



**ANNUAL**

**REPORT 2023**





# Foreword

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Representative, UNFPA Pakistan

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For UNFPA Pakistan, 2023 showed that everything is possible with ambition, teamwork, and focus on the target. It was a year of political significance for Pakistan and UNFPA as a stakeholder in the high-level decisions on the population agenda. A year of increased confidence in UNFPA's ability to lead, build coalitions, deliver services, and ensure last-mile assurance to leave no one behind. Our commitment to sexual and reproductive health and rights remained steadfast, despite all odds, especially in the aftermath of the 2022 floods. Being a genuine, frank, and vocal communicator who addresses the heart of the issues has proved to work in Pakistan's highly charged political environment. We gained the respect of the political leadership of the country despite not being on a full consensus all the time with all our partners; that is OK, we are here to lead hard-talk conversations and help the leaders go out of their comfort zone and consider different points of view to make a positive difference in the quality of life for women and girls in Pakistan. I am proud of what we managed to achieve and grateful to all our partners for allowing us to work differently.

UNFPA reached over 6.7 million people with essential reproductive healthcare services, including family planning, maternal health, and prevention of gender-based violence.

We worked closely with government partners, civil society organizations, and communities to advocate for policies and programmes that protect the rights of all, especially the most vulnerable. Our advocacy efforts bore fruits and various pro-women and inclusive laws were approved including legislations on women protection and reproductive health.

Our youth-focused programmes empowered young people with life skills education, information and services to make informed decisions about their sexual and reproductive health. We also championed gender equality and worked to eliminate harmful practices such as child marriage.

In 2023, UNFPA continued to provide life-saving services of reproductive healthcare and protection from gender-based violence to the women and girls who were affected by the devastating floods of 2022.

Communications and innovative campaigns remained a key component of our work. We worked with young influencers, partnered with community festivals, and promoted arts through exhibition and film festivals. Our campaigns and communications work reached a total of 4.4 million people.

While we celebrate our achievements, we recognize that much work remains. We remain committed to building a future where every pregnancy is wanted, every childbirth is safe, and every young person's potential is fulfilled. We will continue to work tirelessly to ensure that every woman, every girl and young person in Pakistan has access to the information, services, and support they need to make informed choices about their lives and futures.

# 2023 – At A Glance

UNFPA works across Pakistan

86  
districts



### Outcome Areas

- FP & SRH (Policy and Accountability)
- FP & SRH (Quality of Care and Services)
- Humanitarian Action
- Adolescents and Youth
- Gender and Social Norms (GBV & Child Marriage)

Total number of facilities supported by UNFPA in 2023: 717



In 2023, UNFPA Pakistan reached **11.36 million** people

**6.73 million** were reached through services

Women 2.59 million  
Men 4.14 million



**4.63 million**

were reached through campaigns & awareness initiatives



Highlights of work in  
2♀23



## Family Planning and Sexual and Reproductive Health

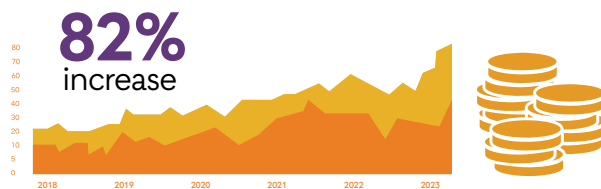
UNFPA works with partners, including the government and civil society organizations, to strengthen the capacity of national and sub-national health systems. This work aims to provide high-quality and comprehensive sexual and reproductive health information and services, including emergency obstetric and newborn care and rights-based family planning services. As the lead UN organization for the implementation of the 1994 International Conference on Population and Development Programme of Action, UNFPA also supports the federal and provincial governments in developing sexual and reproductive health and family planning policies and plans that promote universal access to sexual and reproductive health services.



# Highlights of work in 2023



- ① A joint national conference with the Supreme Court of Pakistan '**Resilient Pakistan: Calibrating Population and Resources**' resulted in the **Islamabad Declaration 2023** for the advancement of family planning and reproductive health agenda.
- ② **The National Midwifery Strategic Framework** led to the reformation of the **Pakistan Nursing and Midwifery Council** (PN & MC).
- ③ Technical support for national and provincial bills along with comprehensive implementation plans, including the **Reproductive Health Act** in Sindh and Khyber Pakhtunkhwa provinces. The SRH Draft bill is ready for Punjab province and is awaiting approval.
- ④ Through UNFPA's advocacy, an overall



in family planning expenditure has been seen since 2018, reaching a total of **39.5 billion PKR**.

- ⑤ Implementation of recommendations by the **Council of Common Interest**, the forums continue to work with UNFPA support, including the



- ⑥ Reproductive Health Commodity Security and Supply Chain Strategy developed.



- ⑦ They provided technical assistance for the development of a social behaviour **change communication strategy at the national level**.



- ⑧ Renaming of Pakistan Nursing Council as Pakistan Nursing & Midwifery Council.

- ⑨ The curriculum for BSc Midwifery is endorsed by the Pakistan Nursing & Midwifery Council, and approval from HEC is awaited.
- ⑩ Technical support to the National Midwifery Strategic Framework on Midwifery Education, Regulation, and Practice.



11 UNFPA and its CSO coalition partners advocated waiving the sales tax imposed on the procurement of contraceptives, which was withdrawn by the Federal Government.

12 Emergency Obstetric and Newborn Care (EmONC) assessment was completed in

**358 health facilities**

in

**22 districts** of Pakistan.



13 **Obstetric Fistula Center** of Excellence initiated in Pakistan Institute Islamabad. Services were expanded, and 150 repair surgeries were performed in collaboration with the Pakistan National Forum for Women's Health (PNFWH) in Pakistan.

14 UNFPA supported **225 health facilities** to provide **24/7 BEmONC/FP services** in the refugee and flood context.

15 The pilot of the Conditional Cash Voucher (CCV) model in four districts improved access for women to sexual and reproductive health services.



**212 pregnant women** benefitted.

16 National Clinical Protocols for EmONC updated and rolled out. A pool of **25 Master Trainers** is available for provincial training.

17 An innovative **telemedicine model** to extend specialized services to remote areas in partnership with the private sector was tested for adoption.

18 Healthcare providers at the secondary health care facilities (**DHQs**) were trained in postpartum family planning.







## Addressing gender-based violence and harmful practices, including child marriage

UNFPA supports federal and provincial governments in preventing and responding to gender-based violence (GBV) and harmful practices, including child marriage, through evidence generation, policy advocacy, and institutional strengthening. In collaboration with relevant ministries, entities, and departments including the Ministry of Law and Justice, Ministry of Human Rights, National Commissions on the Status of Women, health departments, social welfare departments, women development departments, criminal justice sector (including police, prosecution, and justice sectors), and provincial commissions on the status of women, UNFPA contributes towards comprehensive and coordinated prevention and response to gender-based violence and child marriage, both in humanitarian and development settings.



# Highlights of work in 2023



① Technical support to Rules and SOPs for the **Punjab Protection of Women Against Violence (Amendment) Act 2022, Rules of Anti-Rape legislation** (Investigation, Trial Procedure, Crises Cell, and Medico-Legal), **Women's Protection Legislation**, and the implementation of the **domestic violence roadmap**.

② The drafting of the **National Framework** on Ending Child Marriage is completed.

③ Launched the **Sexual Violence Response Framework** in partnership with the Ministry of Law and Justice—a compendium of actions for responses to incidents of sexual violence, aiming at prevention, protection, prosecution, and rehabilitation.

④ **Four helplines** for GBV response were supported through training, development of SOPs, and integration with emergency services.



⑤ Strengthen the GBV case management capacities of the social welfare workforce through the training of **122 social case** workers.



⑥ Development and institutionalization of **GBV Case Management Curriculum** initiated with Lahore College for Women.

⑦ **Disability Accessibility Assessment** conducted for essential GBV services in KP, Punjab, and ICT conducted.



⑧ **52 stakeholders** from police and health departments trained on disability inclusion in GBV services. of in KP, Punjab, and ICT conducted.

⑨ Collaborated and mobilized **The Council of Islamic Ideology (CII)** to discourage the practice of child marriage.

⑩ Child marriage campaign through social media content, robocalls, and community engagement reached **1 million people**.



⑪ The campaign on **digital violence** reached **250,000 people**.



⑫ The first cohort of the National Media Fellowship on **"Responsible representation and reporting of GBV and child marriage"** was completed.



⑬ Two studies on **"Barriers in accessing and uptake of GBV services in Punjab"** and **"Comparative analysis of GBV social service delivery models in Punjab"** were conducted and disseminated.

⑭ **40,000 people** were reached through festivals and events.





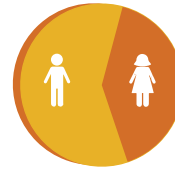
## Adolescents and Young People

UNFPA supports the government in strengthening policy, legal, and accountability frameworks for youth policy reforms and generating evidence-based data on the reproductive health of adolescents and youth. Adopting innovative models and working with a network of partner organizations, UNFPA promotes young people's access to reproductive health information and services, including life skills-based education for in- and out-of-school youth and adolescents.



## Highlights of work in 2023

- ① Successfully piloted the rollout of two textbooks for grades 4 and 8, developed in partnership with the **National Curriculum Council** and based on the standalone curriculum on life skills-based education for grades 1–8. **415 students** were engaged, comprising **228 boys and 187 girls**, in three public schools in Islamabad.



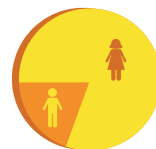
- ② **151** head teachers from low-cost private primary schools in Quetta and nearby districts received LSBE training.
- ③ The **Life Skills-Based Education Roadmap** was developed for **26.2 million** out-of-school adolescents and youth, including transgender youth.



- ④ **Life Skills-Based Education** for youth with disabilities under the non-formal education system was successfully piloted in KP special education institutions.
- ⑤ **8,062** young people benefited from the **National Youth Helpline** in 2023, with a **30%** uptick in call volume. The helpline was established in partnership with the Higher Education Commission.

- ⑥ Two youth-led organizations, **She-Guard** and **Baithak**, supported the showcase of their products concerning reproductive health for young people to potential investors.

- ⑦ **434 adolescents and youth** (339 girls and 95 boys) from Punjab, South Punjab, and Sindh are equipped with skills for leadership resilience building and emergency preparedness.



- ⑧ **3400** people were reached through **21 community-based theatre performances** across **10 districts** of Pakistan.

- ⑨ Through the **Generation Unlimited initiative**, UNFPA, in collaboration with UNICEF and UNDP, supported **16 adolescents** and young researchers with grants to investigate climate change's impact on health, education, agriculture, and livelihood.





⑩ **10 youth organizations** received grants for integrating sexual and reproductive health (SRH).

⑪ **Three youth resource centres in KP** are equipped for the dissemination of digital life skills-based education material.



⑫ Over **540,000 young people** were engaged through digital campaigns and partnerships on gender social norms, climate change, and reproductive health during International Youth Day.

⑬ **250,000 young people** on social media were reached by the **#Change4Impact** campaign.

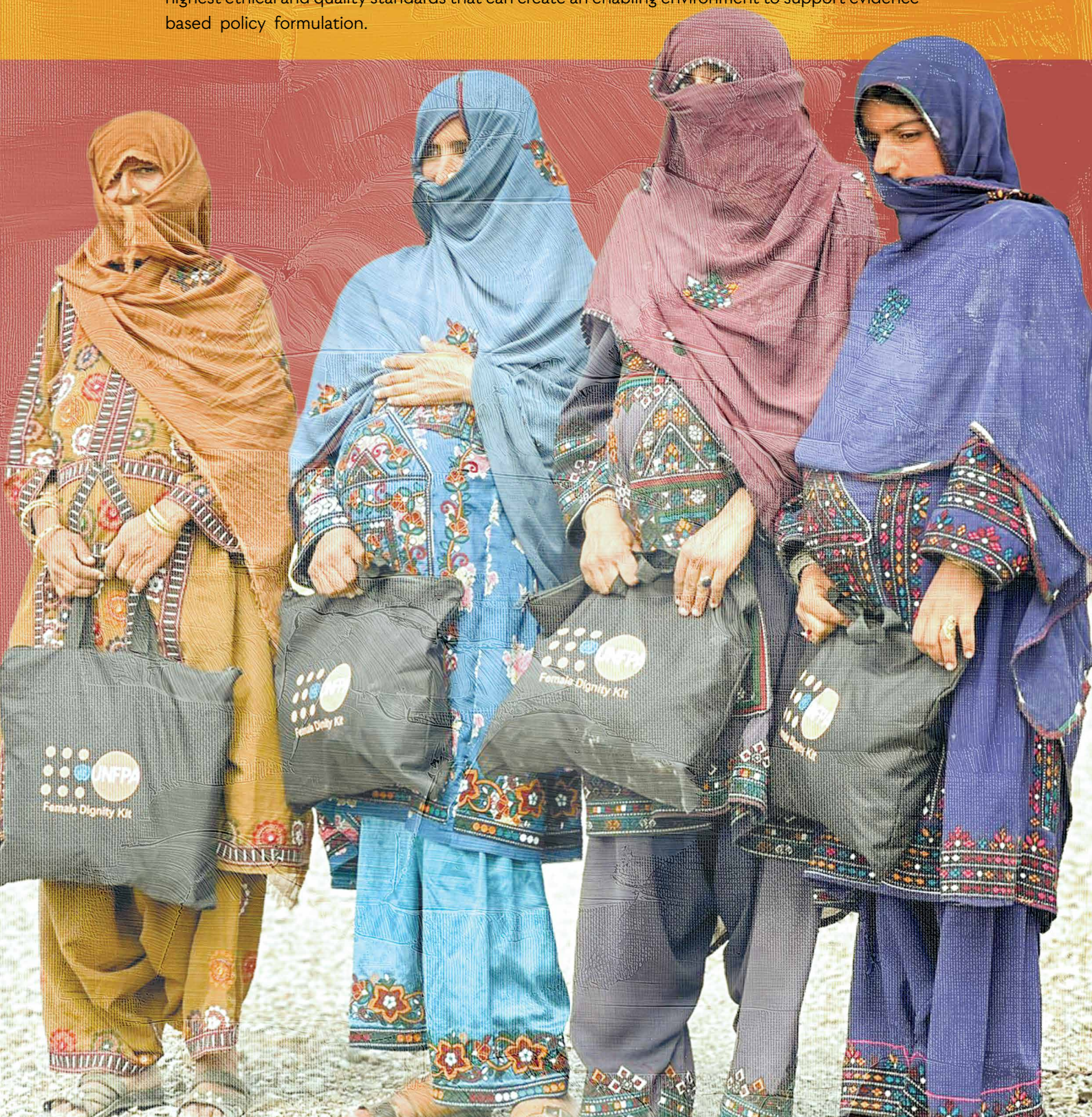
⑭ **10,000 university students** across various universities in Pakistan received messages on Life Skills Based Education (LSBE).

⑮ **A Youth Working Group** within the UN System was initiated by UNFPA and is now chaired by the agency.



## Population Change and Data

UNFPA plays a lead role in strengthening data systems and knowledge platforms on population changes and other megatrends. It mainly involves supporting censuses, demographic and health surveys, research, studies, and other large-scale data-gathering exercises. UNFPA also provides technical support for enhancing the national/provincial capacity of statistical and planning departments and research institutions along with improving data governance systems to advance quality data collection, access, and use for informed policy and decision-making and foster sustainable development. UNFPA supports partners in adopting international best practices and the highest ethical and quality standards that can create an enabling environment to support evidence-based policy formulation.





# Highlights of work in 2023

- ① Technical support to Pakistan Bureau of Statistics for quality assurance of Census 2023. Information dissemination is supported through the Interactive Data Portal.



- ② **Post-Census Communication Strategy** and **Distribution Plan** developed outlining channels and methods for disseminating census data and serving as a roadmap for a seamless transition from data to actionable insights.



- ③ A national data dissemination policy through '**Data Users-Producers Dialogues**' was drafted to contribute to evidence-driven policy formulation in Pakistan.



- ④ The tools for the **Pakistan National Migration Survey** were finalized, which is crucial for providing insights into migration patterns and their demographic impacts.



- ⑤ The longitudinal panel study on family planning and reproductive health was conducted in Punjab (4th round), Sindh, Balochistan, and KP (1st round). The study provides region-specific insights to address maternal and child health challenges, ensuring tailored strategies for each province and contributing to improved health outcomes and policy effectiveness.



⑥ The Reports on the **National Time Transfer Account (NTTA)** analyzing the gender-based distribution of domestic work and the provincial-level National Transfer of Account (NTA) to aid policymakers in understanding the wealth flows and resource utilization, developed and launched (Pakistan is 1st among South Asian Countries).

⑦ An inclusive position paper on "population" has been developed, offering valuable insights for evidence-based policy formulation in **population management, family planning, and healthcare**.

⑧ A Research Report on **Climate Change and Population Linkages** focusing on adaptation and resilience strategies in vulnerable regions was produced.

⑨ Training Manual on **Gender-Focused Research Methodology** developed.

⑩ The **24th Annual Population Research Conference** is organized, focusing on the role of family planning in healthy families and communities.

⑪ UNFPA continues to support the **Population Research Centers (PRCs)** at provincial levels to enhance their capacity in research on population-related issues.

⑫ Civil Registration and Vital Statistics (CRVS) Reforms initiated in pilot districts of Sindh and GB through institutional strengthening and mainstreaming of the health sector to improve registration of vital life events communication package and IEC material developed.

⑬ **148 staff**



from the National and Provincial Bureaus of Statistics, Planning departments, and Population Research Centres (PRCs) trained on data analysis, population projections, use of data, and the digital data dissemination process.

⑭ Establishment of the Centre of Excellence on Population and Wellbeing Studies (CePwS) in NUST as a Population Research Centre.

⑮ A fact sheet/policy brief developed on "**Digital Transformation**" to advocate for aligning government policies with UN guidelines and expediting progress in Pakistan.



## Humanitarian Action

UNFPA's multi-stakeholder approach to SRH and GBV has strengthened the humanitarian-development nexus, improved prevention and response services, and informed Punjab's 2024 Resilience Building Action Plan. Integrated public health services for Afghan refugees via telemedicine and outreach; advanced MISP institutionalization for SRH by enhancing national capacities and emergency response readiness. The coordination structures within the Health and Protection sector, led by UNFPA in managing GBV and SRH working groups, expanded opportunities for engaging development and civil society partners. These established mechanisms facilitated the inclusion of more entities in the referral system for GBV and EmONC services.



# Highlights of work in 2023

① Supported the drafting of the **National Action Plan (NAP)** for Pakistan in 2023, which highlights the direct and indirect impacts of climate change on reproductive health.



② **Strengthened** existing coordination mechanisms within the health and protection sector for better addressing the SRH, family planning, and GBV needs at subnational and national levels.



③ The coordination structures within the Health and Protection sector, led by **UNFPA in managing GBV and SRH working groups**, expanded opportunities for engaging development and civil society partners. These established mechanisms facilitated the inclusion of more entities in the referral system for **GBV and EmONC** services.

④ Integrated **public health services** for Afghan refugees via telemedicine and outreach; advanced MISP institutionalization for SRH by enhancing national capacities and emergency response readiness.



⑤ **Adaptive, flexible, and innovative approaches** such as telemedicine, hub and spoke models, public-private partnerships, and integrated approaches to SRH and GBV are bringing policy shifts in government approaches.



⑥ UNFPA's multi-stakeholder approach to SRH and GBV has strengthened the humanitarian-development nexus, improved prevention and response services, and informed Punjab's 2024 Resilience Building Action Plan

⑦ **529,300** women, adolescents, and youth benefited from **lifesaving sexual and reproductive health** services in humanitarian settings.



⑧ **1,116,405** women, adolescents, and youth benefited from **lifesaving gender-based violence** interventions (PSS and mental health services; women reached out through WGFS) in humanitarian settings.





## Communications and Campaigns

UNFPA carried out innovative digital and community-engagement campaigns on family planning, reproductive health, rights of youth, and gender-based violence which reached millions of people and received a high level of engagement on social media. These include campaigns for #LetsEndDigitalViolence #KahaniBadlenGe (let us change the narrative) #FamilyPlanning and #GreenSkills.





**4.14 million people** were reached through online platforms and influencers' engagement.

**20 top-notch influencers** were engaged to send messages on **family planning, puberty, mental health, and digital violence.**



**490,000 people** were reached through **festivals, community events, art displays, and voice calls.**

**Naqsh Digital Film Festival** in collaboration with Fatima Jinnah Women University received 300 entries, engagement for the festival done in **10 in Baluchistan** and Sindh.



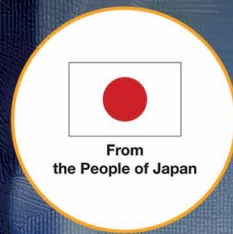
**Partnership with Lok Mela (Folk Festival)** reached **40,000 people** through arts corner, open mic and music night with messages on gender-based violence.

**UNFPA representative** appeared in top TV shows and leading podcasts and wrote **11 opinion editorials** to galvanize public discourse on key topics such as reproductive rights, sexual violence, and gender-based violence.



Diplomatic Enclave with Dr. Luay Shabaneh, Country Representative UNFPA Pakistan, as guest

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