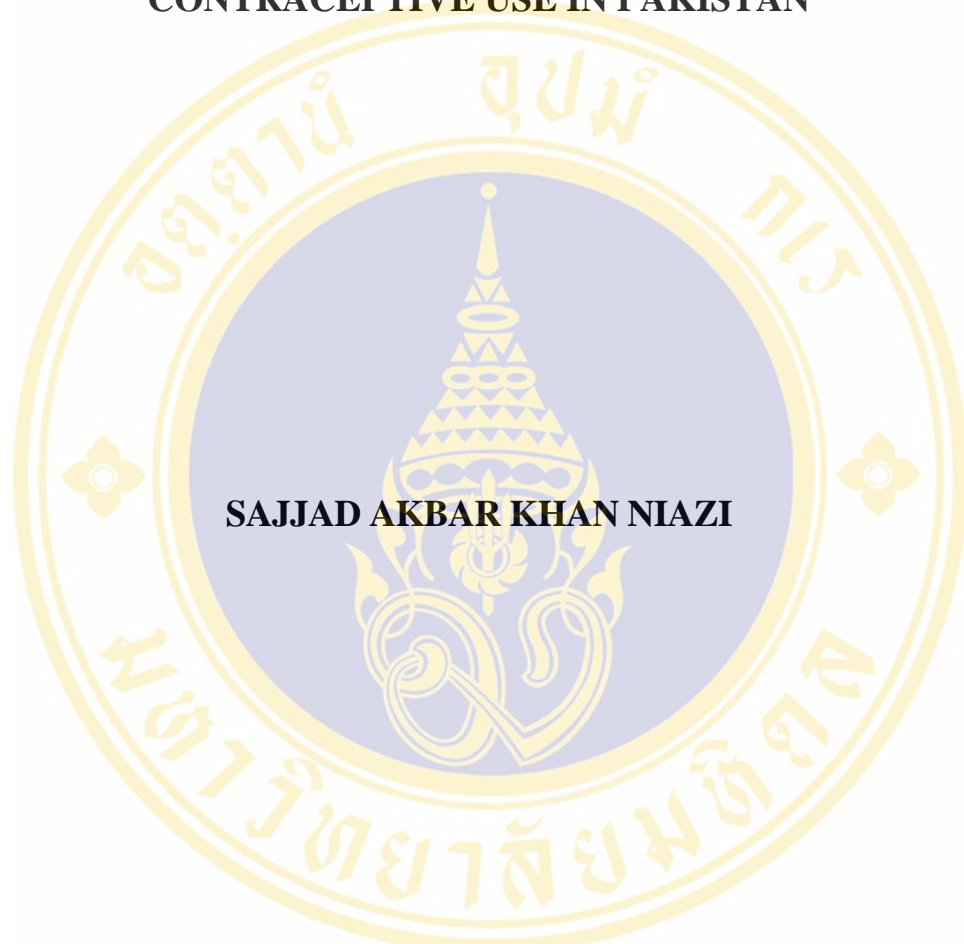


**EFFECT OF EXPOSURE TO MASS MEDIA AND FAMILY  
PLANNING WORKERS ON CURRENT AND FUTURE  
CONTRACEPTIVE USE IN PAKISTAN**



**A THESIS SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR  
THE DEGREE OF MASTER OF ARTS  
(POPULATION AND REPRODUCTIVE HEALTH RESEARCH)  
FACULTY OF GRADUATE STUDIES  
MAHIDOL UNIVERSITY  
2008**

**COPYRIGHT OF MAHIDOL UNIVERSITY**

EFFECT OF EXPOSURE TO MASS MEDIA AND FAMILY PLANNING WORKERS ON CURRENT AND FUTURE CONTRACEPTIVE USE IN PAKISTAN

SAJJAD AKBAR KHAN NIAZI 5038602 PRRH/M

M.A. (POPULATION AND REPRODUCTIVE HEALTH RESEARCH)

THESIS ADVISORS: URAIWAN KANUNGSUKKASEM, Ph.D., PHILIP GUEST, Ph.D.

ABSTRACT

This study aimed to determine the net effect of Pakistan's national family planning program factors (mass media exposure and visits by family planning workers) on modern contraceptive use and intentions to use in the 12 months following the survey of currently married women. Data were drawn from the Pakistan Reproductive Health and Family Planning Survey (PRHFP, 2001) which surveyed 6,579 women.

The results indicate that only one-fifth of the respondents were currently using modern contraceptives and almost the same proportion was intending to use any method in the near future. Half of the respondents had not been exposed to mass media and almost three-fourths had not been exposed to family planning workers' visits. Multilevel logistic modeling results suggest that the odds of using modern contraception were significantly higher among those who were being visited by family planning workers and who discussed family planning with them. Radio and family planning workers' visits were negatively associated with intentions to adopt contraception in the near future after controlling for social and demographic factors. These findings are inconsistent with previous studies and provide little evidence to support the hypothesis set for this study.

There is a need for further careful investigation regarding the effects of mass media and family planning workers exposure on contraceptive use behavior along with more focused information, education, and communication campaigns which expand the coverage and improve family planning services and adoption.

KEY WORDS: MASS MEDIA/ FAMILY PLANNING WORKERS VISITS/  
CURRENT CONTRACEPTIVE USE/ FUTURE USE/  
PAKISTAN

43 pp.