

## **Repositioning Family Planning with Maternal and Child Health to increase demand for family planning in Pakistan**

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**Background:** Pakistan has a stagnant CPR and low immunization rates. To meet this challenge, Population Services International and Greenstar proposed a demand-side financing project (vouchers) based on the hypothesis that vouchers are effective means of improving uptake of contraceptive uptake if bundled with postnatal care and child immunization services.

**Methods:** This operational research was implemented in Faisalabad. Overall 28,000 voucher booklets were sold at a minimal price of \$.6 to both pregnant women from the poorest quintiles. The booklet entitled the client to: two postnatal/newborn health visits; five infant immunization visits, as per the national immunization schedule; and, six family planning counselling visits within 18 months of delivery. Clients obtained a modern reversible contraceptive method(out of pocket).Eligibility criteria was a score of less than 32 on the “Simple Poverty Score Card for Pakistan” developed by World Bank.

**Results:** 28,000 booklets were distributed by a network of 100 GSM network providers .Partnership with public sector was established to provide free child immunization at providers’ clinic. Overall 89% of the women redeemed and used two postnatal care vouchers, 75% completed 5 visits of FP counseling , 79% adopted a modern FP method and 75% of children were fully immunized. Overall women who used immunization were 17 times more likely to take up modern contraception (HR 17.7,95% CI 15.8-19.7).Cost per CYP was \$ 6.5.

**Conclusions:** The project has been successful in improving the contraceptive uptake among the poorest women of Faisalabad who visit private providers for immunization of their children.