

# HEALTH POLICY PLUS: Pakistan

## Overview

Working primarily in Sindh province in Pakistan from 2016–2018, HP+ sought to improve the enabling environment for Pakistan to achieve its FP2020 goals. Sindh's Population Welfare Department (PWD) launched the country's first provincial costed implementation plan (CIP) for family planning in 2015. The CIP aims to contribute to achievement of the country's FP2020 goals by increasing the province's contraceptive prevalence rate, reducing unmet need for family planning, and ensuring contraceptive commodity security. HP+'s technical assistance supported efforts to help the province achieve these goals through improved stewardship, policy implementation, advocacy, and accountability.

## Improved Population Sector Stewardship

HP+ worked to strengthen the capacity of the Sindh PWD to be effective stewards of the population sector and achieve its FP2020 goals. Specifically, HP+:

- Developed advocacy materials for use by the CIP Secretariat and PWD on financing the CIP, reasons to invest in family planning in Sindh, and the link between family planning and the Sustainable Development Goals (SDGs)
- Conducted an assessment of PWD district technical committees and presented recommendations to strengthen their performance; PWD is discussing ways to adopt and scale up these recommendations to all districts
- Supported PWD and the CIP Secretariat to coordinate with the private sector on the quality of family planning services, expanding access to services, and developing a framework for engagements

## Approach for Policy Advocacy

HP+ supported the Population Welfare Department in Sindh to apply three policy models: RAPID, ImpactNow, and ImpactNow Youth. The models are effective tools for raising policymakers' awareness of the importance of fertility and population growth as factors in social and economic development. The Population Welfare Department used these materials to advocate for increased investment in family planning in various settings.

## Mobilizing women leaders as champions for increased advocacy, policy communication, and accountability

To strengthen the capacity of Sindh to implement policies that help achieve its FP2020 goals, HP+ focused on creating tools to help execute the CIP and strengthen capacity to implement the plan. Working with the Sindh government, we:

- Supported development of the CIP strategy map (a visual overview of the CIP and key objectives); an objective achievement chart (with a clear set of priority objectives and corresponding indicators and targets to measure the progress of the CIP); an indicator reference sheet; and options for performance monitoring, which are key for CIP execution
- Supported an inter-sectoral policy and advocacy plan to inform government departments, key political leaders, donors, and other relevant stakeholders about the CIP and its role in increasing family planning use in Sindh

## Increased Capacity of Women Leaders, Journalists, and Male Champions

HP+ strengthened the capacity of women, journalists, and male champions to advocate for improved implementation of family planning policies and programs. This was done by:

- Strengthening capacity of 22 mid- to senior-level women from government and nongovernmental organizations in leadership, gender, and advocacy through the Women's Leadership Initiative—the women leaders successfully advocated for inclusion of youth-specific indicators and standards in Sindh's CIP and manual of standards for family planning
- Establishing a Reproductive Health Fellowship for journalists in the English, Urdu, and Sindhi media across Sindh—throughout the fellowship, journalists published 19 articles on family planning policies and rapid population growth in mainstream newspapers
- Training 83 male social mobilizers and taluka (sub-district) population welfare officers on leadership, advocacy, and myths and misconceptions around family planning—at the end of the workshops, participants developed action plans to share information about family planning in their own districts
- Working through the White Ribbon Alliance to organize a citizens' hearing on respectful maternity care, which led to endorsement of the inclusion of the Respectful Maternal Care Charter in the minimum service delivery standards in Sindh

## The Way Forward

Through its in-country partnerships HP+ has helped shape the family planning sector in Sindh and contributed to the province's achievement of family planning goals. Ongoing efforts to sustain this momentum should include:

- Continued coordination between the PWD, Department of Health, the private sector, and nongovernmental organizations to share data and expand quality family planning services in the province
- Strengthening provincial policies and operational guidelines to address the family planning needs of youth and expanding youth-friendly reproductive health services
- Advocacy for increased programmatic and financial investments in the province's family planning programs, including priority interventions identified in the CIP
- Raising awareness of population and development issues, including implementation of family planning programs and services, among policymakers and program managers

## Selected Publications

- [A Summary of the Costed Implementation Plan on Family Planning for Sindh](#)
- [Investing in Family Planning to Achieve the SDGs](#)
- [Saving Lives in Sindh: Achieving Family Planning Goals](#)
- [The Impact of Population Growth on Development in Sindh](#)
- [17 Reasons to Invest in Family Planning in Pakistan](#)

### Health Policy Plus

1331 Pennsylvania Ave NW, Suite 600  
Washington, DC 20004

[www.healthpolicyplus.com](http://www.healthpolicyplus.com)

[policyinfo@thepalladiumgroup.com](mailto:policyinfo@thepalladiumgroup.com)

Health Policy Plus (HP+) is a five-year cooperative agreement funded by the U.S. Agency for International Development under Agreement No. AID-OAA-A-15-00051, beginning August 28, 2015. HP+ is implemented by Palladium, in collaboration with Avenir Health, Futures Group Global Outreach, Plan International USA, Population Reference Bureau, RTI International, ThinkWell, and the White Ribbon Alliance for Safe Motherhood.

This publication was produced for review by the U.S. Agency for International Development. It was prepared by HP+. The information provided in this document is not official U.S. Government information and does not necessarily reflect the views or positions of the U.S. Agency for International Development or the U.S. Government.

Photo courtesy of Khaula Jamil.