

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



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ABSTRACT

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

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

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

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