

Effects of the Sustainable Institutionalization of Whole Site Orientation, a significant intervention in family planning, on social and behavioral changes among healthcare providers across all districts of Karachi and Hyderabad, Sindh, Pakistan.

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Introduction

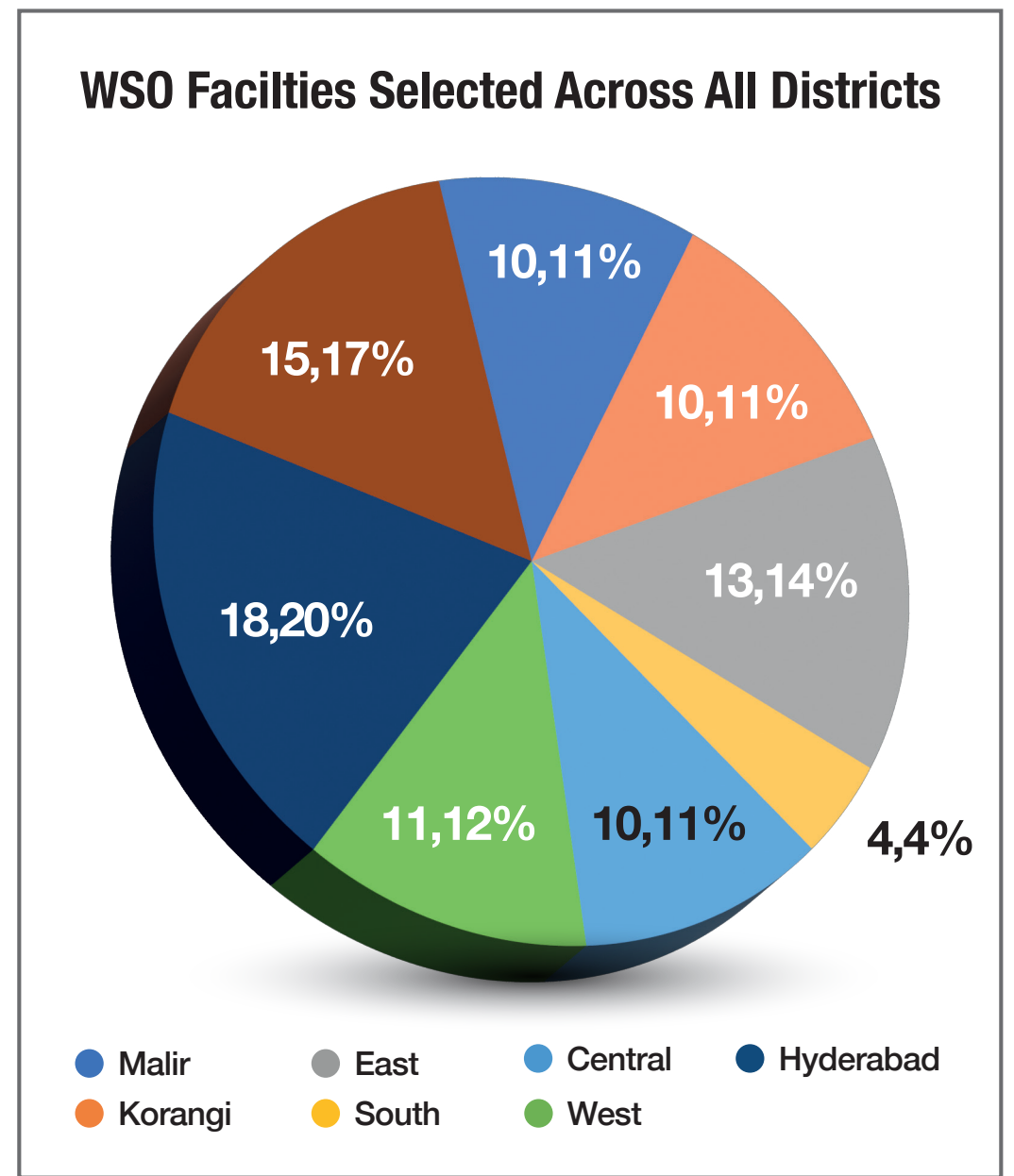
Social and behavior change (SBC) is needed for family planning and other sustainable development goals. To improve health, SBC examines and impacts social norms and behavior using evidence-based interventions such as community participation, interpersonal communication, and mass media. The study objective is to ascertain the role of Whole Site Orientation (WSO), a high impact intervention in social and behavior change among the healthcare provider in all district of Karachi and Hyderabad.

Methodology

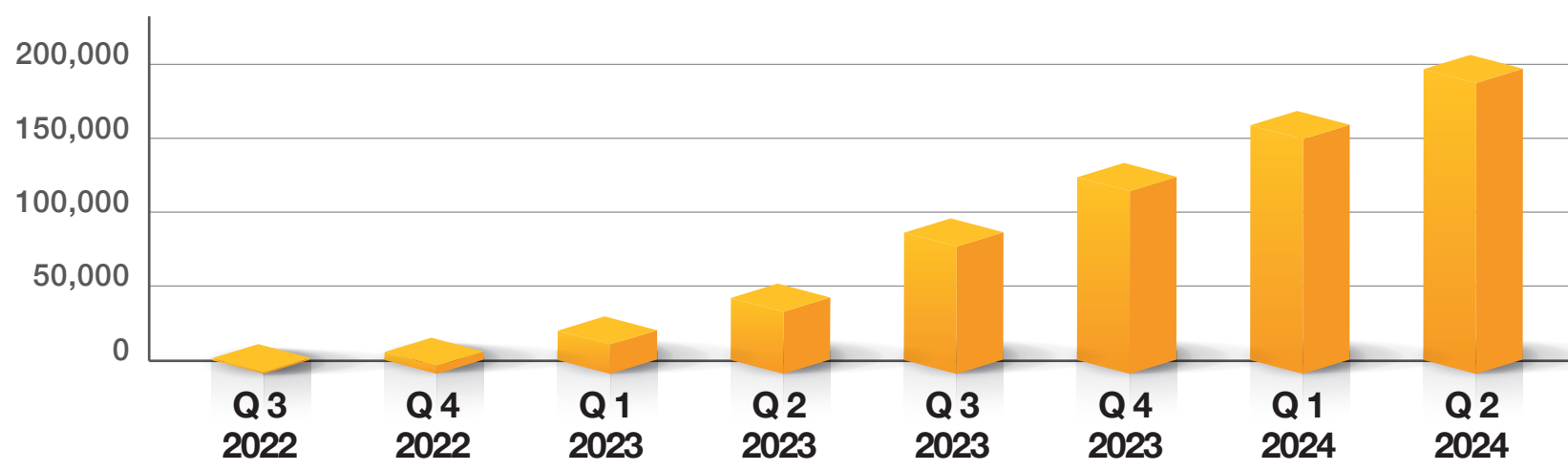
To accomplish Family Planning 2030 goals, the Challenge Initiative sustainably incorporates high-impact interventions into government procedures. This endeavor seeks to integrate scientifically proven family planning into public sector efforts. Strategic partnerships, capacity building, and rigorous monitoring and evaluation aim to improve service delivery and ensure long-term sustainability in all Karachi and Hyderabad districts. We trained **144** intervention district coaches. WSO has been finished in **39** of **91** institutions in all **8** districts. In **313** sessions, **1,367** healthcare providers participated.

Results

In September 2022, TCI initiated these programs in **8** Sindh districts to expand family planning services nationwide and assure local government sustainability without outside help. High-impact interventions like WSO and Family Health Days have sustained social and behavior change regarding family planning, increasing FP clients OPD in all concerned health facilities by **52** clients in each district before intervention and **4,298** FP clients after TCI intervention, **2235** times higher than before. Results are below:



FP Clients showing significant increase in FP Clients across Sindh after TCI intervention



Conclusion

In conjunction with local government, TCI has strengthened the local government, increasing family planning service use and information availability. High-impact interventions also expand service delivery, create an enabling environment, train trainers, and construct local government monitoring and evaluation procedures. This method attempts to achieve the Family Planning 2030 target and sustain high-impact family planning activities without extra support.

Glimpses of WSO & FHD activities

