

# CATALYSING CHANGE

## Evidence-Based Insights into Social Marketing's Impact on Family Planning Access and Availability

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### INTRODUCTION

Insights highlight the significant importance of effective family planning in Pakistan, given its impact on reproductive health outcomes and the reduction of maternal and infant mortality rates. The context of a high population growth rate (2.55%) and a substantial poverty rate underscores the need for strategic social marketing approaches, particularly in low-income and underserved areas of Pakistan. **Greenstar Social Marketing (GSM)** has effectively implemented projects such as the "Delivering Reproductive Health Results" and "Delivering Accelerated Family Planning across Pakistan" programs since 2012, with the support of **Population Services International (PSI)** and funded by the **Foreign, Commonwealth & Development Office (FCDO)**. These efforts, in addition to generating Couple Years of Protection (CYPs), have ensured access to Family Planning (FP) commodities by activating social marketing channels along with ensuring quality service delivery. Furthermore, the initiatives have created a supportive environment for family planning, welcoming new users, providing support to providers, and individuals through a 24/7 Toll-free Helpline (**POOCHO**). Thus, exploring the multifaceted impact of GSM's innovative social marketing strategies, offering valuable insights for effective family planning interventions in resource-constrained settings.

### METHODS

Data were collected from GSM's MIS database, programmatic reports from 2012 to 2024, and sales records from the M&P distributor, covering 54 districts across Pakistan. Key metrics included Couple Years of Protection (CYPs), family planning users, and maternal health impacts. A mixed-methods approach was employed, using both quantitative data from GSM's internal reports and qualitative insights from community engagement activities. Implemented social marketing strategies included 360° behaviour change communication campaigns utilizing TV and radio spots, mobile platforms, print media, youth-focused activities, and community outreach initiatives. Furthermore, a Toll Free 24/7 helpline service (POOCHO) was utilized to provide remote counselling and information to users in local languages, improving accessibility and support for family planning.





### OBJECTIVES


This study investigates the role of social marketing interventions in enhancing access to family planning services in underserved areas of Pakistan. The objectives are to evaluate the impact of the "Delivering Reproductive Health Rights" (DRHR) and "Delivering Accelerated Family Planning in Pakistan" (DAFPAK) programs initiated by Greenstar Social Marketing (GSM) with support from Population Services International (PSI), funded by the Foreign, Commonwealth and Development Office (FCDO) in improving reproductive health and family planning outcomes, markedly through behaviour change communication strategies.


### RESULTS

The programs achieved significant milestones

**6.65** million   
Couple Years of Protection (CYPs)

**5.28** million   
Family Planning Users

Contributed to Preventing  
**2,402**   
Maternal Deaths

**1.93** million   
Unintended Pregnancies

Reducing **415,247**   
Unsafe Abortions

These outcomes demonstrate the critical role of integrated social marketing in addressing reproductive health challenges in Pakistan and delivering measurable health benefits.

### CONCLUSION

The results highlight the effectiveness of GSM's social marketing initiatives in expanding access to family planning and improving reproductive health outcomes in underserved regions. The comprehensive approach combining educational campaigns, service delivery, and the POOCHO helpline has proven impactful in promoting sustainable behaviour change. This model offers valuable insights for scaling similar interventions in other low-resource settings to enhance reproductive health and reduce maternal and neonatal risks.

