

Using Family Health Melas For

Social Behaviour Change Communication (SBCC) on Family Planning (FP) : Enhancing Community Engagement in District Faisalabad

Introduction



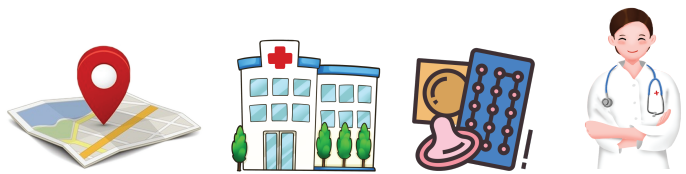
Health melas is a promising strategy for reaching out to a large number of women of reproductive age. Collaborative effort between the Population Welfare Department and The Challenge Initiative (TCI) Pakistan, spearheaded by Greenstar Social Marketing (GSM) has shown great impact for improving family planning (FP) awareness and utilization in urban slum areas. The Challenge Initiative (TCI) platform is being implemented across 13 countries globally with the implementation in Pakistan being led by Greenstar Social Marketing. TCI works with local governments and based on key priority areas, TCI would codify high-impact interventions to support universal access to reproductive health and family planning along with advocacy for behavioral change. TCI further provides technical assistance and challenge fund to participating cities for implementation of its high-impact interventions (HIIs).

Family Health Mela Glimpses



Program Description

The health melas were held over four times in the district and this can be continued to target population groups, focusing on FP services specially the long-acting reversible method. Every mela provide short term and long-term method and permanent FP methods, giving clients a choice to select from based on individual and family planning requirements. This data was combined with clients and services to measure how well various outreach efforts worked at each individual mela.



Policy Implications

Family Health Melas have demonstrated their value as a strategic platform for increasing community awareness and uptake of family planning (FP) services. The active involvement of the Population Welfare Department alongside government and non-government partners has been crucial in building trust and facilitating access to FP resources. These melas provide a community-centered and cost-effective solution to overcome common barriers to FP access. To sustain and amplify these outcomes, future policies should consider formally integrating Family Health Melas into the outreach framework of the Population Welfare Department to drive FP engagement and utilization across communities

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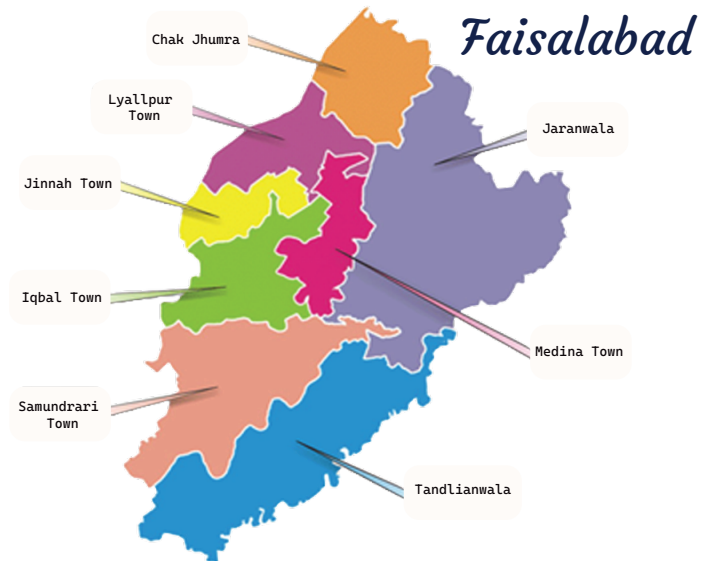
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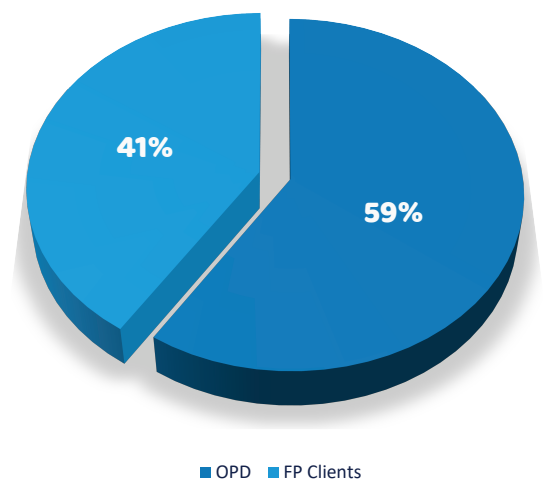
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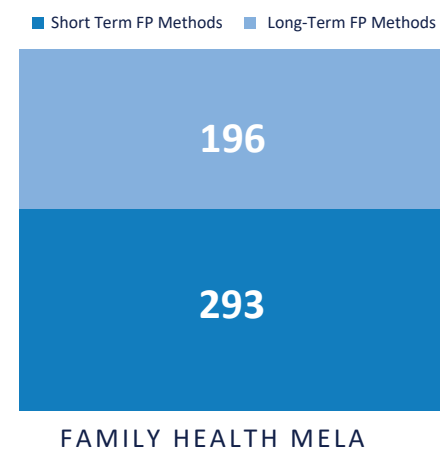
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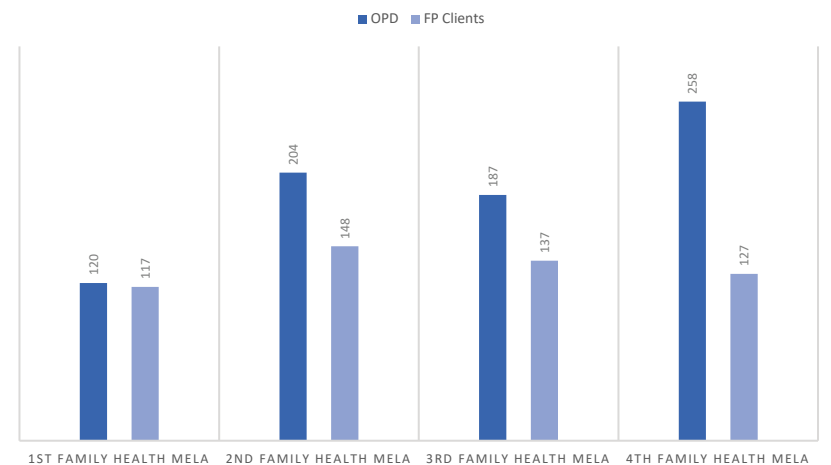
Results



FP CLIENTELE METHOD WISE



OPD & FP CLIENTELE TREND IN HEALTH MELAS FAISALABAD



Conclusion

These health melas have shown a high acceptance for FP services and brings out the importance of collaboration between the government and non-government organizations in their promotion. This also shows how these initiatives have been successful in attracting more users into the site (both OPD and FP). Future policies must incorporate family health melas as a low-cost and effective way to increase FP awareness and utilization.