREST IN DEMOGRAPHY AND ECONOMIC DEVELOPMENT IN THE ASIAN REGION
BY
NAUREEN SABA
JUNE 1987
3. SITUATION ANALYSIS OF CHILDREN AND WOMEN IN PAKISTAN
BY
M. S. JILLANI
FAZAL UR RAHMAN KHAN
CARL SCHONMEYR
JANUARY 1988
4. EVALUATION OF OUTREACH COMPONENT IN THE FAMILY WELFARE CENTRES IN PAKISTAN
BY
MICHAEL SEMPLE
YAMEEMA MITHA
OCTOBER 1986
5. THE ECONOMIC VALUE OF CHILDREN
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BY
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7. PERFORMANCE OF NON-GOVERNMENTAL ORGANIZATIONS IN FAMILY PLANNING PROGRAMME IN PAKISTAN
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A. RAZZAQUE RUKANUDDIN
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MAHMOUD SOTOUDEH-ZAND
YUN KIM
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8. EFFECTS OF RAPID POPULATION GROWTH ON SOCIAL AND ECONOMIC DEVELOPMENT IN PAKISTAN
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NIPS
SEPTEMBER 1989
9. PAKISTAN POPULATION REVIEW, NIPS JOURNAL VOL.I, NO.1,
1990
10. IMPACT OF POPULATION AND FAMILY WELFARE EDUCATION PROGRAMME ON INDUSTRIAL WORKERS IN PAKISTAN, 1987
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MANSOOR-UL-HASSAN BHATTI
MAY 1991
11. EVALUATION OF POPULATION WELFARE COMMUNICATION PROGRAMME OF PAKISTAN, 1988
BY
A. RAZZAQUE RUKANUDDIN
M. NASEEM IQBAL FAROOQUI
YUN KIM
SEPTEMBER, 1991
12. 1981 PAKISTAN POPULATION DATA SHEET AND ESTIMATES OF POPULATION BY PROVINCES AND DISTRICTS OF PAKISTAN 1991, 1995 AND 2000
PREPARED BY AYAZUDDIN

RESEARCH STUDIES UNDER PRINT

1. REPORT OF THE MANAGEMENT AUDIT OF THE PAKISTAN POPULATION WELFARE PROGRAMME, 1990
BY
M. ALLAUDDIN
JOHN CAMERON
MANSOOR-UL-HASSAN BHATTI

RESEARCH STUDIES IN PROGRESS

1. INVENTORY OF INFORMATION, EDUCATION, AND COMMUNICATION MATERIALS PRODUCED BY POPULATION WELFARE PROGRAMME OF PAKISTAN
BY
M. ALLAUDDIN
AKHTAR HUSSAIN RANA

WORKING PAPERS/ARTICLES (MIMEOGRAPHED)

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1. A BRIEF OF THE GAMBLE LECTURE ON "IMPLICATIONS OF POPULATION GROWTH FOR SOCIO-ECONOMIC DEVELOPMENT OF PAKISTAN", WORKING PAPER NO. 1
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SHORT TERM OBJECTIVES

Initiate methodological research insights in demographic impact of development variables and components of population welfare concepts.

Establish a population growth survey system.

Organise and promote regular intercommunication between Pakistani and international experts.

Serve as repository of demographic data and oversee sectoral, regional and national data base.

Design demographic models to facilitate systematic review and research of population factors in social and economic policies.

Help evolve comprehensive population policies and measures.

Promote an understanding of interaction between population and planning sectors.

Harmonise decision making and research in population through effective utilisation of findings.

Impart training to NIPS staff and that of sister organisation in research methodology and relevant existing data.

Assess results of innovative approaches to population and development planning and carry out improvement of vital statistics.

Assess results of innovative approaches to population and development planning and carry out improvement in the system of vital statistics collection.

Prepare an annual report on the state of the population in Pakistan.

Assist Population Welfare Division in the identification and formulation of strategies and monitoring of defined objectives and evaluation of the population welfare programme.

LONG TERM OBJECTIVES

Organise and promote research, survey, seminars, conferences, experiments and demonstrations in the spheres of population. Social development, and general demography to stimulate and strengthen efforts in socio-economic and demographic development.

Contribute to the development of manpower and institution building by facilitating training in population and development planning, demographic analysis and evaluating research techniques.

Assist and advise both governmental and non-governmental organisations on modern research techniques and methodologies, population and development inter-relationships, impact of population programme and demographic trends and patterns.

Bring out a journal and prepare research papers, studies, policy analysis and other works and operate as a central clearing house in the field of population.