

From Awareness to Access Greenstar Shaping Sexual and Reproductive Health Market in Pakistan

Social Marketing Project: Delivering Accelerated Family Planning in Pakistan (DAFPAK)

January 22, 2026 – Islamabad (Serena Hotel)

Islamabad: Greenstar Social Marketing Pakistan, with the support of the Foreign, Commonwealth & Development Office (FCDO), hosted a policy dialogue during the dissemination ceremony of the DAFPAK Programme, highlighting achievements, lessons learned, and the role of sustainable social marketing in addressing Pakistan's family planning and health market challenges.

The ceremony was graced by Dr. Mukhtar Ahmed Bharat, State Minister for Health, as Chief Guest, who reaffirmed Pakistan's commitment to Universal Health Coverage (UHC), strengthened primary healthcare, and public-private collaboration. He acknowledged FCDO's support and emphasized leveraging private-sector

delivery, social marketing, the POOCHO 24/7 Helpline, and digital innovations to expand access to quality family planning services in underserved communities.

Mr. Sam Waldoock, Development Director, British High Commission Islamabad, highlighted DAFPAK as a strong example of strategic partnerships supporting scalable

solutions aligned with FP2030.

A high-level panel discussion titled "Addressing Pakistan's Family Planning and Health Market

Challenges through the Sustainable Social Marketing Approach" was moderated by Dr. Syed Azizur Rab, CEO, Greenstar, with panellists Dr. Shahida Rehmani (MNA), Dr. Shazia

Sobia Soomro (MNA), Dr. Shabana Saleem (DG, MONHSRC), and Prof. Dr. Shehzad Ali Khan (VC, HSA).

Panellists highlighted the need for strong policy leadership, private-sector integration, and evidence-based, well-financed approaches to ensure sustainable impact. Speakers noted that DAFPAK advanced Pakistan's FP2030 commitments by expanding access to modern family planning through strengthened private networks and digital support via the POOCHO Helpline.

The event concluded with a shared recognition that sustainable social marketing, digital innovation, and public-private partnerships are vital to strengthening Pakistan's health system.



Federal Health Minister Dr. Mukhtar Ahmed Bharat receiving a shield from MNA Mrs Mehtab Akbar Rashdi



Public health stakeholders attending the event



Mr. Sam Waldoock receiving shield from Director General Population Planning Wing (PPW), Dr. Shabana Saleem



Dr. Mukhtar Ahmed Bharat, Federal Minister for Health



Sam Waldoock, Development Director, British High Commission Islamabad



Dr Syed Azizur Rab, CEO, Greenstar Social Marketing Pakistan



Greenstar Sabz Sitara Model Clinic



Dr. Malik Mukhtar Ahmed Bharath

Minister of State, For National Health Services, Regulations and Coordination

"I thank FCDO, the British High Commission, Greenstar Social Marketing, and all DAFPAK stakeholders for their dedication. Together, you have strengthened the Government's mission to achieve UHC and improved access to essential health services across Pakistan."



Mr. Sam Waldock

Development Director, British High Commission Islamabad

“DAFPAK shows how strategic partnerships can strengthen health systems and deliver scalable solutions aligned with Pakistan’s FP2030 commitments.”

علی کریانہ اسٹور



بلال میڈیکل اسٹور



سبزستاره

فصل الربیعہ سبز

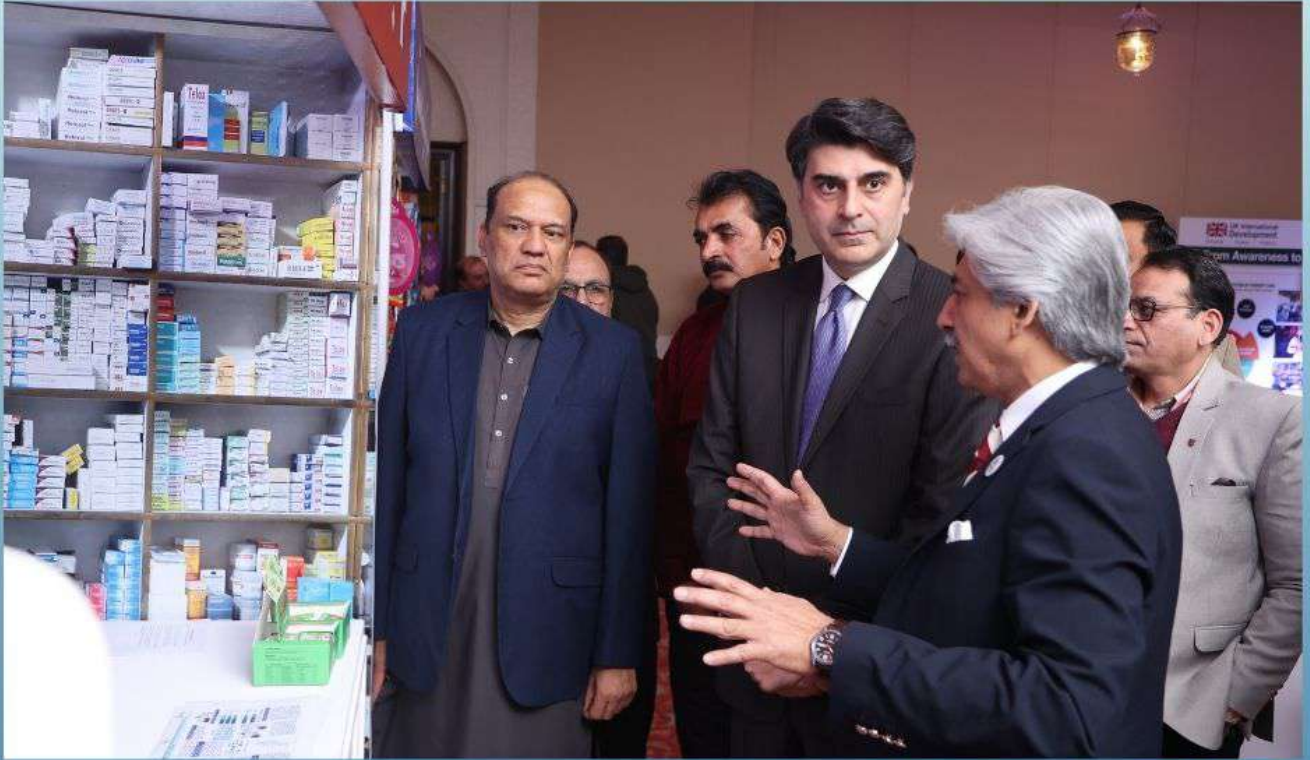


فاطمہ مینک اینڈ میڈیٹری ہوم



GSM Social Marketing Ecosystem Showcase

Exhibition showcasing GSM's Social Marketing ecosystem, including a Sabz Sitara clinic, pharmacy and retail outlet illustrating, how integrated delivery channels enable essential health products and services to reach communities













فیملی ہیلتھ سینٹر



فاطمہ کلینک اینڈ میٹرنٹی ہوم 24 گھنٹے ایمرجنسی کی سہولت



+ بلال میڈیکل اسٹور

علی کریماہ اسٹور







UK International Development
Partnership | Progress | Prosperity

greenstar
with integrity | with

DISSEMINATION EVENT

DELIVERING ACCELERATED FAMILY PLANNING
IN PAKISTAN (DAFPAK)



UK International Development
Partnership | Progress | Prosperity

Panel Discussion: Addressing Pakistan's Family Planning and Health Market challenges through the sustainable Social Marketing approach

Session Moderator



Dr. Azizur Rab
Social Marketing Specialist (GSM)



Dr. Shahida
MNA & Secretary
Parliament



UK International Development
Partnership | Progress | Prosperity

greenstar
with integrity | with

DISSEMINATION EVENT

DELIVERING ACCELERATED FAMILY PLANNING
IN PAKISTAN (DAFPAK)













بلال میڈیکل اسٹور +

اسٹور





national
pment
Prosperity



Discussion: Addressing Pakistan's Family Planning and Health Challenge through the sustainable Social Marketing Approach





