

# MOMENTUM PRIVATE HEALTHCARE DELIVERY (MPHD)



## OVERVIEW

In Pakistan's densely populated Sindh region, the modern Contraceptive Prevalence Rate (mCPR) among married women has plateaued at 24% and overall, Family Planning (FP) use is skewed towards male-controlled methods. According to data from the Pakistan Demographic Health Survey (PDHS), males are often the decision makers regarding the use of contraception – although only 23% of them were

exposed to messages on the use of contraception.

Through MPHD, Population Services International (PSI) will support the Sindh government in improving the engagement of men in the uptake of family planning (FP) and other reproductive and maternal health services. The program will focus primarily on two intervention areas: Karachi and Larkana.

## WHY MOMENTUM?

Momentum works to accelerate reductions in maternal, newborn, and child mortality and morbidity in high-burden partner countries.

## VISION:

A world where everyone has equitable access to quality MNCH services, voluntary FP and reproductive healthcare.

## MISSION:

Momentum works alongside all stakeholders to improve MNCH services, building on prior global health programs and interventions.

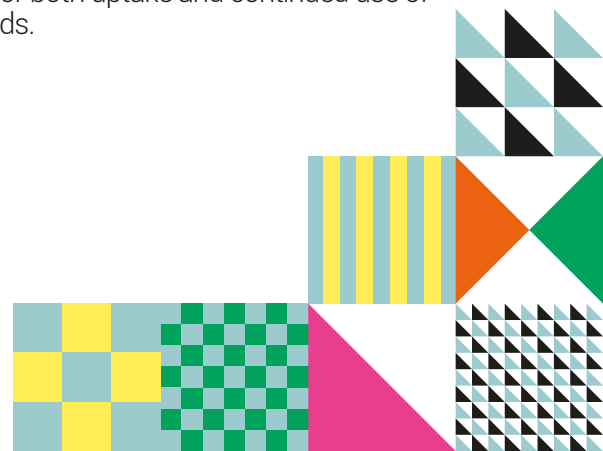
## ASPIRATION:

To improve the well-being of communities in USAID partner countries through reducing maternal, newborn, and child death and disability.

## WHY MALE ENGAGEMENT?

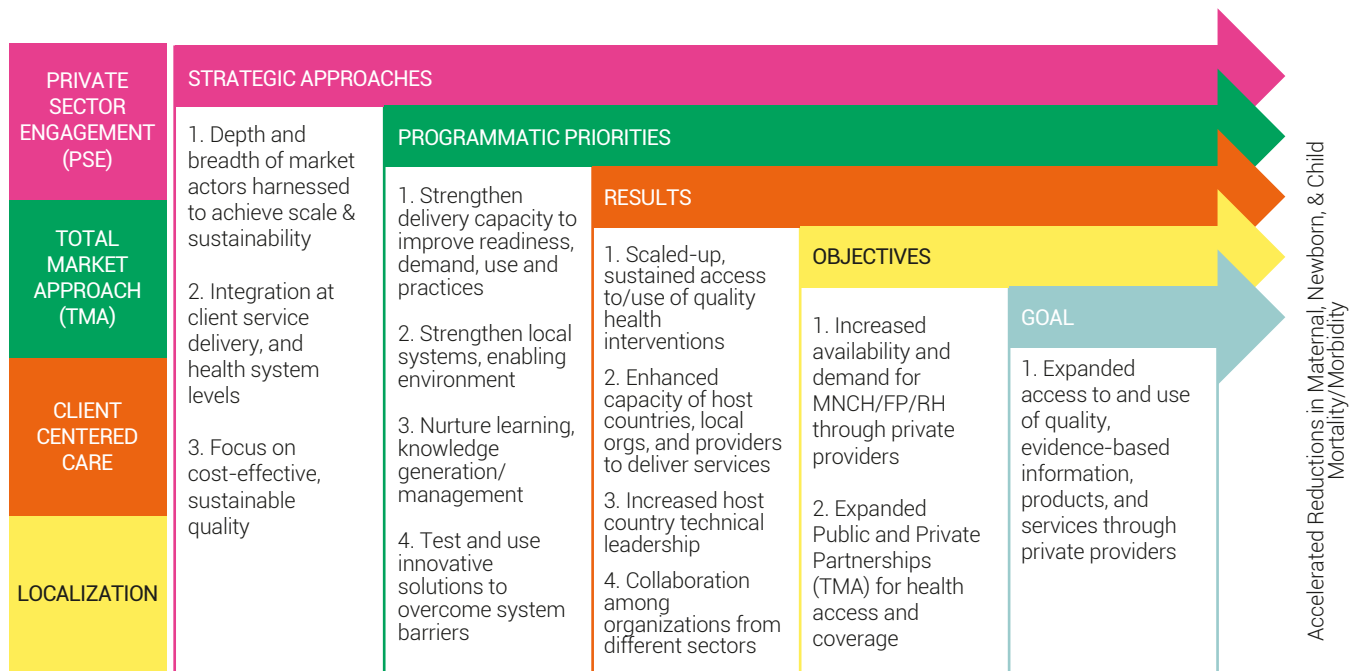
Engaging men in family planning can improve health outcomes for the entire family. Early engagement with

men is critical for both uptake and continued use of modern methods.



# MPHD GLOBAL CONCEPTUAL FRAMEWORK

MPHD Global framework with which the technical priorities of the MPHD in Pakistan have been aligned.



Critical Cross-Cutting Themes: Gender, Adolescents, Co-design, Supporting Sustainability

## TECHNICAL PRIORITIES

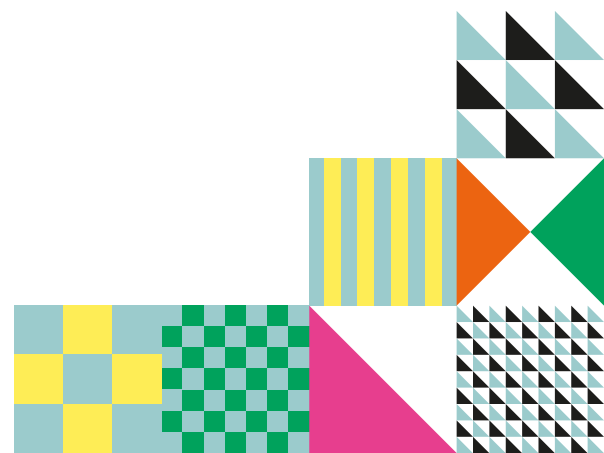
**Objective 1: Increase the reach of information on modern methods of family planning to men and key decision-makers, addressing harmful myths and norms.**

**Integration of gender-transformative male engagement strategies into the Social Mobilisers (Male) program**

PSI Pakistan will support the government of Sindh and the Population Welfare Department (PWD) with a male community outreach strategy, including training, and capacity building of Social Mobilisers (Male). PSI Pakistan will facilitate linkages between the Social Mobilisers (Male) program and opportunities

to engage men at scale, forming partnerships with factories, associations, police, etc. Social Mobilisers (Male) will be equipped with key messages and information, education, and communication (IEC) materials reflecting gender-transformative approaches to male engagement on FP/SRH. Specific activities include:

- Onboarding public sector Social Mobilisers (Male).
- Integrating gender-transformative approaches into the Social Mobilisers (Male) training curriculum.
- Training Social Mobilisers (Male) on gender-transformative social mobilization approaches in the intervention districts.



## Design of IEC materials that align with an integrated male engagement and communications strategy

PSI Pakistan will support the development of evidence-based IEC materials that address harmful norms and support men in making healthy decisions about FP/SRH for themselves and their families. Materials and their channels for delivery will be validated by key stakeholders, including men, their partners, religious leaders, and other key influencers. Male community health workers and influencers will be equipped with these materials. Specific activities include:

- Developing and disseminating customized short videos/ audio messages as leave behind IEC material for the Social Mobilisers (Male) to share with their communities.
- Exploring the possibility of connecting champions from Social Mobilisers (Male) in the intervention districts to facilitate message sensitization at factories, associations, etc.

**Objective 2: Improve positive sentiment among men, key decision-makers, and communities in support of modern FP methods to create a supportive enabling environment.**

## Design and launch an integrated communications strategy with a focus on gender-transformative strategies and positive masculinity

PSI Pakistan will develop an integrated communications strategy that supports and respects the choices of women while also recognizing the role of men as key decision-makers. PSI Pakistan will also explore a comprehensive digital health strategy to bring information, options, and resources closer to consumers through the development of a communication platform (chatbot, website, and education portal). PSI's digital health team has developed chatbot algorithms to support users in selecting an ideal FP/SRH method tailored to the user, which can be adapted in a cost-effective manner to the local context.

The strategy will be informed by a design-thinking

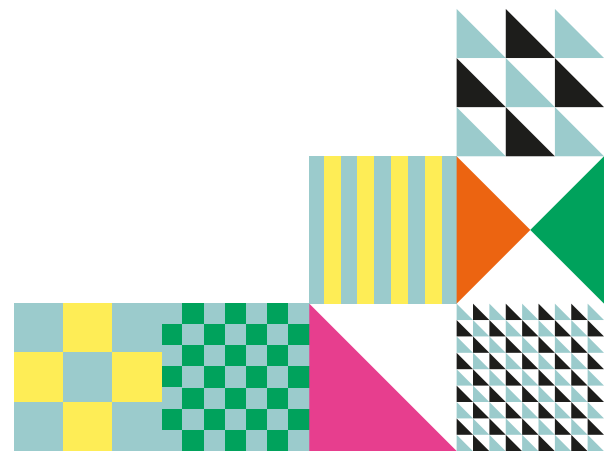
approach, engaging men, and key stakeholders at every step of the process. In addition to the digital health strategy, PSI Pakistan will also work with Social Mobilisers (Male), community leaders, religious leaders, and other key influencers to build support and momentum for FP.

## Support integration of male engagement strategy into newly-wed counselling

PSI Pakistan will develop messages for newly-weds to incorporate male engagement strategies and positive masculinity, seeking to empower men with the resources and information to make healthy decisions for themselves and their families from the onset. With community stakeholders such as religious leaders and newly-weds, PSI Pakistan will explore both digital and print channels to equip newly-weds with tools and resources to discuss FP/SRH and access services.

Sindh government has already passed a Rights Bill which entails provisions on counselling for newly weds; PSI Pakistan will leverage this opportunity and work towards the dissemination of the bill through customized communication material. Specific activities include:

- Disseminating Rights Bill (Marital Counselling for Newly weds) through provincial-level meetings with government bodies, district management, and other development partners.
- Developing and disseminating customized audio & video messages on the Marital Counselling for Newly weds for districts management and other stakeholders such as influencers, religious leaders, and the general public.
- Exploring the possibility of engaging the corporate sector (who deal in male products or products for newly weds) to create awareness of the Rights Bill (Marital Counselling for Newly weds) to be made as a CSR agenda.



## Reach young men and couples through academic institutions

PSI Pakistan will support FP sensitization and awareness sessions in colleges and universities, leveraging key opinion leaders and local celebrities where possible. Where academic institutions are supportive, PSI Pakistan will work with these institutions to have youth-friendly privacy booths/youth centers to provide youth-friendly FP/SRH counselling. Since anonymity and fear of judgement are major barriers that limit youth in discussing and approaching these FP/SRH options, PSI Pakistan will create the youth-friendly privacy booths on digital platforms. Specific activities include:

- FP Sensitization and Awareness sessions in Colleges and Universities.
- Developing customized IEC Materials to address biases, stigma, based on differentiated counselling approaches on Family Planning, for men and women.
- Establishing Privacy Booths/Youth Centers via the chatbot/cyber-educators to ensure "no judgement" and "anonymity" when seeking FP/RH services.

**Objective 3: improve provider-initiated referrals via integration of male engagement strategies in private sector clinics and pharmacies.**

**Integrate male engagement strategies into private sector clinics and Standard Operating Procedures (SOPs)**

PSI Pakistan will partner with male private-sector general practitioners (GPs), to integrate male engagement strategies and create supportive environments for FP/SRH. The Master Trainers will train the cadre of health care workers on various approaches to male engagement. Specific activities include:

- Developing materials for training on male engagement and gender-transformative approaches.
- Training Master Trainers and onboard Medical Information Officers (MIOs) to recruit GPs, pharmacies, and other informal service delivery providers to mirror the pharmaceutical model of service delivery.
- Training health care workers, GPs, and/or other providers including informal providers (Hakeems/homeopaths) on biases, stigma, and counselling approaches differentiated by gender/profile of the client.

## DEVELOPMENT OF A MALE ENGAGEMENT SCORECARD

Collaborating with USAID, PWD, and the Government of Sindh, the program will co-design a scorecard to track the rollout of the male engagement strategy. The scorecard will be based on government FP strategy and will track the progress along with results over the period. The criteria will include:

- Male knowledge, attitudes, and practices around FP.
- Contraceptive availability by district (condoms, IUCDs, implants, injectables, oral contraceptives).
- Statistics/Analysis of social media ads run targeting men.
- Number of couples in family planning education sessions.
- Effective referral rate of Social Mobilisers (Male).
- Number of health care workers trained in counselling males for FP.

