

Assessing the efforts of Outreach Community Mobilization Programs for family planning and reducing the burden of unintended pregnancies

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Pakistan Demographic and Health Survey 2012-2013 indicates 3.8% fertility rate, static 35% Contraceptive Prevalence Rate (CPR), 20.1% unmet need and maternal mortality ratio at 276 deaths per 100,000 live births. This undesirable trajectory has directed many health programs to initiate community mobilization strategies through public private partnership to create sustainable intervention program for family planning and the burden of unintended pregnancies.

The objective of the study was to review different business models of community based outreach workers and provide recommendation to improve the existing GSM model of community based outreach workers. Literature review was conducted through Google search, personal contacts, and published reports.

The findings suggested that many outreach models have been synthesized to reduce the maternal mortality rate by enabling women to address preventable complications related to RH/FP. These programs, in particular MARVI by HANDS, LHW by Government and Field Health Educators by MSS, ACHW by Aman Foundation work on a defined catchment area to create FP awareness, generate demand and refer clients to the network providers. However, GSM has adopted a moving model which allows access to large geographical boundaries, hence increased IPC coverage which leads to active participation of clients as well as providers. The robust activities through household visits and involvements of influencer in the family plays an essential role in demand creation on family planning method thus reduction in unintended pregnancies.

There is ongoing work done on making improvements in streamlining the business model as per the needs of the clients and long term feasibility of the model.